

Overview of features in the data set “Digitec_Live”

Feature	Description
id	Transaction ID (not unique user ID)
userName	Abbreviation of user's first name
cityName	Municipality of user (based on entry by user)
dateTime	Date and Time of transaction
imageUrl	Link to product image in DigitecGalaxus' database
brandName	Name of the brand
fullProductName	Full name of the product
socialShoppingTransactionTypeid	Transaction type ID in the live ticker: Here only “bought and “shipped to” (3 and 5; other's would include “registered as new user”, etc.)
url	Link to the product (without www.digitec.ch)
__typename	Website object name (all Social Shopping since scraped from live ticker)
salesPrice.amountIncl	Price with VAT
salesPrice.amountExcl	Price without VAT
salesPrice.currency	Currency of the purchase (all CHF)
salesPrice.__typename	? (but all “DeprecatedVATMoney”)
infos.Category	URL part that captures the wider product category (category after last slash in the string)
infos.Sales_Rank	Sales rank of product within the wider product category
infos.Price	Same as salesPrice.amountIncl (but with many missing values))
infos.Currency	Same as salesPrice.currency (but with many missings)
infos.Article_ID	Unique product ID
salesPrice	All NA, disregard
vill_name	Name of municipality from Swiss Post API based on match with user specified municipality name
mun_canton	Canton of the municipality
mun_bfsnr	Swiss Federal Statistical Office Municipality ID (needed to match official statistics to data)
mun_nhits	Number of hits (matches) of user specified municipality name in Swiss Post API data base

Some things to keep in mind:

- When matching municipalities in the data to official statistics, keep in mind that the data were scraped in 2023. Since then, there might have been a couple of merges of communities, such that these municipalities in the data no longer exist. If this is the case, you can use the FSO application on all Swiss Municipalities to find the correct municipality ID:
<https://www.agvchapp.bfs.admin.ch/de/communes/query> This would also apply if you create maps based on the most recent geometry data from the FSO.
- Possible problems / business questions to address: When do people buy more? When do they buy expensive products (can you come up with a measure of what, for example, an expensive smart phone would be based on the data you have?)? Where do they buy more expensive products? Who buys cheap products?