

Code Book for Variables in the Refrigerated Fruit Juice (RFJ) Category

Brand 1 is Tropicana

Brand 2 is Minute Made

Brand 3 is Private Label

q1 Ounces of Brand Sold

q2

q3

p1 Price of each Brand in \$

p2

p3

This data has been made available by the Kilts Research Center and the University of Chicago.

The data has been modified (cleaning, aggregation, deletions etc.) from its original form by Prof. Sanjog Misra to facilitate use by students.