

DMEF Academic Data Set Four
Reproduction Gift Catalog Company

Business Situation: an upscale gift business that mails general and specialized catalogs to its customer base several times each year.

Data Available:

- **Base Time Period:** orders, dollars, items and order lines by each of the latest five years and life-to-date; purchasing by season of purchase; purchasing methods; purchases in fourteen product groups; complete first order and latest order information. Data cover 12/71 through 6/92.
- **Later Time Period:** number of orders and dollars of purchases in the 9/92 - 12/92 period. All customers in this file received at least one catalog in early Fall 1992.
- The gap between the two periods is to provide time for scoring, name selection, and mailing preparation if a targeting model is built.
- The data are available in two formats: ASCII of 20.2MB and as a SAS transport data set of 37.4MB.
- There is one record per customer and a total of 101,532 records. Each record contains 93 fields. The end of this document contains a print-out of the first ten SAS records and the first ten ASCII records.

Potential exists to:

- Measure performance in the later time period and estimate return on the marketing investment either in total or by some RFM groups.
- The product group information is particularly important within this business so there is an opportunity to study product affinities and customer segments based on product types as well as buying patterns.
- Build predictive model(s) for recommending marketing treatment in the 10/92 through 12/92 time period.

ADDITIONAL CLARIFICATIONS/EXPLANATIONS FOR USE OF CATALOG DATA SETS

Due to client confidentiality requirements, DMEF is not permitted to reveal the names of the catalogs nor the product categories from them. The following should give direction on how to work with the data even without the actual categories:

Product Groups in Data Set 4 and *Product Categories* and *Product Classes* in Data Set 3 are non-overlapping aggregations of specific items by some set of characteristics. *Product Classes* are a finer differentiation of the *Product Categories*. Even without knowing definitions, it is easily possible, with good analysis, to ascertain the strongest selling areas, average price point, repurchase within and the tendency to buy across the product types. Having names instead of numbers would not change what can be done from an analysis standpoint.

In Data Set 2, the *Divisions* can be thought of as sets of products with some or little overlap with the target Division D which is being mailed. Once again, the information provided by the tendency to buy across divisions can be determined by analysis without knowing the specific division types.

While there is a natural, humanistic desire to have descriptive words rather than numbers on these data fields, the information is embedded in the buying behavior independent of the titles on the fields. Given the large number of customers contained within these datasets, it is almost certain that there are no significant correlations that are spurious. Having names instead of numbers would not enhance the information contained in the buying patterns, only impact the statistician's intuition or confirm pre-analysis hypotheses.

If this answer is not enough to let users move ahead, any user is welcome to make up names. For example:

Product Groups could be Kitchenware, Tableware, Bedroom Accessories, etc.

Product Categories could be Men's' Apparel, Women's' Apparel, Children's' Apparel, etc. while *Product Classes* could be Casual, Business, Shoes, etc.

Divisions could be Clothing, Housewares, Electronics, etc.

DMEF Academic Data Set Four
Data Fields

<u>Descriptive Name</u>	<u>SAS name</u>	<u>ASCII positions</u>
Customer ID	MATCHCOD	1 - 15
First Season Dollars	FORDSLS	16 - 19
First Season Orders	FORDORD	20
First Season Items	FORDITM	21 - 23
First Season Lines	FORDLNS	24 - 25
Latest Season Dollars	LORDSLS	26 - 29
Latest Season Orders	LORDORD	30
Latest Season Items	LORDITM	31 - 33
Latest Season Lines	LORDLNS	34 - 35
Orders This Year	ORDTYR	36
Dollars This Year	SLSTYR	37 - 40
Items This Year	ITMTYR	41 - 42
Lines This Year	LNSTYR	43 - 44
Orders Last Year	ORDLYR	45 - 46
Dollars Last Year	SLSLYR	47 - 50
Items Last Year	ITMLYR	51 - 52
Lines Last Year	LNSLYR	53 - 54
LTD Credit Card Orders	CHARGORD	55 - 56
LTD Credit Card Dollars	CHARGSLS	57 - 60
LTD AmerExp Card Orders	AMEXORD	61 - 62
LTD AmerExp Card Dollars	AMEXSLS	63 - 66
LTD MC&VISA Card Orders	MCVISORD	67 - 68
LTD MC&VISA Card Dollars	MCVISSL	69 - 72
LTD Phone Orders	PHONORD	73 - 74
LTD Phone Dollars	PHONSLS	75 - 78
LTD Gift Orders	GIFTORD	79 - 80
LTD Gift Dollars	GIFTSLS	81 - 84
Orders 2 Yrs Ago	ORD2AGO	85
Dollars 2 Yrs Ago	SLS2AGO	86 - 89
Orders 3 Yrs Ago	ORD3AGO	90 - 91
Dollars 3 Yrs Ago	SLS3AGO	92 - 95
Orders 4 Yrs Ago	ORD4AGO	96
Dollars 4 Yrs Ago	SLS4AGO	97 - 100
LTD Orders	ORDHIST	101 - 102
LTD Dollars	SLSHIST	103 - 106
LTD Items	ITMHIST	107 - 109
LTD Lines	LNSHIST	110 - 112

