

# Orange Juice Data (OJ)

## Description

The data contains 1070 purchases where the customer either purchased Citrus Hill or Minute Maid Orange Juice. A number of characteristics of the customer and product are recorded.

## Format

A data frame with 1070 observations on the following 18 variables.

Variable	Description
Purchase	A factor with levels CH and MM indicating whether the customer purchased Citrus Hill or Minute Maid Orange Juice
WeekofPurchase	Week of purchase
StoreID	Store ID
PriceCH	Price charged for CH
PriceMM	Price charged for MM
DiscCH	Discount offered for CH
DiscMM	Discount offered for MM
SpecialCH	Indicator of special on CH
SpecialMM	Indicator of special on MM
LoyalCH	Customer brand loyalty for CH
SalePriceMM	Sale price for MM
SalePriceCH	Sale price for CH
PriceDiff	Sale price of MM less sale price of CH
Store7	A factor with levels No and Yes indicating whether the sale is at Store 7
PctDiscMM	Percentage discount for MM
PctDiscCH	Percentage discount for CH
ListPriceDiff	List price of MM less list price of CH
STORE	Which of 5 possible stores the sale occurred at