

DATA Brief for NUS Hackathon 2016

Datasets Provided:

S/N	Data Set Name	Data Set Information
1	Customer and Address	Includes: <ul style="list-style-type: none">- Order No- Customer ID (corporate and individual)- Postal Sector
2	Order Details	Includes: <ul style="list-style-type: none">- Order No- Total Order Discount- Order Day and Time- Delivery Day and Timeslot
3	Customer Demographics Note: <i>Customer demographics information is available for <u>some</u> individual customers only.</i>	Includes: <ul style="list-style-type: none">- Individual Customer ID- Gender- Age Band- Race- Nationality
4	Item Category	Includes: <ul style="list-style-type: none">- Item ID- Department- Category- Sub Category
5	Ordered Items	Includes: <ul style="list-style-type: none">- Order No- Item ID- Quantity Purchased- Sales Amount

Information Header Representation:

S/N	Information Header	Description
1	Order No.	Unique number given when a purchase is made.
2	Corporate Customer ID	Unique number given to customers who make purchases on behalf of the company.
3	Individual Customer ID	Unique number given to an individual customer who make purchases for themselves and/or on behalf of the household.
4	Postal Sector <i>Note: Orders with "NA" postal sectors are Voluntary Welfare Orders (VWO).</i>	A postal address at sector level.
5	Item ID	Product Identification number
6	Department	The broad categorisation of items <i>e.g: Toiletries</i>
7	Category	Category is a sub-class within the Department <i>e.g: Toiletries/Baby Care</i>
8	Sub Category	Sub-category is a sub-class within the Category <i>e.g: Toiletries/Baby Care/ Diapers</i>
9	Quantity Purchased	Quantity bought for an item.
10	Sales Amount <i>Note: Items with no sales denotes Free gift</i>	Revenue received based on quantity purchased.
11	Total Order Discount	Consolidated discount given for an order
12	Order Day, Order Time	Day No. and Time of order
13	Delivery Day, Delivery Timeslot	Day No. and Time of Delivery