<u>Descriptive Name</u>	<u>SAS name</u>	<u>ASCII positions</u>
LTD Purchases in ProdGrp 1	GRP3S1	113
LTD Purchases in ProdGrp 2	GRP3S2	114
LTD Purchases in ProdGrp 3	GRP3S3	115
LTD Purchases in ProdGrp 4	GRP3S4	116
LTD Purchases in ProdGrp 5	GRP3S5	117
LTD Purchases in ProdGrp 6	GRP3S6	118
LTD Purchases in ProdGrp 7	GRP3S7	119
LTD Purchases in ProdGrp 8	GRP3S8	120
LTD Purchases in ProdGrp 9	GRP3S9	121
LTD Purchases in ProdGrp 10	GRP3S10	122
LTD Purchases in ProdGrp 11	GRP3S11	123
LTD Purchases in ProdGrp 12	GRP3S12	124
LTD Purchases in ProdGrp 13	GRP3S13	125
LTD Purchases in ProdGrp 14	GRP3S14	126
First Purch had ProdGrp 1	PGRP01FP	127
First Purch had ProdGrp 2	PGRP02FP	128
First Purch had ProdGrp 3	PGRP03FP	129
First Purch had ProdGrp 4	PGRP04FP	130
First Purch had ProdGrp 5	PGRP05FP	131
First Purch had ProdGrp 6	PGRP06FP	132
First Purch had ProdGrp 7	PGRP07FP	133
First Purch had ProdGrp 8	PGRP08FP	134
First Purch had ProdGrp 9	PGRP09FP	135
First Purch had ProdGrp 10	PGRP10FP	136
First Purch had ProdGrp 12	PGRP12FP	137
First Purch had ProdGrp 14	PGRP14FP	138
This Year Purchased ProdGrp 1	PGRP01TY	139
This Year Purchased ProdGrp 2	PGRP02TY	140
This Year Purchased ProdGrp 3	PGRP03TY	141
This Year Purchased ProdGrp 4	PGRP04TY	142
This Year Purchased ProdGrp 5	PGRP05TY	143
This Year Purchased ProdGrp 6	PGRP06TY	144
This Year Purchased ProdGrp 7	PGRP07TY	145
This Year Purchased ProdGrp 8	PGRP08TY	146
This Year Purchased ProdGrp 9	PGRP09TY	147
This Year Purchased ProdGrp 10	PGRP10TY	148
This Year Purchased ProdGrp 11	PGRP11TY	149
This Year Purchased ProdGrp 12	PGRP12TY	150
This Year Purchased ProdGrp 13	PGRP13TY	151
This Year Purchased ProdGrp 14	PGRP14TY	152
First Purchase had ProdGrp 11	PGRP11FP	153
First Purchase had ProdGrp 13	PGRP13FP	154

<u>Descriptive Name</u>	<u>SAS name</u>	<u>ASCII positions</u>
ProdGrps in First Order	FORDGRPS	155 - 156
LTD Spring Orders	SPRORD	157 - 158
LTD Fall Orders	FALORD	159 - 161
Seasons with Purchase	PURSEAS	162 - 163
Latest Purchase Year	LPURYEAR	164
Latest Purchase Season	LPURSEAS	165
Years with Purchase	PURYEAR	166 - 167
Date Added to File	DATEAD6	168 - 175
Date of First Purchase	DATEFP6	176 - 183
Date of Last Purchase	DATELP6	184 - 191
Season Added to File	SEASAD	192
Season of First Order	SEASFORD	193
Target Mailing Orders	TARGORD	194
Target Mailing Dollars	TARGDOL	195 - 198

DMEF Academic Data Set Four
Field Content Definitions

Additional information for several fields is provided below:

