

Households_Detail Dataset (First 30 Obs.)

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Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1
1	1210628	Melsome	Marc	Mr	M	13JUL1921		1 Aberdeen Avenue
2	2118205	Audley	Caleb	Mr	M	01JUL1972		1 Aberdeen Avenue
3	999834	Kerridge	Lawrence	Dr.	M	27NOV1966		1 Aberdeen Avenue
4	2786330	Thomson	Santos	Mr	M	15MAR1953		1 Aberdeen Avenue
5	2953925	Felgate	Kenia	Mrs	F	10NOV1938		1 Aberdeen Avenue
6	803760	Kelly	Sade	Mrs	F	30JAN1948		1 Aberdeen Avenue
7	471117	Paget	Jakayla	Mrs	F	16APR1981		1 Aberdeen Avenue
8	2281949	Gissing	Alexys	Mrs	F	01MAR1940		1 Aberdeen Avenue
9	595033	Mason	Neil	Mr.	M	04AUG1962		1 Aberdeen Avenue
10	2991920	Thistleton	Arlene	Dr	F	03JAN1973		1 Aberdeen Avenue

Obs	Address2	Address3	Address4	Postcode	Email Address
1	Buckie	Banffshire, Aberdeenshire	Scotland	AB5 6PB	marc.melsome@sascasestudy.com
2	Bath	Somerset	England	BA2 2SQ	caleb.audley@sascasestudy.com
3	Nuneaton	Warwickshire	England	CV13 6JU	lawrence.kerridge@sascasestudy.com
4	Edinburgh	Midlothian	Scotland	EH15 3HF	santos.thomson@sascasestudy.com
5	Dumbarton	Dunbartonshire	Scotland	G82 2BN	kenia.felgate@sascasestudy.com
6	Stroud	Gloucestershire	England	GL6 0BS	sade.kelly@sascasestudy.com
7	Bordon Heath	Hampshire	England	GU35 0ZS	jakayla.paget@sascasestudy.com
8	Brough	Yorkshire, East (North Humberside)	England	HU15 2RQ	alexys.gissing@sascasestudy.com
9	Wallasey	Merseyside	England	L44 8DB	neil.mason@sascasestudy.com
10	Dolgellau	Gwynedd	Wales	LL40 1DY	arlene.thistleton@sascasestudy.com

Obs	Customers Contact Preference	Customer Interests	Customer Enrolment Date	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder
1	DNM	J	21AUG1972	17OCT1990	Dear Mr M Melsome	1	1
2	Post	U	10FEB2012	14SEP2014	Dear Mr C Audley	2	1
3	Post	A	18FEB2012	30JAN2015	Dear Dr L Kerridge	3	1
4	E-Mail		27DEC1990	06JUN2014	Dear Mr S Thomson	4	1
5	DNM	G	20JUL1987	10SEP2009	Dear Mrs K Felgate	5	1
6	E-Mail	D	05SEP1991	18DEC2014	Dear Mrs S Kelly	6	1
7	DNM	F	20JUL2020	07MAR2021	Dear Mrs J Paget	7	1
8	DNM		13SEP1981	02DEC2010	Dear Mrs A Gissing	8	1
9	Post	G A	29DEC2008	02NOV2014	Dear Mr N Mason	9	1
10	E-Mail	G	25JAN2014	26DEC2014	Dear Dr A Thistleton	10	1

Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1
11	2924451	Allcorn	Adan	Mr	M	28MAY1946		1 Aberdeen Avenue
12	2188103	Wrathall	Yahir	Dr	M	15OCT1976		1 Aberdeen Avenue
13	1604921	Swinburn	Alden	Mr	M	11OCT1961		1 Aberdeen Avenue
14	2677531	Elkington	Misael	Mr	M	30JUN1983		1 Aberdeen Avenue
15	599772	Sandercock	Rickey	Mr	M	26MAY1964	L95762	1 Aberdeen Avenue
16	566859	Osler	Mitchel	Dr	M	03JAN1952		1 Aberdeen Avenue
17	1732083	Elbeck	London	Mrs.	F	25JUL1959		1 Aberdeen Avenue
18	2086720	Flitney	Esmeralda	Mrs.	F	28DEC1955		1 Aberdeen Avenue
19	1596887	Hutchinson	Bianca	Mrs	F	19MAY1971		1 Aberdeen Avenue
20	464521	Dudding	Reuben	Sir	M	22NOV1948		1 Aberdeen Avenue

