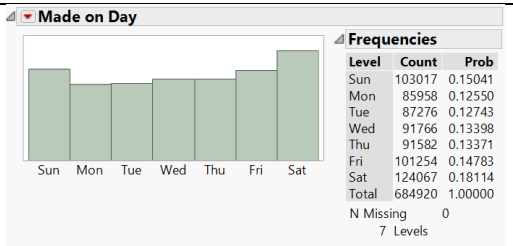
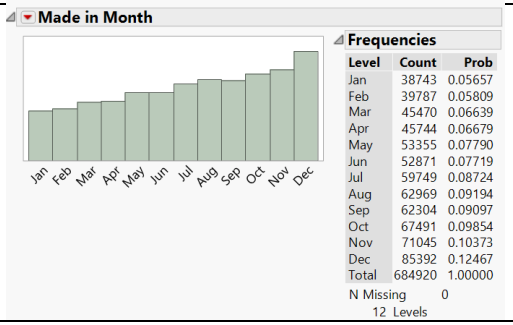
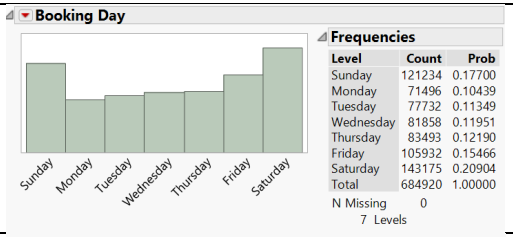
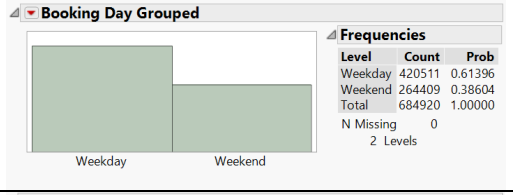
Meta-Data Analysis

1. InterimSandbox_FinalData_IntegratedSheets_Group1

S No.	Variable Name	Data Type	Modelling Type	Description	Levels	Distribution
1.	Booking ID	Numeric	Nominal	Unique Booking ID	684920 levels	
2.	User ID	Numeric	Nominal	Unique Eatigo User ID	136177 Levels	
3.	Restaurant ID	Numeric	Nominal	Unique Restaurant ID	647 levels	
4.	Made on Date (dd/mm/yyyy)	Numeric	Continuous	Booking Made on date		
5.	Made at Time (h:mm)	Numeric	Continuous	Booking Date Made at Time		
6.	Made on Day	Character	Nominal	Booking Made on Day of the Week	7 levels	
7.	Made in Month	Character	Nominal	Booking Made in Month of the year	12 levels	
8.	Booking_lat	Numeric (Latitude DMM)	Continuous	Geographic latitude at which the unique user was located while making the booking		
9.	Booking_long	Numeric	Continuous	Geographic longitude at which the unique user was located while making the booking		
10.	Booking Date(dd/mm/yyyy)	Numeric	Continuous	Booking Made for Date		