SEASAD, SEASFORD, LPURSEAS

1 = Spring
2 = Fall
S = Spring
F = Fall

where Spring is January through June and Fall is July through December

LPURYEAR

0 = 1990
1 = 1991
2 = 1992
3 = 1983
4 = 1984
5 = 1985
6 = 1986
7 = 1987
8 = 1988
9 = 1989

DMEF Academic Data Set Four
SAS Contents Procedure Output

CONTENTS PROCEDURE

Data Set Name: DATA1.FOUR
Member Type: DATA
Engine: V612
Created: 18:19 Thursday, December 4, 1997
Last Modified: 18:24 Thursday, December 4, 1997
Protection:
Data Set Type:
Label:
Observations: 101532
Variables: 93
Indexes: 0
Observation Length: 368
Deleted Observations: 0
Compressed: YES
Reuse Space: NO
Sorted: YES

-----Engine/Host Dependent Information-----

Data Set Page Size: 16384
Number of Data Set Pages: 915
File Format: 607
File Name: /data1/gift/sastrans/four.ssd01
Inode Number: 146307
Access Permission: rw-rw-r--
Owner Name: pwa
File Size (bytes): 14999552

-----Variables Ordered by Position-----

#	Variable	Type	Len	Pos	Format	Label
1	MATCHCOD	Char	15	0		Customer ID
2	FORDSLS	Num	3	15		First Season Dollars
3	FORDORD	Num	3	18		First Season Orders
4	FORDITM	Num	3	21		First Season Items
5	FORDLNS	Num	3	24		First Season Lines
6	LORDSLS	Num	3	27		Latest Season Dollars
7	LORDORD	Num	3	30		Latest Season Orders
8	LORDITM	Num	3	33		Latest Season Items
9	LORDLNS	Num	3	36		Latest Season Lines
10	ORDTYR	Num	3	39		Orders This Year
11	SLSTYR	Num	3	42		Items This Year
12	ITMTYR	Num	3	45		Lines This Year
13	LNSTYR	Num	3	48		Orders Last Year
14	ORDLYR	Num	3	51		Items Last Year
15	SLSLYR	Num	3	54		Lines Last Year
16	ITMLYR	Num	3	57		Items Last Year
17	LNSLYR	Num	3	60		Lines Last Year
18	CHARGORD	Num	3	63		LTD Credit Card Orders
19	CHARGSLS	Num	3	66		LTD Credit Card Dollars
20	AMEXORD	Num	3	69		LTD AmerExp Card Orders
21	AMEXSLS	Num	3	72		LTD AmerExp Card Dollars
22	MCVISORD	Num	3	75		LTD MC&VISA Card Orders
23	MCVSSLS	Num	3	78		LTD MC&VISA Card Dollars
24	PHONORD	Num	3	81		LTD Phone Orders
25	PHONSLS	Num	3	84		LTD Phone Dollars
26	GIFTORD	Num	3	87		LTD Gift Orders
27	GIFTSLS	Num	3	90		LTD Gift Dollars

