

**Buyer Dataset:** Dataset for understanding our customer base. It contains profiles for buyers, including their sign-up date, geographic location, and behavioral segment

**Product & Vendor Data:** The product catalog data contains detailed information for each unique product, including its name, category, subcategory, and price

**Sales Data:** This is the transaction log, containing all order-level information.

**Buyer Data Metadata**

Column	Description
buyer_id	Unique identifier for the buyer.
customer_group	Internal segmentation of buyers (e.g., 'VIP', 'Frequent').
is_active_buyer	Flag indicating if the buyer is active (1) or dormant (0).
signup_date	The date the buyer registered.
customer_segment	Behavioral segmentation of buyers (e.g., 'Bargain Hunter', 'Fashion Shopper').

preferred_subcategory	The product subcategory the buyer is most interested in.
subcategory_pool	A sample of other subcategories the buyer might be interested in.
preferred_channel	The buyer's most used shopping channel (e.g., 'App', 'Website').
preferred_payment	The buyer's most used payment method.
region	The geographical region of the buyer.
state	The state where the buyer is located.
timezone	The timezone of the buyer.
is_referred	Flag indicating if the buyer was referred (1) or not (0).
wishlist_size	The number of items in the buyer's wishlist.

## Product & Vendor Data Metadata

Column	Description
category_name	Name of the product category
category_id	Short ID for the product category
subcategory_name	Name of the product subcategory
subcategory_id	Short ID for the product subcategory
vendor	ID for the vendor where we sourced this particular product
currently_active_vendor	Indicates whether or not we are currently able to source products from this vendor
product_num	Unique identifier for each product, product numbers may repeat across subcategories

price	Baseline price of the item when being sold to a customer
profit_margin	Profit margin for each product computed
active_product	Indicates whether or not we are currently able to source this particular product
current_stock	The amount of a product currently available to order
pct_profit_margin	Profit margin for each product computed

# Sales Data Metadata

Column	Description
order_id	Unique identifier for each order.
buyer_id	Identifier for the purchasing buyer.
sku_id	Unique identifier for the product purchased
quantity	The number of units of a product purchased.
order_datetime	Timestamp of when the order was placed.
order_status	The status of the order (e.g., 'Delivered', 'Cancelled').