**Mô tả các cột trong bảng**

1. **Bảng Transactions**

|  |  |
| --- | --- |
| household\_key | Uniquely identifies each household |
| store\_id | Uniquely identifies each store |
| basket\_id | Uniquely identifies each purchase occasion |
| product\_id | Uniquely identifies each product |
| quantity | Number of the product purchased during the trip |
| sales\_value | Amount of dollars the retailer receives from sale |
| retail\_disc | Discount applied due to the retailer’s loyalty card program |
| coupon\_disc | Discount applied due to a manufacturer coupon |
| coupon\_match\_disc | Discount applied due to retailer’s match of manufacturer coupon |
| Week no | Week of the transaction; Ranges 1-53 |

**Note:** The variable sales\_value in this table is the amount of dollars received by the retailer on the sale of the specific product, taking the coupon match and loyalty card discount into account. It is not the actual price paid by the customer. If a customer uses a coupon, the actual price paid will be less than the sales\_value because the manufacturer issuing the coupon will reimburse the retailer for the amount of the coupon.

To calculate the actual product prices, use the formulas below:

Loyalty card price = (sales\_value – (retail\_disc + coupon\_match\_disc)) / quantity

Non-loyalty card price = (sales\_value – (coupon\_match\_disc)) / quantity

1. **Bảng Demographics**

|  |  |
| --- | --- |
| household\_id | Uniquely identifies each household |
| Age\_desc | Estimated age range |
| Income\_desc | Household income |
| Homeowner\_desc | Homeowner, renter, etc. |
| marital\_status\_code | Marital status (Married, Single, Unknown) |
| household\_size\_desc | Size of household up to 5+ |
| hh\_comp\_desc | Household composition |
| kid\_category | Number of children present up to 3+ |

1. **Bảng Product**

|  |  |
| --- | --- |
| product\_id | Uniquely identifies each product |
| manufacturer | Uniquely identifies each manufacturer |
| department | Groups similar products together |
| brand | Indicates private or national label brand |
| Commodity\_desc | Groups similar products together at lower level |
| Sub\_commodity\_desc | Groups similar products together at lowest level |
| Curr\_size\_of\_product | Indicates package size (not available for all products) |