CONTENTS PROCEDURE

#	Variable	Type	Len	Pos	Format	Label
28	ORD2AGO	Num	8	93		Orders 2 Yrs Ago
29	SLS2AGO	Num	8	101		Dollars 2 Yrs Ago
30	ORD3AGO	Num	8	109		Orders 3 Yrs Ago
31	SLS3AGO	Num	8	117		Dollars 3 Yrs Ago
32	ORD4AGO	Num	8	125		Orders 4 Yrs Ago
33	SLS4AGO	Num	8	133		Dollars 4 Yrs Ago
34	ORDHIST	Num	8	141		LTD Orders
35	SLSHIST	Num	8	149		LTD Dollars
36	ITMHIST	Num	8	157		LTD Items
37	LNSHIST	Num	8	165		LTD Lines
38	GRP3S1	Num	3	173		LTD Purchases in Prodrp 1
39	GRP3S2	Num	3	176		LTD Purchases in Prodrp 2
40	GRP3S3	Num	3	179		LTD Purchases in Prodrp 3
41	GRP3S4	Num	3	182		LTD Purchases in Prodrp 4
42	GRP3S5	Num	3	185		LTD Purchases in Prodrp 5
43	GRP3S6	Num	3	188		LTD Purchases in Prodrp 6
44	GRP3S7	Num	3	191		LTD Purchases in Prodrp 7
45	GRP3S8	Num	3	194		LTD Purchases in Prodrp 8
46	GRP3S9	Num	3	197		LTD Purchases in Prodrp 9
47	GRP3S10	Num	3	200		LTD Purchases in Prodrp 10
48	GRP3S11	Num	3	203		LTD Purchases in Prodrp 11
49	GRP3S12	Num	3	206		LTD Purchases in Prodrp 12
50	GRP3S13	Num	3	209		LTD Purchases in Prodrp 13
51	GRP3S14	Num	3	212		LTD Purchases in Prodrp 14
52	PGRP01FP	Num	3	215		First Purch had Prodrp 1
53	PGRP02FP	Num	3	218		First Purch had Prodrp 2
54	PGRP03FP	Num	3	221		First Purch had Prodrp 3
55	PGRP04FP	Num	3	224		First Purch had Prodrp 4
56	PGRP05FP	Num	3	227		First Purch had Prodrp 5
57	PGRP06FP	Num	3	230		First Purch had Prodrp 6
58	PGRP07FP	Num	3	233		First Purch had Prodrp 7
59	PGRP08FP	Num	3	236		First Purch had Prodrp 8
60	PGRP09FP	Num	3	239		First Purch had Prodrp 9
61	PGRP10FP	Num	3	242		First Purch had Prodrp 10
62	PGRP12FP	Num	3	245		First Purch had Prodrp 12
63	PGRP14FP	Num	3	248		First Purch had Prodrp 14
64	PGRP01TY	Num	3	251		This Year Purchased Prodrp 1
65	PGRP02TY	Num	3	254		This Year Purchased Prodrp 2
66	PGRP03TY	Num	3	257		This Year Purchased Prodrp 3
67	PGRP04TY	Num	3	260		This Year Purchased Prodrp 4
68	PGRP05TY	Num	3	263		This Year Purchased Prodrp 5
69	PGRP06TY	Num	3	266		This Year Purchased Prodrp 6
70	PGRP07TY	Num	3	269		This Year Purchased Prodrp 7
71	PGRP08TY	Num	3	272		This Year Purchased Prodrp 8
72	PGRP09TY	Num	3	275		This Year Purchased Prodrp 9
73	PGRP10TY	Num	3	278		This Year Purchased Prodrp 10
74	PGRP11TY	Num	3	281		This Year Purchased Prodrp 11
75	PGRP12TY	Num	3	284		This Year Purchased Prodrp 12
76	PGRP13TY	Num	3	287		This Year Purchased Prodrp 13
77	PGRP14TY	Num	3	290		This Year Purchased Prodrp 14

CONTENTS PROCEDURE

#	Variable	Type	Len	Pos	Format	Label
78	PGRP11FP	Num	3	293		First Purchase had ProdGrp 11
79	PGRP13FP	Num	3	296		First Purchase had ProdGrp 13
80	FORDGRPS	Num	8	299		ProdGrps in First Order
81	SPORD	Num	3	307		LTD Spring Orders
82	FALORD	Num	3	310		LTD Fall Orders
83	PURSEAS	Num	3	313		Seasons with Purchase
84	LPURYEAR	Char	1	316		Latest Purchase Year
85	LPURSEAS	Char	1	317		Latest Purchase Season
86	PURYEAR	Num	8	318		Years with Purchase
87	DATEAD6	Num	8	326	MMDDYY8.	Date Added to File
88	DATEFP6	Num	8	334	MMDDYY8.	Date of First Purchase
89	DATELP6	Num	8	342	MMDDYY8.	Date of Last Purchase
90	SEASAD	Char	1	350		Season Added to File
91	SEASFORD	Char	1	351		Season of First Order
92	TARGORD	Num	8	352		Target Mailing Orders
93	TARGDOL	Num	8	360		Target Mailing Dollars