<table>
<tr><td>11.</td><td>Booking Day</td><td>Character</td><td>Nominal</td><td>Booking Made for Day of the Week</td><td>7 levels</td><td> 
</td></tr>
<tr><td>12.</td><td>Booking Day Grouped</td><td>Character</td><td>Nominal</td><td>Booking Day grouped into Weekday and Weekend<table><tr><td>Mon, Tue, Wed, Thu, Fri</td><td>Weekday</td></tr><tr><td>Sat, Sun</td><td>Weekend</td></tr></table></td><td>2 levels</td><td> 
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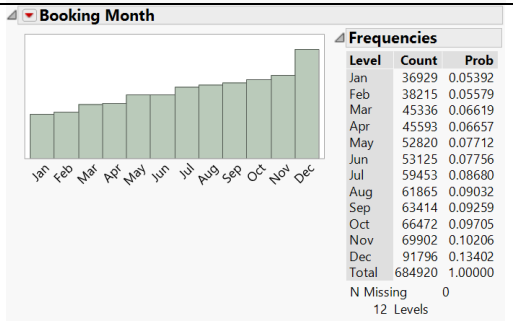
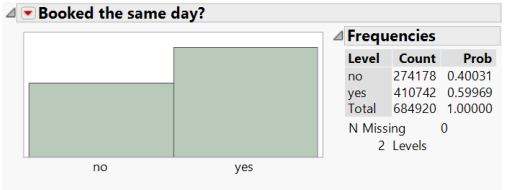
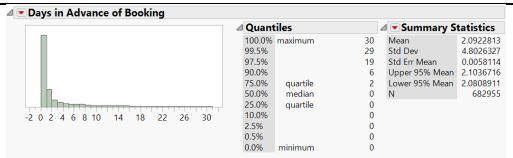
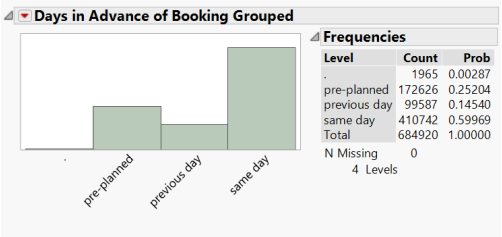
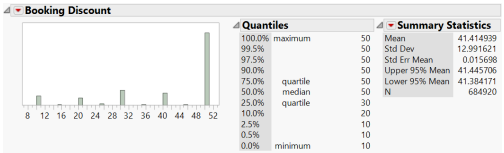
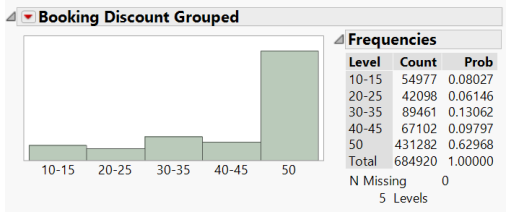
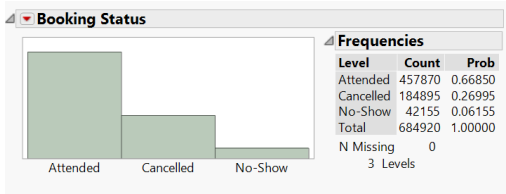
<tr><td>13.</td><td>Booking Month</td><td>Character</td><td>Nominal</td><td>Booking Made for Month of the Year</td><td>12 levels</td><td> 
</td></tr>
<tr><td>14.</td><td>Booking Year</td><td>Numeric</td><td>Nominal</td><td>Booking Made for Year</td><td>1 level</td><td>
</td></tr>
<tr><td>15.</td><td>Booked the Same Day?</td><td>Character</td><td>Nominal</td><td>Whether Made on Date = Booking date:<table><tr><td>If Made on date=Booking Date</td><td>Yes</td></tr><tr><td>If Made on Date != Booking Date</td><td>No</td></tr></table></td><td>2 levels</td><td> 
</td></tr>
<tr><td>16.</td><td>Days in Advance of Booking</td><td>Numeric</td><td>Continuous</td><td>Number of days between Booking Date and Made on Date Example: If Booking Date = 23/03/2017 and Made on Date =</td><td></td><td> 
</td></tr>
</table>

