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| Field | Description |
| HHKEY | Customer ID |
| ZIP\_CODE | Zip code |
| REC |  |
| FRE | Number of purchase visits |
| MON | Total net sales |
| CC\_CARD | Flag: credit card user |
| AVRG | Average amount spent per visit |
| PC\_CALC20 |  |
| PSWEATERS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PKNIT\_TOPS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PKNIT\_DRES | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PBLOUSES | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PJACKETS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PCAR\_PNTS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PCAS\_PNTS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PSHIRTS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PDRESSES | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PSUITS | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| POUTERWEAR | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PJEWELRY | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PFASHION | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PLEGWEAR | 15 variables providing the percentages spent by the customer on specific classes of clothing |
| PCOLLSPND |  |
| AMSPEND | Amount spent for each of four different franchises (4 variables) |
| PSSPEND | Amount spent for each of four different franchises (4 variables) |
| CCSPEND | Amount spent for each of four different franchises (4 variables) |
| AXSPEND | Amount spent for each of four different franchises (4 variables) |
| TMONSPEND | Amount spent in the past 3 months |
| OMONSPEND | Amount spent in the past month |
| SMONSPEND | Amount spent in the past 6 months |
| PREVPD | Amount spent in the same period last year |
| GMP | Gross margin percentage |
| PROMOS | Number of marketing promotions on file |
| DAYS | Number of days the customer has been on file |
| FREDAYS | Number of days between purchases |
| MARKDOWN | Markdown percentage on customer purchases |
| CLASSES | Number of different product classes purchased |
| COUPONS | Number of coupons used by the customer |
| STYLES | Total number of individual items purchased by the customer |
| STORES | Number of stores the customer purchased at |
| STORELOY |  |
| VALPHON | Flag: valid phone number on file |
| WEB | Flag: web shopper |
| MAILED | Number of promotions mailed in the last year |
| RESPONDED | Number of promotions responded to in the past year |
| RESPONSERATE | Promotion response rate for the past year |
| HI | Product uniformity (low core = diverse spending patterns) |
| LTFREDAY | Lifttime average between visits |
| CLUSTYPE | Microvision lifestyle cluster type (market segmentation category defined by Claritas demographics) |
| PERCRET | Percent of returns |
| RESP | Response |