A Note on the Enhanced Dominicks Data Base.

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Dominicks Data Base from the Kilts Center at Kellogg School of Management is a well know database. Over 50 articles have been published using this data base in marketing and economic journals.

The data base has weekly sales data at the UPC level from Domincks supermarket in Chicago from 1989 to 1997 (9/14/1989 to 5/14/1997), in 29 categories. This data base does not have any information about the linkage between the upc and the firm that markets that upc. So while a number of papers have examined issues at the brand level in selected categories of products, no studies of **firm level**  strategies or competitive interactions has been done. This enhanced data base will allow firm level strategic analysis along with the ability to link the outcomes with firm financial performance.

In order to allow firm level analysis, we have painstakingly linked each UPC in the data base with the firm ownership. Since some of the brands have changed ownership in the eight years that this data is available, we have also documented the changes in ownership along with the date on which that happened. We have only linked public limited firms with the upc’s that they sell, as our goal was to be able to link some of the financial aspects of the firm with their marketing strategies.

Description of the UPC and the process.

The original UPC files (UPCxxx) have the following information.

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Description | Type | Length |
| upc | UPC Number | Numeric | 8 |
| com\_code | Dominick's Commodity Code | Numeric | 8 |
| nitem | Dominick's item code | Numeric | 8 |
| descrip | Product Name | Character | 20 |
| size | Product Size | Character | 6 |
| case | Number of items in a case | Numeric | 8 |

There are 29 different categories of products as follows

The table below contains the acronym for each category:

|  |  |
| --- | --- |
| Acronym | Category |
| ana | [**Analgesics**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/ana.aspx) |
| bat | [**Bath Soap**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/bat.aspx) |
| ber | [**Beer**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/ber.aspx) |
| bjc | [**Bottled Juices**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/bjc.aspx) |
| cer | [**Cereals**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/cer.aspx) |
| che | [**Cheeses**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/che.aspx) |
| cig | [**Cigarettes**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/cig.aspx) |
| coo | [**Cookies**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/coo.aspx) |
| cra | [**Crackers**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/cra.aspx) |
| cso | [**Canned Soup**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/cso.aspx) |
| did | [**Dish Detergent**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/did.aspx) |
| fec | [**Front-end-candies**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/fec.aspx) |
| frd | [**Frozen Dinners**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/frd.aspx) |
| fre | [**Frozen Entrees**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/fre.aspx) |
| frj | [**Frozen Juices**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/frj.aspx) |
| fsf | [**Fabric Softeners**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/fsf.aspx) |
| gro | [**Grooming Products**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/gro.aspx) |
| lnd | [**Laundry Detergents**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/lnd.aspx) |
| oat | [**Oatmeal**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/oat.aspx) |
| ptw | [**Paper Towels**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/ptw.aspx) |
| rfj | [**Refrigerated Juices**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/prfj.aspx) |
| sdr | [**Soft Drinks**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/sdr.aspx) |
| sha | [**Shampoos**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/sha.aspx) |
| sna | [**Snack Crackers**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/sna.aspx) |
| soa | [**Soaps**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/soa.aspx) |
| tbr | [**Toothbrushes**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/tbr.aspx) |
| tna | [**Canned Tuna**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/tna.aspx) |
| tpa | [**Toothpastes**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/tpa.aspx) |
| tti | [**Bathroom Tissues**](http://research.chicagobooth.edu/marketing/databases/dominicks/categories/tti.aspx) |

We combined all the 29 category UPC files into one big file. There are a total of 16,554 UPC codes in the file. In the eleven digit UPC code, the first 6 digits identify the company, and the last five digits identify the product. After cleaning up, we were left with 16115 upcs where we have name of firms and upc numbers.

To associate the UPC’s with the firm names, we manually examined the “Brands and their Companies” books from 1989 to 1998. Each UPC was identified with a particular firm. We also examined the Merger and Acquisition Database as well as business press etc. to identify when some brands were sold, and recorded all the M&A activity.

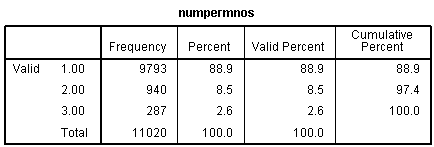
Once the firms were identified from the “Brand and their companies” books, our next step was to link them with financial data. We looked at Compustat and CRSP data bases to identify publicly traded firms that were the same as those in the Dominicks data. Some of the firms in the Dominicks data are private, hence no financial data is easily available. We eliminated these private firms. Of the 16115 UPC’s, 5095 UPC were associated with firms which were not in the CRSP/ Compustat data. Thus we were left with 11020 UPC’s, that could be matched with 107 publicly traded firms. Each of these 107 firms is identified in CRSP with a variable called “Permno”. The top 20 firms account for 70% of the UPCS’ in the data.

We have created a linking file, which links each of the 11020 UPC’s in the Dominicks database with the PERMNO in the CRSP data.