<table>
<tr><td></td><td></td><td></td><td></td><td>26/03/2017 then Days in Advance of Booking = 3</td><td></td><td></td></tr>
<tr><td>17.</td><td>Days in Advance of Booking Grouped</td><td>Character</td><td>Nominal</td><td>Days in Advance of Booking Grouped as:<table><tr><td>Days in Advance of Booking = 0</td><td>Same Day</td></tr><tr><td>Days in Advance of Booking = 1</td><td>Previous Day</td></tr><tr><td>1<Days in Advance of Booking <= 31</td><td>Pre-Planned</td></tr><tr><td>>=32</td><td>Missing</td></tr></table></td><td>4 levels</td><td> 
</td></tr>
<tr><td>18.</td><td>Booking Discount</td><td>Numeric</td><td>Continuous</td><td>% Discount Availed on Booking</td><td></td><td> 
</td></tr>
<tr><td>19.</td><td>Booking Discount Grouped</td><td>Character</td><td>Ordinal</td><td>Booking Discount Grouped<table><tr><td>10% & 15%</td><td>10-15</td></tr><tr><td>20% & 25%</td><td>20-25</td></tr><tr><td>30% & 35%</td><td>30-35</td></tr><tr><td>40% & 45%</td><td>40-45</td></tr><tr><td>50</td><td>50</td></tr></table></td><td>5 levels</td><td> 
</td></tr>
<tr><td>20.</td><td>Booking Status</td><td>Character</td><td>Nominal</td><td>Status of the Booking<table><tr><td>Attended</td><td>Booking was Attended</td></tr><tr><td>Cancelled</td><td>Booking was cancelled in advance</td></tr><tr><td>No-Show</td><td>Eatigo User did not turn up for Booking</td></tr></table></td><td>3 levels</td><td> 
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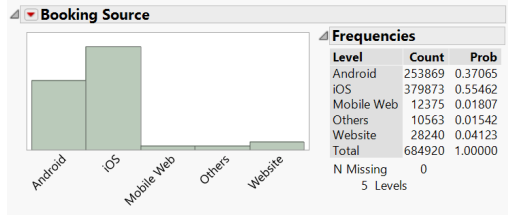
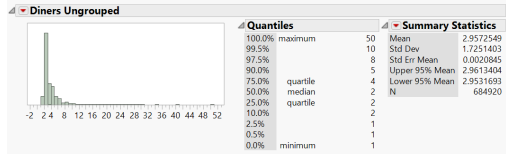
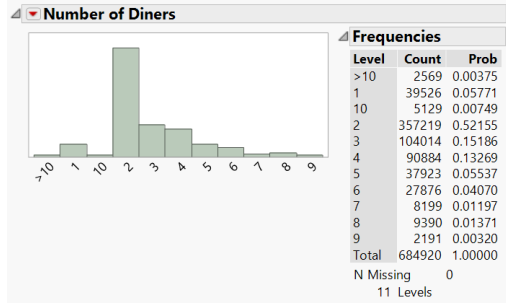
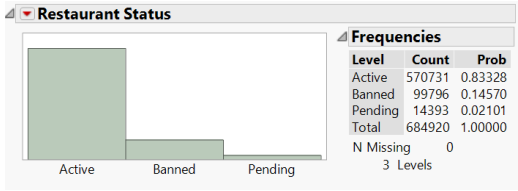
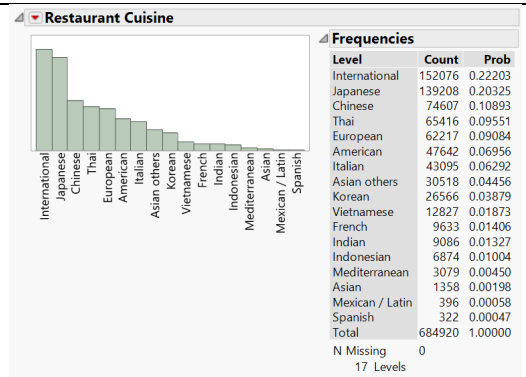
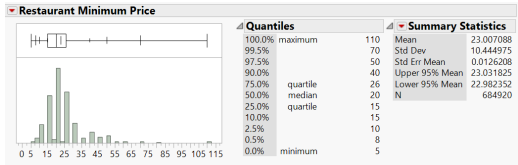
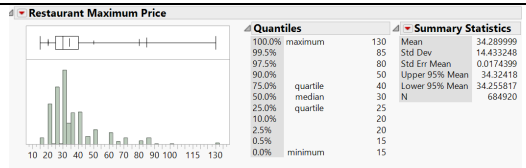
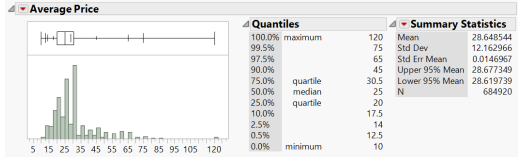
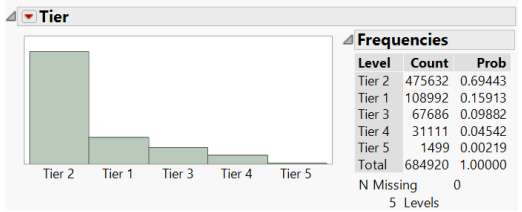
<table>
<tr>
<td>21.</td>
<td>Booking Status Grouped</td>
<td>Character</td>
<td>Nominal</td>
<td>Booking Status Grouped as:
<table><tr><td>Attended</td><td>redeemed</td></tr><tr><td>Cancelled or No-Show</td><td>not redeemed</td></tr></table></td>
<td>2 levels</td>
<td>
</td>
</tr>
<tr>
<td>22.</td>
<td>Booking Source</td>
<td>Character</td>
<td>Nominal</td>
<td>Eatigo Platform from which the Booking was Made:
<table><tr><td>Eatigo App from App Store</td><td>iOS</td></tr><tr><td>Eatigo App from Play Store</td><td>Android</td></tr><tr><td>Eatigo website accessed via mobile</td><td>Mobile Web</td></tr><tr><td>Eatigo website</td><td>Website</td></tr><tr><td>Others</td><td>Others</td></tr></table></td>
<td>5 levels</td>
<td> 
</td>
</tr>
<tr>
<td>23.</td>
<td>Diners Ungrouped</td>
<td>Numeric</td>
<td>Continuous</td>
<td>Number of Diners the booking was made for</td>
<td></td>
<td> 
</td>
</tr>
<tr>
<td>24.</td>
<td>Number of Diners</td>
<td>Character</td>
<td>Nominal</td>
<td>Number of Diners Grouped as:
<table><tr><td>If Diners Ungrouped <=10</td><td>Exact Number. Eg, if Diners Ungrouped = 1, then Number of Diners = 1</td></tr><tr><td>If Diner Ungrouped > 10</td><td>>10</td></tr></table></td>
<td>11 levels</td>
<td> 
</td>
</tr>
<tr>
<td>25.</td>
<td>Promotion Code</td>
<td>Character</td>
<td>Nominal</td>
<td>Whether an additional Promotion Code was Used for the Booking:
<table><tr><td>If Promotion Code was used</td><td>Yes</td></tr><tr><td>If promotion Code was not used</td><td>No</td></tr></table></td>
<td>2 levels</td>
<td>
</td>
</tr>
</table>

