Dominick’s Data Description

The data provided is for each category. There are 29 such categories. The original data has detailed information on sales for each of the 100 supermarkets. To simplify things, we have aggregated the data across all the 100 supermarkets. Some of the items are averaged across the stores, others are total across the stores.

1. Week: value varies from 1 to 400, from 9/14/1989 to 5/14/1997.

2. Quarter: value varies from 1 to 4, indicates which quarter of the year the observation belongs to.

3. Year: value varies from 1989 to 1997.

4. UPC: the Universal Product Code, each UPC represents a product.

5. perm1: the ID of the public firm that manufacturers or makers the product to the consumers, the perm1 is missing if the firm is private. This Id is used to find other information about the firm from financial data bases.

6. size: size of the product.

7. unit: in what unit the product size is measured, either Count (CT) or Ounce (OZ).

8. unit\_price: product price per unit. Calculated as price/size.

9. price: weighted average price of the product across stores.

10. sales: sales in US dollar. Totaled across all stores.

11. quantity\_sold: # of items of each product sold – e.g. 5 bottles of shampoo.

12. unit\_sold: quantity sold \* size; represents total ounces or counts sold – Summed across all stores

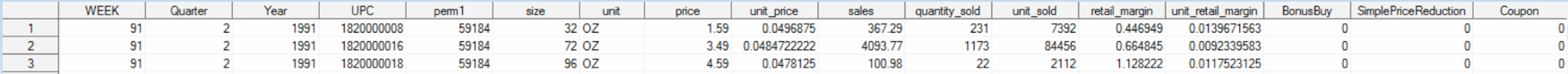
13. retail\_margin: profit made by the retailer on one of the product.

14. unit\_retail\_margin: Dollar profit made by the retailer on each product unit.

15. BonusBuy: percentage of stores in which the product is on bonus buy promotion, value varies from 0 to 1, 0 means 0%, 1 means 100%. Original variable at the store level is a 1/0 variable.

16. SimplePriceReduction: percentage of stores in which the product is on simple price reduction promotion, value varies from 0 to 1, 0 means 0%, 1 means 100%. Original variable at the store level is a 1/0 variable.

17. Coupon: percentage of stores in which the product is on coupon promotion, value varies from 0 to 1, 0 means 0%, 1 means 100%. Original variable at the store level is a 1/0 variable.



For example, in the first row,

Week 91, Quarter 2, year 1991

Upc 1820000008, perm1 number 59184, 32 OZ bottle of beer as this is a beer category

Price is $1.59

Unit price for this bottle is $0.496875,

SALES is $367.29, Quantity sold is 231, Unit sold is 7392 Ounces.

Retailer earns $0.446949 on each product sold and 0.0139671563 on each unit of the product sold.

And no store (0%) in that week put this product on Bonus Buy, Simple Price Reduction or Coupon.