The table below provides a sorted list of the public firms and the number of UPC’s sold by each firm in the Dominicks data base.

| **Company Name** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | PROCTER & GAMBLE CO | 943 | 8.6 | 8.6 | 8.6 |
| UNILEVER PLC | 696 | 6.3 | 6.3 | 14.9 |
| PHILIP MORRIS COS INC | 675 | 6.1 | 6.1 | 21.0 |
| COLGATE PALMOLIVE CO | 652 | 5.9 | 5.9 | 26.9 |
| GILLETTE CO | 606 | 5.5 | 5.5 | 32.4 |
| CAMPBELL SOUP CO | 567 | 5.1 | 5.1 | 37.6 |
| R J R NABISCO HOLDINGS CORP | 562 | 5.1 | 5.1 | 42.7 |
| DOMINICKS SUPERMARKETS INC | 418 | 3.8 | 3.8 | 46.5 |
| FLOWERS INDUSTRIES INC | 416 | 3.8 | 3.8 | 50.2 |
| COCA COLA CO | 323 | 2.9 | 2.9 | 53.2 |
| CONAGRA INC | 315 | 2.9 | 2.9 | 56.0 |
| PEPSICO INC | 308 | 2.8 | 2.8 | 58.8 |
| SMITHKLINE BEECHAM PLC | 252 | 2.3 | 2.3 | 61.1 |
| ALBERTO CULVER CO | 197 | 1.8 | 1.8 | 62.9 |
| TRIARC COMPANIES INC | 182 | 1.7 | 1.7 | 64.5 |
| CADBURY SCHWEPPES PLC | 179 | 1.6 | 1.6 | 66.2 |
| BRISTOL MYERS SQUIBB CO | 176 | 1.6 | 1.6 | 67.8 |
| JOHNSON & JOHNSON | 157 | 1.4 | 1.4 | 69.2 |
| QUAKER OATS CO | 154 | 1.4 | 1.4 | 70.6 |
| REVLON INC | 151 | 1.4 | 1.4 | 72.0 |
| WARNER LAMBERT CO | 150 | 1.4 | 1.4 | 73.3 |
| HEINZ H J CO | 148 | 1.3 | 1.3 | 74.7 |
| D E P CORP | 144 | 1.3 | 1.3 | 76.0 |
| KELLOGG CO | 142 | 1.3 | 1.3 | 77.3 |
| VIAD CORP | 141 | 1.3 | 1.3 | 78.5 |
| CARTER WALLACE INC | 135 | 1.2 | 1.2 | 79.8 |
| CHURCH & DWIGHT INC | 134 | 1.2 | 1.2 | 81.0 |
| GENERAL MILLS INC | 123 | 1.1 | 1.1 | 82.1 |
| RALSTON PURINA CO | 113 | 1.0 | 1.0 | 83.1 |
| AMERICAN HOME PRODUCTS CORP | 111 | 1.0 | 1.0 | 84.1 |
| SEAGRAM LTD | 108 | 1.0 | 1.0 | 85.1 |
| EASTMAN KODAK CO | 100 | .9 | .9 | 86.0 |
| AMERICAN CYANAMID CO | 98 | .9 | .9 | 86.9 |
| ANHEUSER BUSCH COS INC | 88 | .8 | .8 | 87.7 |
| DR PEPPER SEVEN UP CO INC | 78 | .7 | .7 | 88.4 |
| WHITMAN CORP | 78 | .7 | .7 | 89.1 |
| HERSHEY FOODS CORP | 73 | .7 | .7 | 89.8 |
| COORS ADOLPH CO | 72 | .7 | .7 | 90.4 |
| SNAPPLE BEVERAGE CORP | 67 | .6 | .6 | 91.0 |
| A & W BRANDS INC | 54 | .5 | .5 | 91.5 |
| BIC CORP | 54 | .5 | .5 | 92.0 |
| BORDEN INC | 52 | .5 | .5 | 92.5 |
| NEUTROGENA CORP | 45 | .4 | .4 | 92.9 |
| DIAGEO PLC | 42 | .4 | .4 | 93.3 |
| DOW CHEMICAL CO | 41 | .4 | .4 | 93.6 |
| NATIONAL BEVERAGE CORP | 39 | .4 | .4 | 94.0 |
| WRIGLEY WILLIAM JR CO | 39 | .4 | .4 | 94.4 |
| CLEARLY CANADIAN BEVERAGE CORP | 38 | .3 | .3 | 94.7 |
| DOLE FOOD INC | 33 | .3 | .3 | 95.0 |
| UPJOHN CO | 30 | .3 | .3 | 95.3 |
| PFIZER INC | 28 | .3 | .3 | 95.5 |
| C P C INTERNATIONAL INC | 26 | .2 | .2 | 95.8 |
| BOSTON BEER INC | 25 | .2 | .2 | 96.0 |
| BLOCK DRUG INC | 24 | .2 | .2 | 96.2 |
| CHIQUITA BRANDS INTL INC | 22 | .2 | .2 | 96.4 |
| LANCASTER COLONY CORP | 22 | .2 | .2 | 96.6 |
| MEM INC | 22 | .2 | .2 | 96.8 |