26.	Restaurant Status	Character	Nominal	Status of the Restaurant at the time of recording the data If restaurant is active on Eatigo — Active If restaurant is permanently removed from Eatigo — Banned If restaurant is temporarily removed or closed — Pending	3 levels	
27.	Restaurant Cuisine	Character	Nominal	The cuisine that the restaurant specializes in	17 levels	
28.	Restaurant Minimum Price	Numeric	Continuous	The least Price Amount that the User will have to pay for that restaurant		
29.	Restaurant maximum Price	Numeric	Continuous	The maximum price Amount that the User will have to pay for that restaurant		
30.	Average Price	Numeric	Continuous	The Mean Price for that Restaurant $\frac{(\text{Restaurant Minimum Price} + \text{Restaurant Maximum Price})}{2}$		
31.	Restaurant Tier	Character	Ordinal			

<table>
<tr>
<td>32.</td>
<td>Tier</td>
<td>Character</td>
<td>Ordinal</td>
<td>Restaurants Grouped into Tier According to Price
<table>
<tr><td>Most Expensive</td><td>Tier 5</td></tr>
<tr><td>Expensive</td><td>Tier 4</td></tr>
<tr><td>Neither Expensive Nor Cheap</td><td>Tier 3</td></tr>
<tr><td>Cheap</td><td>Tier 2</td></tr>
<tr><td>Very Cheap</td><td>Tier 1</td></tr>
</table></td>
<td>5 levels</td>
<td> 
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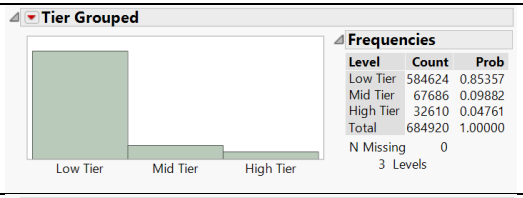
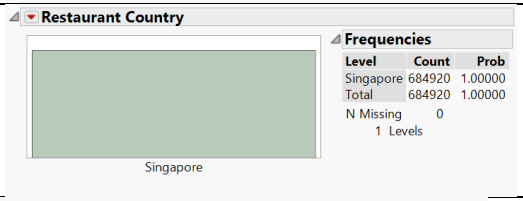
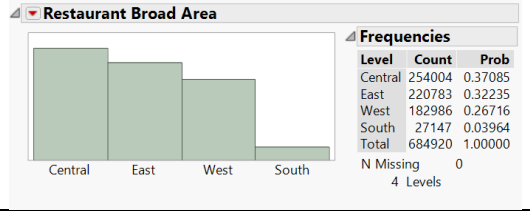
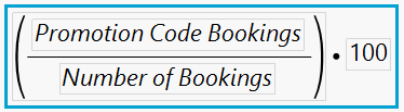
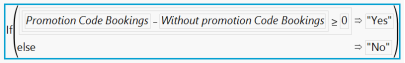
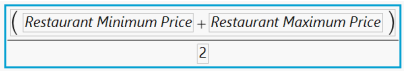
<tr>
<td>33.</td>
<td>Tier Grouped</td>
<td>Character</td>
<td>Ordinal</td>
<td>Tiers grouped further:
<table>
<tr><td>Tier 4 and Tier 5</td><td>High Tier</td></tr>
<tr><td>Tier 3</td><td>Mid Tier</td></tr>
<tr><td>Tier 1 and Tier 2</td><td>Low Tier</td></tr>
</table></td>
<td>3 levels</td>
<td> 
</td>
</tr>
<tr>
<td>34.</td>
<td>Restaurant Country</td>
<td>Character</td>
<td>Nominal</td>
<td>The country in which the Restaurant is present</td>
<td>1 level</td>
<td> 
</td>
</tr>
<tr>
<td>35.</td>
<td>Restaurant Broad Area</td>
<td>Character</td>
<td>Nominal</td>
<td>The broadest level geographic categorization of restaurants across Singapore</td>
<td>4 levels</td>
<td> 
</td>
</tr>
<tr>
<td>36.</td>
<td>Restaurant Latitude</td>
<td>Character (Latitude DMM)</td>
<td>Continuous</td>
<td>The geographic latitude at which the restaurant is located</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37.</td>
<td>Restaurant Longitude</td>
<td>Character (Longitude DMM)</td>
<td>Continuous</td>
<td>The geographic longitude at which the restaurant is located</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38.</td>
<td>Restaurant First Booking Date</td>
<td>Numeric</td>
<td>Continuous</td>
<td>The date when the restaurant was booked for the first time</td>
<td></td>
<td></td>
</tr>
</table>