Obs	Address2	Address3	Address4	Postcode	Email Address
11	Lincoln	Lincolnshire	England	LN2 2RZ	adan.allcorn@sascasestudy.com
12	Sale	Cheshire	England	M33 6QU	yahir.wrathall@sascasestudy.com
13	Sheerness	Kent	England	ME12 2AL	alden.swinburn@sascasestudy.com
14	Milton Keynes	Bedfordshire	England	MK16 9XQ	misael.elkington@sascasestudy.com
15	Chichester	Sussex	England	PO19 1QF	rickey.sandercock@sascasestudy.com
16	Chichester	Sussex	England	PO20 8DU	mitchel.osler@sascasestudy.com
17	Swansea	Dyfed	Wales	SA2 0EA	london.elbeck@sascasestudy.com
18	Clapham	London	England	SW4 7BN	esmeralda.flitney@sascasestudy.com
19	Hammersmith	London	England	W6 8NA	bianca.hutchinson@sascasestudy.com
20	Rickmansworth	Hertfordshire	England	WD3 6AR	reuben.dudding@sascasestudy.com

Obs	Customers Contact Preference	Customer Interests	Customer Enrolment Date	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder
11	E-Mail	S	25MAR1988	29MAY2014	Dear Mr A Allcorn	11	1
12	Post	U S	07APR2014	27DEC2014	Dear Dr Y Wrathall	12	1
13	E-Mail	W	05MAR2009	26AUG2014	Dear Mr A Swinburn	13	1
14	E-Mail	X	10SEP2019	26DEC2019	Dear Mr M Elkington	14	1
15	E-Mail	W	29DEC2007	13DEC2014	Dear Mr R Sandercock	15	1
16	DNM	D	26MAY2004	19NOV2014	Dear Dr M Osler	16	1
17	E-Mail	M	12OCT2000	02JAN2015	Dear Mrs L Elbeck	17	1
18	DNM	V	12NOV1993	04JAN2015	Dear Mrs E Flitney	18	1
19	E-Mail	P	13NOV2010	05FEB2014	Dear Mrs B Hutchinson	19	1
20	Post	M	25JAN1996	27JUL2014	Dear Sir R Dudding	20	1

Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1
21	2431101	Hunter	Amani	Mrs	F	23DEC1942		1 Belgrave Road Lane South
22	2178449	Pattinson	Kayleigh	Mrs	F	17JAN1947		1 Belgrave Road Lane South
23	2558190	Pattinson	Cassidy	Mrs	F	24MAR1964		1 Belgrave Road Lane South
24	2307935	Honess	Melanie	Mrs.	F	13DEC1948	L134245	1 Belgrave Road Lane South
25	1277656	Honess	Ayla	Mrs	F	06JUL1961		1 Belgrave Road Lane South
26	2343604	Stidston	Desiree	Mrs.	F	07JUL1951		1 Belgrave Road Lane South
27	2222284	Woolton	Astrid	Miss	F	03AUG1949		1 Belgrave Road Lane South
28	77123	Millman	Mollie	Mrs.	F	16SEP1945		1 Belgrave Road Lane South
29	542969	Wass	Ansley	Dr	F	19AUG1946		1 Belgrave Road Lane South
30	380825	Kirkman	Kenia	Mrs	F	10MAY1980		1 Belgrave Road Lane South

Obs	Address2	Address3	Address4	Postcode	Email Address
21	Maryport	Cumbria	England	CA15 8QX	amani.hunter@sascasestudy.com
22	Annan	Dumfriesshire	Scotland	DG12 5HJ	kayleigh.pattinson@sascasestudy.com
23	Annan	Dumfriesshire	Scotland	DG12 5HJ	cassidy.pattinson@sascasestudy.com
24	Newton Stewart	Wigtownshire	Scotland	DG8 7DG	melanie.honess@sascasestudy.com
25	Newton Stewart	Wigtownshire	Scotland	DG8 7DG	ayla.honess@sascasestudy.com
26	Dudley	West Midlands	England	DY3 2EX	desiree.stidston@sascasestudy.com
27	Tipton	West Midlands	England	DY4 8EB	astrid.woolton@sascasestudy.com
28	Aldgate	London	England	E1 4XJ	mollie.millman@sascasestudy.com
29	Blackpool	Lancashire	England	FY1 9EH	ansley.wass@sascasestudy.com
30	Liphook	Hampshire	England	GU30 7DW	kenia.kirkman@sascasestudy.com

Obs	Customers Contact Preference	Customer Interests	Customer Enrolment Date	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder
21	DNM	T	29JAN1985	04NOV2011	Dear Mrs A Hunter	21	1
22	Post	Q	30NOV1980	09NOV2014	Dear Mrs K Pattinson	22	1
23	Post	C	19APR2008	21DEC2014	Dear Mrs C Pattinson	22	0
24	Post	T	23JUL1986	12JAN2015	Dear Mrs M Honess	23	1
25	E-Mail		20NOV2008	20OCT2014	Dear Mrs A Honess	23	0
26	Post	F	03OCT1992	12NOV2013	Dear Mrs D Stidston	24	1
27	Post	A	08OCT1991	23JAN2015	Dear Miss A Woolton	25	1
28	E-Mail	Q	24MAR1987	18JAN2015	Dear Mrs M Millman	26	1
29	Post		14JUN1992	12OCT2014	Dear Dr A Wass	27	1
30	DNM	E	15AUG2015	24NOV2015	Dear Mrs K Kirkman	28	1

