

Data Provided:

1. QVI_transaction_data

Potato chips Transaction of 1 year

	A	B	C	D	E	F	G	H
1	DATE	STORE_NBR	LYLTY_CARD_NBR	TXN_ID	PROD_NBR	PROD_NAME	PROD_QTY	TOT_SALES
2	43390	1	1000	1	5	Natural Chip Compny SeaSalt175g	2	6
3	43599	1	1307	348	66	CCs Nacho Cheese 175g	3	6.3
4	43605	1	1343	383	61	Smiths Crinkle Cut Chips Chicken 170g	2	2.9
5	43329	2	2373	974	69	Smiths Chip Thinly S/Cream&Onion 175g	5	15
6	43330	2	2426	1038	108	Kettle Tortilla ChpsHny&Jlpno Chili 150g	3	13.8
7	43604	4	4074	2982	57	Old El Paso Salsa Dip Tomato Mild 300g	1	5.1
8	43601	4	4149	3333	16	Smiths Crinkle Chips Salt & Vinegar 330g	1	5.7
9	43601	4	4196	3539	24	Grain Waves Sweet Chilli 210g	1	3.6
10	43332	5	5026	4525	42	Doritos Corn Chip Mexican Jalapeno 150g	1	3.9
11	43330	7	7150	6900	52	Grain Waves Sour Cream&Chives 210G	2	7.2
12	43602	7	7215	7176	16	Smiths Crinkle Chips Salt & Vinegar 330g	1	5.7
13	43332	8	8294	8221	114	Kettle Sensations Siracha Lime 150g	5	23
14	43603	9	9208	8634	15	Twisties Cheese 270g	2	9.2
15	43329	13	13213	12447	92	WW Crinkle Cut Chicken 175g	1	1.7
16	43600	19	19272	16686	44	Thins Chips Light& Tangy 175g	1	3.3
17	43604	20	20164	17136	54	CCs Original 175g	1	2.1

2. QVI_purchase_behaviour

Customer Data for a particular region. This is based on overall behaviour of the customer.

A	B	C
LYLTY_CARD_NBR	LIFESTAGE	PREMIUM_CUSTOMER
1000	YOUNG SINGLES/COUPLES	Premium
1002	YOUNG SINGLES/COUPLES	Mainstream
1003	YOUNG FAMILIES	Budget
1004	OLDER SINGLES/COUPLES	Mainstream
1005	MIDAGE SINGLES/COUPLES	Mainstream
1007	YOUNG SINGLES/COUPLES	Budget
1009	NEW FAMILIES	Premium
1010	YOUNG SINGLES/COUPLES	Mainstream
1011	OLDER SINGLES/COUPLES	Mainstream