2. InterimSandbox_FinalData_VendorData _Group1

1.	Variable Name	Data Type	Modelling Type	Description	Level
2.	Restaurant ID	Numeric	Nominal	Unique restaurant ID	647
3.	Number of Bookings	Numeric	Continuous	Number of Bookings made for that restaurant ID	
4.	Attended Bookings	Numeric	Continuous	Number of Bookings Attended for that restaurant ID	
5.	Cancelled Bookings	Numeric	Continuous	Number of Bookings Cancelled for that restaurant ID	
6.	No-Show Bookings	Numeric	Continuous	Number of No-Show Bookings for that restaurant ID	
7.	Proportion of Attended	Numeric	Continuous	Proportion of Bookings Attended for that restaurant ID $\left(\frac{\text{Attended Bookings}}{\text{Number of Bookings}}\right) \cdot 100$	
8.	Proportion of Cancelled	Numeric	Continuous	Proportion of Bookings Cancelled for that restaurant ID $\left(\frac{\text{Cancelled Bookings}}{\text{Number of Bookings}}\right) \cdot 100$	
9.	Proportion of no-Show	Numeric	Continuous	Proportion of No-Show bookings for that restaurant ID $\left(\frac{\text{No-Show Bookings}}{\text{Number of Bookings}}\right) \cdot 100$	
10.	Unique Users	Numeric	Continuous	Number of Unique users who booked that restaurant	

11.	Repeat users	Numeric	Continuous	Number of bookings made by repeat users for that restaurant $Number\ of\ Bookings - Unique\ Users$	
12.	Proportion of Repeat Users	Numeric	Continuous	The proportion of repeat bookings of total bookings $\left(\frac{Repeat\ users}{Number\ of\ Bookings}\right) \cdot 100$	
13.	Ration of Repeat to new Users	Numeric	Continuous	For every new user that comes, how many repeat bookings are made for that restaurant $\left(\frac{Repeat\ users}{Unique\ Users}\right) \cdot 100$	
14.	10-15 Discount group	Numeric	Continuous	Number of users who booked with a discount in the 10-15% range	
15.	20-25 Discount Group	Numeric	Continuous	Number of users who booked with a discount in the 20-25% range	
16.	30-35 Discount Group	Numeric	Continuous	Number of users who booked with a discount in the 30-35 % range	
17.	40-45 Discount Group	Numeric	Continuous	Number of users who booked with a discount in the 40-45% range	
18.	50 discount Group	Numeric	Continuous	Number of users who booked with a 50% discount	
19.	Promotion Code Bookings	Numeric	Continuous	Number of promotion Code bookings	
20.	Without promotion Code Bookings	Numeric	Continuous	Number of Without promotion code bookings	