DMEF Academic Data Set Four
SAS Field Descriptives

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
FORDSL	First Season Dollars	101532	44.5071800	58.5797872	0	4290.00
FORDORD	First Season Orders	101532	1.0181716	0.1387089	1.0000000	5.0000000
FORDITM	First Season Items	101532	2.8281822	2.9136108	0	314.0000000
FORDLNS	First Season Lines	101532	2.3979534	1.8763673	1.0000000	56.0000000
LORDSL	Latest Season Dollars	101532	41.7539674	55.2102407	0	4290.00
LORDORD	Latest Season Orders	101532	1.0157783	0.1303348	1.0000000	5.0000000
LORDITM	Latest Season Items	101532	2.6180908	3.1013249	0	554.0000000
LORDLNS	Latest Season Lines	101532	2.2153852	1.7156497	0	56.0000000
ORDTYR	Orders This Year	101532	0.2582536	0.5263944	0	8.0000000
SLSLYR	Dollars This Year	101532	11.2208959	35.4250893	0	1748.00
ITMTYR	Items This Year	101532	0.6263050	1.7149361	0	53.0000000
LNSLYR	Lines This Year	101532	0.5221113	1.3143610	0	33.0000000
ORDLYR	Orders Last Year	101532	0.2878698	0.5653913	0	11.0000000
ITMLYR	Dollars Last Year	101532	12.5216188	38.2924265	0	2290.00
LNSLYR	Items Last Year	101532	0.7598196	1.9856201	0	46.0000000
CHARGORD	Lines Last Year	101532	0.6208289	1.5074339	0	34.0000000
CHARGSL	LTD Credit Card Orders	101532	1.1117579	1.4448146	0	27.0000000
ANEXORD	LTD AmerExp Card Orders	101532	55.5700764	109.1816614	0	4640.00
ANEXSL	LTD AmerExp Card Dollars	101532	0.2030099	0.6761190	0	16.0000000
MCV1SORD	LTD MC&VISA Card Orders	101532	11.7642714	55.8613280	0	3520.00
MCV1SSL	LTD MC&VISA Card Dollars	101532	0.9086987	1.3281602	0	27.0000000
PHONORD	LTD Phone Orders	101532	43.9160265	92.8434163	0	4013.00
PHONSL	LTD Phone Dollars	101532	0.7579876	1.0902272	0	27.0000000
GIFTORD	LTD Gift Orders	101532	38.5862782	86.7660066	0	3561.00
GIFTSL	LTD Gift Dollars	101532	0.1803668	0.5946476	0	14.0000000
ORD2AGO	Orders 2 Yrs Ago	101532	5.9401568	27.6447929	0	1750.00
SLS2AGO	Dollars 2 Yrs Ago	101532	0.2925580	0.5641332	0	9.0000000
ORD3AGO	Orders 3 Yrs Ago	101532	12.5982350	38.5036431	0	2942.00
SLS3AGO	Dollars 3 Yrs Ago	101532	0.2739235	0.503984	0	10.0000000
ORD4AGO	Orders 4 Yrs Ago	101532	11.6735807	40.7486664	0	2844.00
SLS4AGO	Dollars 4 Yrs Ago	101532	0.2550723	0.5358593	0	8.0000000
ORDHIST	LTD Orders	101532	10.6627960	38.2411225	0	3703.00
ITMHIST	LTD Items	101532	2.1375724	1.9773824	1.0000000	39.0000000
LNSHIST	LTD Lines	101532	89.3897687	133.6078683	0	5091.00
GRP3S1	LTD Purchases in ProdGrp 1	101532	6.0049344	8.8838470	0	868.0000000
GRP3S2	LTD Purchases in ProdGrp 2	101532	5.0333589	6.2872822	1.0000000	136.0000000
GRP3S3	LTD Purchases in ProdGrp 3	101532	0.0685345	0.0685345	0	2.0000000
GRP3S4	LTD Purchases in ProdGrp 4	101532	0.1466139	0.3890979	0	4.0000000
GRP3S5	LTD Purchases in ProdGrp 5	101532	0.2278690	0.4915897	0	5.0000000
GRP3S6	LTD Purchases in ProdGrp 6	101532	0.1003723	0.3244221	0	5.0000000
GRP3S7	LTD Purchases in ProdGrp 7	101532	0.0114053	0.1123156	0	5.0000000
GRP3S8	LTD Purchases in ProdGrp 8	101532	0.0602470	0.2565483	0	4.0000000
GRP3S9	LTD Purchases in ProdGrp 9	101532	0.0853130	0.3151970	0	5.0000000
GRP3S10	LTD Purchases in ProdGrp 10	101532	0.0872434	0.3068075	0	4.0000000
GRP3S11	LTD Purchases in ProdGrp 11	101532	0.0967577	0.3309943	0	5.0000000
GRP3S12	LTD Purchases in ProdGrp 12	101532	0.1219615	0.4123880	0	5.0000000
GRP3S13	LTD Purchases in ProdGrp 13	101532	0.6828586	0.8801927	0	5.0000000
GRP3S14	LTD Purchases in ProdGrp 14	101532	0.0544656	0.2529203	0	5.0000000
		101532	0.1528484	0.4084547	0	5.0000000
		101532	0.0623941	0.2683557	0	5.0000000

