Description for variables in data set

The variables in *friberg_gronqvist_wine_data.csv* are the following:

Variable name	Variable description
Name	Name of wine
Artikelnr	ID number of wine (given by Systembolaget)
Artikelid	ID number of brand (given by Systembolaget)
Vintage	Vintage (if any)
Country	Country
Region	Region
Year	Year
Week	Week no. (1-53)
Period	Weekly time indicator (1-263)
Date	Date
Litre	Weekly sale in litres
Llitre	Weekly sale in log litre
Price	Price in SEK
Lp	Log price in SEK
rprice_litre	Real litre price in SEK (base jan 2004)
Dist	Level of distribution of wine
taste_segment	Taste segment of wine (16 groups)
Segm	Color segment of wine
price_segm	Price segment of wine (high, medium, low, bib)
time_segm_price	Period-color-price segment-package indicator
Artikpr	Product number-price-vintage combination
Old	Indicator for the wine being distributed longer than the previous 2 years
ma_split	Advertising expenditures a specific week for a wine
v10_a	Normalized review (0-10): Aftonbladet
v10_dn	Normalized review (0-10): Dagens Nyheter

v10_di	Normalized review (0-10): Dagens Industri
v10_exp	Normalized review (0-10): Expressen
v10_svd	Normalized review (0-10): Svenska Dagbladet
v10_aom	Normalized review (0-10): Expressen
v10_am	Mean normalized review during the weeks the wine is distributed: Aftonbladet
v10_dnm	Mean normalized review during the weeks the wine is distributed: Dagens Nyheter
v10_dim	Mean normalized review during the weeks the wine is distributed: Dagens Industri
v10_expm	Mean normalized review during the weeks the wine is distributed: Expressen
v10_svdm	Mean normalized review during the weeks the wine is distributed: Svenska Dagbladet
v10_aomm	Mean normalized review during the weeks the wine is distributed: Allt om Mat
v10_all	Weekly average normalized review (all media)
rev_all	Indicator of the wine being reviewed (all media)
rev_all_hi	Indicator of the wine receiving a good review (all media)
rev_all_lo	Indicator of the wine receiving a bad review (all media)
rev_eve	Indicator of the wine being reviewed in tabloids
rev_eve_hi	Indicator of the wine receiving a good review in tabloids
rev_eve_lo	Indicator of the wine receiving a bad review in tabloids
rev_ex	Indicator of the wine being reviewed in AoM
rev_ex_hi	Indicator of the wine receiving a good review in AoM
rev_ex_lo	Indicator of the wine receiving a bad review in AoM
rev_nyaom	Indicator of review is not in AoM yearly special
rev_nyaom_hi	Indicator of good reviews not in AoM yearly special
rev_nyaom_lo	Indicator of bad reviews not in AoM yealy special
rev_all_p50	Indicator of the wine receiving a higher than median review
rev_all_p80	Indicator of the wine recepving a higher than p80 review
rev_all_p20	Indicator of the wine receiving a lower than p20 review
m_rev	Indicator of the wine receiving multiple reviews in a week
nrarom	Number of wines reviewed in Allt om Mat each week
pri_m	Mean real litre price in SEK (base jan 2004) during the weeks the wine is distributed
ms_segm	Mean market share within color during weeks the wine is distributed
ind	Indicator for the first time the wine is observed in data