

Data Dictionary	
Data	Attributes
C_ID	Unique customer reference number ( <i>this is not a relevant attribute and can be ignored in your analysis</i> )
C_EquipmentSpend	Range of spending on sports equipment: min = 0, max = \$2000
C_ApparelSpend	Range of spending on sports apparel: min = 0, max = \$300
C_FootwearSpend	Range of spending on footwear: min = 0, max = \$500
C_Gender	M=Male, F=Female
C_Age	Range: min= 18 years, max= 75 years
C_State	ACT: Australian Capital Territory NSW: New South Wales QLD: Queensland SA: South Australia TAS: Tasmania VIC: Victoria WA: Western Australia
C_Area	Urban= customers based in cities Rural =customers based outside cities
C_DeviceType	Phone_iOS: use of Apple iPhones Phone_Android: use of Android phones Tablet_iOS: use of Apple tablets Tablet_Android: use of Android tablets
C_ShoppingCart	Online shopping is conducted via a mobile app or browser. App= mobile app Browser = E-commerce website
C_EmailAd	Frequency of email advertising: daily, weekly, and monthly
C_ShoppingDuration	Average duration session time (minutes per week) on the e-commerce website or mobile app
C_TimeOfShopping	12:00 AM -6:00 AM 6:00 AM-12:00 PM 12:00 PM- 6:00 PM 6:00 PM-12:00 AM
C_NumberOfOrders	Number of orders placed on the mobile app or e-commerce website since creating an account with the company
C_Reviews	Ratings from customer reviews range from 1 to 5.
C_Payment	eWallet: payments via Apple Pay, Google Pay, etc. BNPL: Buy Now Pay Later, e.g: Afterpay, Paypal, BitPay and POLi Card: Credit cards such as Visa, MasterCard, and Amex.

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C_OrderToDelivery	No. of days from order to delivery
App_Discounts	Whether discounts are being offered on the mobile app: Y (Yes) N (NO)
App_Tenure	Number of days since downloading the app
App_Referral	Number of times the app has been shared with friends as the referral