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
PGRP01FP	First Purch had ProdGrp 1	101532	0.0066678	0.0813846	0	1.0000000
PGRP02FP	First Purch had ProdGrp 2	101532	0.1424674	0.3495306	0	1.0000000
PGRP03FP	First Purch had ProdGrp 3	101532	0.1547886	0.3617049	0	1.0000000
PGRP04FP	First Purch had ProdGrp 4	101532	0.1031694	0.3041816	0	1.0000000
PGRP05FP	First Purch had ProdGrp 5	101532	0.0082339	0.0903667	0	1.0000000
PGRP06FP	First Purch had ProdGrp 6	101532	0.0545739	0.2271478	0	1.0000000
PGRP07FP	First Purch had ProdGrp 7	101532	0.0650829	0.2466733	0	1.0000000
PGRP08FP	First Purch had ProdGrp 8	101532	0.0685498	0.2526883	0	1.0000000
PGRP09FP	First Purch had ProdGrp 9	101532	0.0823780	0.2749411	0	1.0000000
PGRP10FP	First Purch had ProdGrp 10	101532	0.0879329	0.2831986	0	1.0000000
PGRP12FP	First Purch had ProdGrp 12	101532	0.0535693	0.2251669	0	1.0000000
PGRP14FP	First Purch had ProdGrp 14	101532	0.0415436	0.1995447	0	1.0000000
PGRP01TY	This Year Purchased ProdGrp 1	101532	0.0010933	0.0330464	0	1.0000000
PGRP02TY	This Year Purchased ProdGrp 2	101532	0.0217370	0.1458242	0	1.0000000
PGRP03TY	This Year Purchased ProdGrp 3	101532	0.0484576	0.2147323	0	1.0000000
PGRP04TY	This Year Purchased ProdGrp 4	101532	0.0196785	0.1388937	0	1.0000000
PGRP05TY	This Year Purchased ProdGrp 5	101532	0.0012114	0.0347848	0	1.0000000
PGRP06TY	This Year Purchased ProdGrp 6	101532	0.0108931	0.1038006	0	1.0000000
PGRP07TY	This Year Purchased ProdGrp 7	101532	0.0120750	0.1092214	0	1.0000000
PGRP08TY	This Year Purchased ProdGrp 8	101532	0.0147638	0.1206068	0	1.0000000
PGRP09TY	This Year Purchased ProdGrp 9	101532	0.0184277	0.1344927	0	1.0000000
PGRP10TY	This Year Purchased ProdGrp 10	101532	0.0208604	0.1429177	0	1.0000000
PGRP11TY	This Year Purchased ProdGrp 11	101532	0.1181795	0.3228221	0	1.0000000
PGRP12TY	This Year Purchased ProdGrp 12	101532	0.0097014	0.0980171	0	1.0000000
PGRP13TY	This Year Purchased ProdGrp 13	101532	0.0332801	0.1793680	0	1.0000000
PGRP14TY	This Year Purchased ProdGrp 14	101532	0.0053284	0.0728013	0	1.0000000
PGRP11FP	First Purchase had ProdGrp 11	101532	0.5554899	0.4969138	0	1.0000000
PGRP13FP	First Purchase had ProdGrp 13	101532	0.1273096	0.3333211	0	1.0000000
FORDGRPS	ProdGrps in First Order	101532	1.5517571	0.8634100	1.0000000	11.0000000
SPORD	LTD Spring Orders	101532	0.7167888	1.0259233	0	21.0000000
FALORD	LTD Fall Orders	101532	1.3816334	1.5575567	0	106.0000000
PURSEAS	Seasons with Purchase	101532	1.9128945	1.5774161	0	20.0000000
PURYEAR	Years with Purchase	101532	1.7886085	1.3297027	0	12.0000000
DATEAD6	Date Added to File	101532	9916.83	1587.63	-17746.00	12022.00
DATEFP6	Date of First Purchase	101532	10015.41	1384.94	4352.00	11864.00
DATELP6	Date of Last Purchase	101532	10736.22	840.2952775	8091.00	11889.00
TARGORD	Target Mailing Orders	101532	0.1098964	0.3642073	0	7.0000000
TARGDOL	Target Mailing Dollars	101532	4.4965805	21.4469863	0	1720.00

[illegible]

counter

[illegible]

Record Number 2

Record Number 3

[illegible][illegible]

00619MORA3C10A6 1821 11 6 1821 11 61 18211 6 0 0 0 1 182 1 182 0 0 0 0 0 00 0
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[illegible]

Record Number 8

[illegible][illegible]