

Variable type	Variable name	Description
Member ID	Member id	Unique identifier for each household
Demographics	SEC	Socioeconomic class (1 = high, 5 = low)
	FEH	Eating habits(1 = vegetarian, 2 = vegetarian but eat eggs, 3 = nonvegetarian, 0 = not specified)
	MT	Native language (see table in worksheet)
	SEX	Gender of homemaker (1 = male, 2 = female)
	AGE	Age of homemaker
	EDU	Education of homemaker (1 = minimum, 9 = maximum)
	HS	Number of members in household
	CHILD	Presence of children in household (4 categories)
	CS	Television availability (1 = available, 2 = unavailable)
	Affluence Index	Weighted value of durables possessed
Purchase summary over the period	No. of Brands	Number of brands purchased
	Brand Runs	Number of instances of consecutive purchase of brands
	Total Volume	Sum of volume
	No. of Trans	Number of purchase transactions (multiple brands purchased in a month are counted as separate transactions)
	Value	Sum of value
	Trans/Brand Runs	Average transactions per brand run
	Vol/Trans	Average volume per transaction
	Avg. Price	Average price of purchase
Purchase within promotion	Pur Vol	Percent of volume purchased
	No Promo - %	Percent of volume purchased under no promotion

Variable type	Variable name	Description
	\rlapPur Vol Promo 6%	Percent of volume purchased under promotion code 6
	Pur Vol Other Promo %	Percent of volume purchased under other promotions
Brandwise purchase	Br. Cd. \rlap(57, 144), 55, 272, 286, 24, 481, 352, 5, and 999 (others)	Percent of volume purchased of the brand
Price categorywise purchase	Price Cat 1 to 4	Percent of volume purchased under the price category
Selling propositionwise purchase	Proposition Cat 5 to 15	Percent of volume purchased under the product proposition category