**Appendix A Sample of data from ORGANICS dataset**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CUSTID** | **GENDER** | **AGE** | **TV\_REG** | **NGROUP** | **LCDATE** | **BILL** | **REGION** | **CLASS** | **ORGYN** | **AFFL** | **LTIME** | **OAC** |
| **0000000140** | **U** | **76** | **Wales & West** | **C** | **07/11/1994** | **16000** | **Midlands** | **Gold** | **0** | **10** | **4** | **6** |
| **0000000620** | **U** | **49** | **Wales & West** | **D** | **04/06/1993** | **6000** | **Midlands** | **Gold** | **0** | **4** | **5** | **6** |
| **0000000868** | **F** | **70** | **Wales & West** | **D** | **02/08/1990** | **0** | **Midlands** | **Silver** | **1** | **5** | **8** | **6** |
| **0000001120** | **M** | **65** | **Midlands** | **F** | **01/07/1991** | **0** | **Midlands** | **Tin** | **1** | **10** | **7** | **4** |
| **0000002313** | **F** | **68** | **Midlands** | **A** | **01/03/1990** | **0** | **Midlands** | **Tin** | **0** | **11** | **8** | **5** |
| **0000002771** | **U** | **72** | **N West** | **D** | **07/11/1995** | **20760** | **North** | **Platinum** | **0** | **9** | **3** | **8** |
| **0000003131** | **F** | **74** | **East** | **A** | **01/03/1990** | **0** | **Midlands** | **Tin** | **0** | **11** | **8** | **6** |
| **0000003328** | **M** | **62** | **N East** | **D** | **09/02/1994** | **0** | **North** | **Tin** | **0** | **13** | **5** | **1** |
| **0000004529** | **M** | **62** | **East** | **F** | **29/06/1995** | **2039** | **Midlands** | **Silver** | **0** | **10** | **3** | **6** |
| **0000005886** | **F** | **43** |  | **F** | **17/03/1997** | **6000** |  | **Gold** | **1** | **14** | **1** | **8** |
| **0000007420** | **F** | **60** | **N East** | **F** | **13/05/1996** | **11000** | **North** | **Gold** | **0** | **7** | **2** | **1** |
| **0000009814** | **M** |  | **London** | **C** | **10/11/1997** | **5000** | **South East** | **Silver** | **1** | **5** | **1** | **2** |
| **0000010006** | **F** | **51** | **Midlands** | **F** | **10/12/1987** | **300** | **Midlands** | **Silver** | **0** | **9** | **11** | **5** |
| **0000010219** | **F** | **64** | **S & S East** | **C** | **01/02/1990** | **0** | **South East** | **Tin** | **0** | **6** | **9** | **5** |
| **0000010812** | **F** | **37** | **London** | **C** | **28/04/1994** | **0** | **South East** | **Tin** | **1** | **16** | **4** | **8** |
| **0000011207** | **M** | **54** | **Midlands** | **D** | **23/05/1997** | **1420** | **Midlands** | **Silver** | **0** | **8** | **1** | **2** |
| **0000011932** | **F** | **70** | **Midlands** | **B** | **05/04/1990** | **6105** | **Midlands** | **Gold** | **0** | **5** | **8** | **2** |
| **0000014656** | **F** | **42** | **East** | **C** | **04/01/1994** | **0** | **Midlands** | **Tin** | **1** |  | **5** |  |
| **0000015350** | **F** |  | **C Scotland** | **E** | **22/09/1993** | **0** | **Scottish** | **Tin** | **1** | **7** | **5** | **1** |