21.	Proportion of Promotion code Bookings	Numeric	Continuous	Proportion of promotion Code Bookings 	
22.	Promotion Driven	Character	Nominal	Whether bookings for a restaurant are promotion driven or not 	2
23.	Restaurant Minimum Price	Numeric	Continuous	The minimum price for that restaurant	
24.	Restaurant maximum price	Numeric	Continuous	The maximum Price for that restaurant	
25.	Average price	Numeric	Continuous	The Average Price for that restaurant 	
26.	Tier	Character	Nominal	The Tier category the restaurant falls under: Most Expensive — Tier 5 Expensive — Tier 4 Neither Expensive Nor Cheap — Tier 3 Cheap — Tier 2 Very Cheap — Tier 1	5
27.	Restaurant Cuisine	Character	Nominal	The Cuisine offered by that restaurant	17
28.	Restaurant Status	Character	Nominal	The current status of the restaurant: If restaurant is active on Eatigo — Active If restaurant is permanently — Banned	3

				removed from Eatigo If restaurant is temporarily removed or closed — Pending	
29.	Restaurant Broad Area	Character	Nominal	The Broad Area that restaurant falls under	4

3. InterimSandbox_FinalData_UserSheet _Group1

S.No	Variable Name	Data Type	Modelling Type	Description	Level
1.	User ID	Numeric	Nominal	Unique User ID	136177
2.	Number of Bookings	Numeric	Continuous	Number of Bookings per User	
3.	Number of Bookings Attended	Numeric	Continuous	Number of Bookings attended per user	
4.	Number of Bookings Cancelled	Numeric	Continuous	Number of Bookings cancelled per user	
5.	Number of Bookings No-Show	Numeric	Continuous	Number of Bookings No-Show per user	
6.	Average number of Diners	Numeric	Continuous	Average group size the user books for	
7.	Average Number of days in Advance	Numeric	Continuous	Average Number of Days in Advance the user makes a booking	
8.	Average minimum price	Numeric	Continuous	Average minimum price of the restaurant attended by the user across all their bookings	

9.	Average maximum price	Numeric	Continuous	Average maximum price of the restaurant attended by the user across all their bookings	
10.	Last booking date	Numeric	Continuous	Latest date at which the user made a booking	
11.	Number of Banned	Numeric	Continuous	Number of bookings made at banned restaurants	
12.	Number of Active	Numeric	Continuous	Number of bookings made at the active restaurants	
13.	Number of Pending	Numeric	Continuous	Number of bookings made at the pending restaurants	
14.	Number of promotion Code Bookings	Numeric	Continuous	Number of bookings made using a promotion code	
15.	Jan Bookings	Numeric	Continuous	Number of bookings made in the month of Jan	
16.	Feb Bookings	Numeric	Continuous	Number of bookings made in the month of Feb	
17.	Mar Bookings	Numeric	Continuous	Number of bookings made in the month of Mar	
18.	Apr Bookings	Numeric	Continuous	Number of bookings made in the month of Apr	
19.	May Bookings	Numeric	Continuous	Number of bookings made in the month of May	
20.	Jun Bookings	Numeric	Continuous	Number of bookings made in the month of Jun	
21.	Jul Bookings	Numeric	Continuous	Number of bookings made in the month of Jul	
22.	Aug Bookings	Numeric	Continuous	Number of bookings made in the month of Aug	
23.	Sep Bookings	Numeric	Continuous	Number of bookings made in the month of Sep	
24.	Oct Bookings	Numeric	Continuous	Number of bookings made in the month of Oct	

25.	Nov Bookings	Numeric	Continuous	Number of bookings made in the month of Nov	
26.	Dec Bookings	Numeric	Continuous	Number of bookings made in the month of Dec	
27.	Monday bookings	Numeric	Continuous	Number of bookings made on Monday by the user	
28.	Tuesday bookings	Numeric	Continuous	Number of bookings made on Tuesday by the user	
29.	Wednesday bookings	Numeric	Continuous	Number of bookings made on Wednesday by the user	
30.	Thursday bookings	Numeric	Continuous	Number of bookings made on Thursday by the user	
31.	Friday bookings	Numeric	Continuous	Number of bookings made on Friday by the user	
32.	Saturday bookings	Numeric	Continuous	Number of bookings made on Saturday by the user	
33.	Sunday bookings	Numeric	Continuous	Number of bookings made on Sunday by the user	
34.	Unique restaurant	Numeric	Continuous	Number of Unique Restaurants tried by the user	
35.	Unique cuisine	Numeric	Continuous	Number of unique restaurants tried by the user	