1) FRESH: annual spending (m.u.) on fresh products (Continuous);

2) MILK: annual spending (m.u.) on milk products (Continuous);

3) GROCERY: annual spending (m.u.)on grocery products (Continuous);

4) FROZEN: annual spending (m.u.)on frozen products (Continuous)

5) DETERGENTS\_PAPER: annual spending (m.u.) on detergents and paper products (Continuous)

6) DELICATESSEN: annual spending (m.u.)on and delicatessen products (Continuous);

7) CHANNEL: customersâ€™ Channel - Horeca (Hotel/Restaurant/CafÃ©) or Retail channel (Nominal)

8) REGION: customersâ€™ Region â€“ Lisnon, Oporto or Other (Nominal)

Descriptive Statistics:

(Minimum, Maximum, Mean, Std. Deviation)

FRESH ( 3, 112151, 12000.30, 12647.329)

MILK (55, 73498, 5796.27, 7380.377)

GROCERY (3, 92780, 7951.28, 9503.163)

FROZEN (25, 60869, 3071.93, 4854.673)

DETERGENTS\_PAPER (3, 40827, 2881.49, 4767.854)

DELICATESSEN (3, 47943, 1524.87, 2820.106)

REGION Frequency

Lisbon 77

Oporto 47

Other Region 316

Total 440

CHANNEL Frequency

Horeca 298

Retail 142

Total 440