

Available Datasets

Dataset Attribution

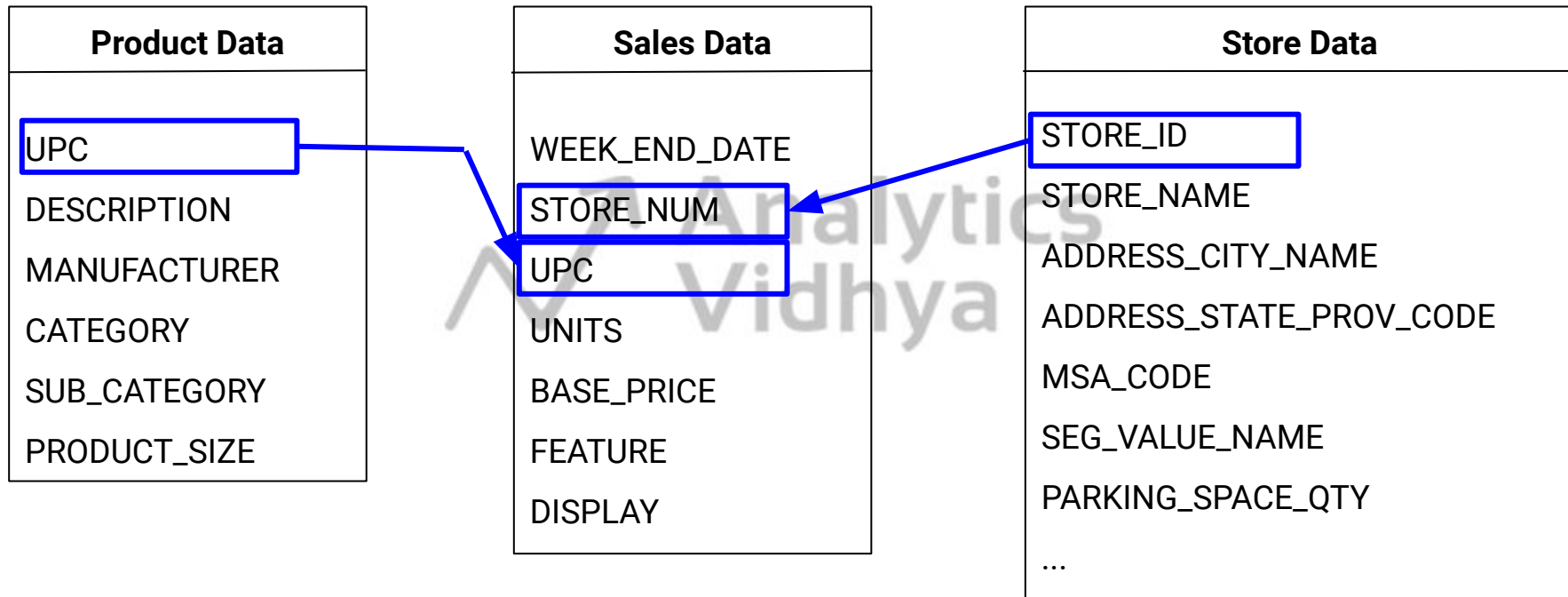
dunnhumby^s

Available Datasets

- Four selected categories -
 - Pretzels
 - Frozen pizza
 - Boxed cereal
 - Mouthwash



Available Datasets



Product Features

- **Product type/ Category**
- Packaging Quality
- **Product Size**
- **Product Price**
- **Company**
- Manufacturing Date

Product Data	Store Data	Sales Data
UPC	STORE_ID	WEEK_END_DATE
DESCRIPTION	STORE_NAME	STORE_NUM
MANUFACTURER	ADDRESS_CITY_NAME	UPC
CATEGORY	ADDRESS_STATE_PROV_CODE	UNITS
SUB_CATEGORY	MSA_CODE	BASE_PRICE
PRODUCT_SIZE	SEG_VALUE_NAME	FEATURE
	PARKING_SPACE_QTY	DISPLAY
	SALES_AREA_SIZE_NUM	
	AVG_WEEKLY_BASKETS	

Time Based Features

- Offers Applicable
- Tax/Additional Charges
- **Product Promotion**
- Weekday/ Weekend
- **Holiday season?**

Product Data
UPC
DESCRIPTION
MANUFACTURER
CATEGORY
SUB_CATEGORY
PRODUCT_SIZE

Store Data
STORE_ID
STORE_NAME
ADDRESS_CITY_NAME
ADDRESS_STATE_PROV_CODE
MSA_CODE
SEG_VALUE_NAME
PARKING_SPACE_QTY
SALES_AREA_SIZE_NUM
AVG_WEEKLY_BASKETS

Sales Data
WEEK_END_DATE
STORE_NUM
UPC
UNITS
BASE_PRICE
FEATURE
DISPLAY

Store Features

- **Store Location**
- **Size of Store**
- **Marketing/Banners**
- **Competition**

Product Data	Store Data	Sales Data
UPC	STORE_ID	WEEK_END_DATE
DESCRIPTION	STORE_NAME	STORE_NUM
MANUFACTURER	ADDRESS_CITY_NAME	UPC
CATEGORY	ADDRESS_STATE_PROV_CODE	UNITS
SUB_CATEGORY	MSA_CODE	BASE_PRICE
PRODUCT_SIZE	SEG_VALUE_NAME	FEATURE
	PARKING_SPACE_QTY	DISPLAY
	SALES_AREA_SIZE_NUM	
	AVG_WEEKLY_BASKETS	

Target

Sales Data
WEEK_END_DATE
STORE_NUM
UPC
UNITS
BASE_PRICE
FEATURE
DISPLAY