| CANANDAIGUA BRANDS INC | 21 | .2 | .2 | 97.0 |
| CHATTEM INC | 21 | .2 | .2 | 97.2 |
| RHONE POULENC RORER INC | 19 | .2 | .2 | 97.4 |
| NOXELL CORP | 17 | .2 | .2 | 97.5 |
| C C A INDUSTRIES INC | 15 | .1 | .1 | 97.6 |
| HORMEL FOODS CORP | 15 | .1 | .1 | 97.8 |
| PETES BREWING CO | 15 | .1 | .1 | 97.9 |
| DEL LABS INC | 13 | .1 | .1 | 98.0 |
| ROBINS A H INC | 13 | .1 | .1 | 98.2 |
| BAYER A G | 12 | .1 | .1 | 98.3 |
| NORTHLAND CRANBERRIES INC | 12 | .1 | .1 | 98.4 |
| AMERICAN SAFETY RAZOR CO | 11 | .1 | .1 | 98.5 |
| CLOROX CO | 11 | .1 | .1 | 98.6 |
| SCHERING PLOUGH CORP | 11 | .1 | .1 | 98.7 |
| TOPPS COMPANY INC | 11 | .1 | .1 | 98.8 |
| JOHNSON PRODUCTS INC DE | 10 | .1 | .1 | 98.9 |
| CELESTIAL SEASONINGS INC | 9 | .1 | .1 | 98.9 |
| TYSON FOODS INC | 8 | .1 | .1 | 99.0 |
| BAUSCH & LOMB INC | 7 | .1 | .1 | 99.1 |
| SENECA FOODS CORP NEW | 7 | .1 | .1 | 99.1 |
| BARD C R INC | 6 | .1 | .1 | 99.2 |
| REDHOOK ALE BREWERY INC | 6 | .1 | .1 | 99.3 |
| T C B Y ENTERPRISES INC | 6 | .1 | .1 | 99.3 |
| UNIVERSAL FOODS CORP | 6 | .1 | .1 | 99.4 |
| GALAXY FOODS CO | 5 | .0 | .0 | 99.4 |
| ABBOTT LABORATORIES | 4 | .0 | .0 | 99.4 |
| CONSOLIDATED CIGAR HOLDINGS INC | 4 | .0 | .0 | 99.5 |
| KIMBERLY CLARK CORP | 4 | .0 | .0 | 99.5 |
| MARION MERRELL DOW INC | 4 | .0 | .0 | 99.6 |
| MCCORMICK & CO INC | 4 | .0 | .0 | 99.6 |
| MINNESOTA MINING & MFG CO | 4 | .0 | .0 | 99.6 |
| PYRAMID BREWERIES INC | 4 | .0 | .0 | 99.7 |
| FORT JAMES CORP | 3 | .0 | .0 | 99.7 |
| FREDERICK BREWING CO | 3 | .0 | .0 | 99.7 |
| KIRIN BREWERY LTD | 3 | .0 | .0 | 99.7 |
| PLAYTEX PRODUCTS INC | 3 | .0 | .0 | 99.8 |
| POLYMEDICA CORP | 3 | .0 | .0 | 99.8 |
| U S T INC | 3 | .0 | .0 | 99.8 |
| VIPONT PHARMACEUTICAL INC | 3 | .0 | .0 | 99.9 |
| FRESH JUICE CO INC | 2 | .0 | .0 | 99.9 |
| GENESEE CORP | 2 | .0 | .0 | 99.9 |
| GLAXO WELLCOME PLC | 2 | .0 | .0 | 99.9 |
| LIFEWAY FOODS INC | 2 | .0 | .0 | 99.9 |
| SARA LEE CORP | 2 | .0 | .0 | 99.9 |
| COLUMBIA LABORATORIES INC | 1 | .0 | .0 | 100.0 |
| DEAN FOODS CO | 1 | .0 | .0 | 100.0 |
| PET INC NEW | 1 | .0 | .0 | 100.0 |
| SUNBEAM CORP | 1 | .0 | .0 | 100.0 |
| SUNRISE MEDICAL INC | 1 | .0 | .0 | 100.0 |
| TOOTSIE ROLL INDS INC | 1 | .0 | .0 | 100.0 |
| Total | 11020 | 100.0 | 100.0 |  |

In terms of M&A activity, some brands were sold and bought in the time period of the data. In our time period, at a maximum there are 3 different owners of a particular UPC (see below). About 89% of UPC’s had the same owner in the time period, 8.5% had two owners, and 2.6% had three owners.



Below I have provided a brief look a the about 50 papers I could find that use the Dominick Data. Topics studied include retailer pass through, price rigidity, high equity brands, promotion & NPD, cross brand and cross category promotion effects, methodological advances etc.

