

Descriptions of features in salesCereals.csv

VARIABLE NAME	DESCRIPTION
WEEK_END_DATE	week ending date
STORE_NUM	store number
UPC	(Universal Product Code) product specific identifier
UNITS	units sold
VISITS	number of unique purchases (baskets) that included the product
HHS	# of purchasing households
SPEND	total spend (i.e., \$ sales)
PRICE	actual amount charged for the product at shelf
BASE_PRICE	base price of item
FEATURE	product was in in-store circular
DISPLAY	product was a part of in-store promotional display
TPR_ONLY	temporary price reduction only (i.e., shelf tag only, product was reduced in price but not on display or in an advertisement)
DESCRIPTION	product description
CATEGORY	category of product
SUB_CATEGORY	sub-category of product
SUMPRICE	sum of the prices of all the products in the same sub-category in the same week
COUNTPRICE	count the number of the products in the same sub-category in the same week
AVGPRICE	average price = $\text{SUMPRICE} / \text{COUNTPRICE}$
RELPRICE	relative price = $\text{AVGPRICE} / \text{COUNTPRICE}$