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Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1	Address2
1	1210628	Melsome	Marc	Mr	M	13JUL1921		1 Aberdeen Avenue	Buckie
2	2118205	Audley	Caleb	Mr	M	01JUL1972		1 Aberdeen Avenue	Bath
3	999834	Kerridge	Lawrence	Dr.	M	27NOV1966		1 Aberdeen Avenue	Nuneaton
4	2786330	Thomson	Santos	Mr	M	15MAR1953		1 Aberdeen Avenue	Edinburgh
5	2953925	Felgate	Kenia	Mrs	F	10NOV1938		1 Aberdeen Avenue	Dumbarton
6	803760	Kelly	Sade	Mrs	F	30JAN1948		1 Aberdeen Avenue	Stroud
7	471117	Paget	Jakayla	Mrs	F	16APR1981		1 Aberdeen Avenue	Bordon Heath

Obs	Address3	Address4	Postcode	Email Address	Customers Contact Preference	Customer Interests	Customer Enrolment Date
1	Banffshire, Aberdeenshire	Scotland	AB5 6PB	marc.melsome@sascasestudy.com	DNM	J	21AUG1972
2	Somerset	England	BA2 2SQ	caleb.audley@sascasestudy.com	Post	U	10FEB2012
3	Warwickshire	England	CV13 6JU	lawrence.kerridge@sascasestudy.com	Post	A	18FEB2012
4	Midlothian	Scotland	EH15 3HF	santos.thomson@sascasestudy.com	E-Mail		27DEC1990
5	Dunbartonshire	Scotland	G82 2BN	kenia.felgate@sascasestudy.com	DNM	G	20JUL1987
6	Gloucestershire	England	GL6 0BS	sade.kelly@sascasestudy.com	E-Mail	D	05SEP1991
7	Hampshire	England	GU35 0ZS	jakayla.paget@sascasestudy.com	DNM	F	20JUL2020

Obs	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder	Mountaineering	Water Sports	Sightseeing	Cycling	Climbing
1	17OCT1990	Dear Mr M Melsome	1	1	0	0	0	0	0
2	14SEP2014	Dear Mr C Audley	2	1	0	0	0	0	0
3	30JAN2015	Dear Dr L Kerridge	3	1	1	0	0	0	0
4	06JUN2014	Dear Mr S Thomson	4	1	0	0	0	0	0
5	10SEP2009	Dear Mrs K Felgate	5	1	0	0	0	0	0
6	18DEC2014	Dear Mrs S Kelly	6	1	0	0	0	1	0
7	07MAR2021	Dear Mrs J Paget	7	1	0	0	0	0	0

Obs	Dancing	Hiking	Skiing	Snowboarding	White Water Rafting	Scuba Diving	Yoga	Mountain Biking	Trail Walking
1	0	0	1	0	0	0	0	0	0
2	0	0	0	0	0	0	0	1	0
3	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0
5	0	1	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0
7	1	0	0	0	0	0	0	0	0

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Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1	Address2
8	2281949	Gissing	Alexys	Mrs	F	01MAR1940		1 Aberdeen Avenue	Brough
9	595033	Mason	Neil	Mr.	M	04AUG1962		1 Aberdeen Avenue	Wallasey
10	2991920	Thistleton	Arlene	Dr	F	03JAN1973		1 Aberdeen Avenue	Dolgellau
11	2924451	Allcorn	Adan	Mr	M	28MAY1946		1 Aberdeen Avenue	Lincoln
12	2188103	Wrathall	Yahir	Dr	M	15OCT1976		1 Aberdeen Avenue	Sale
13	1604921	Swinburn	Alden	Mr	M	11OCT1961		1 Aberdeen Avenue	Sheerness
14	2677531	Elkington	Misael	Mr	M	30JUN1983		1 Aberdeen Avenue	Milton Keynes

Obs	Address3	Address4	Postcode	Email Address	Customers Contact Preference	Customer Interests	Customer Enrolment Date
8	Yorkshire, East (North Humberside)	England	HU15 2RQ	alexys.gissing@sascasestudy.com	DNM		13SEP1981
9	Merseyside	England	L44 8DB	neil.mason@sascasestudy.com	Post	G A	29DEC2008
10	Gwynedd	Wales	LL40 1DY	arlene.thistleton@sascasestudy.com	E-Mail	G	25JAN2014
11	Lincolnshire	England	LN2 2RZ	adan.allcorn@sascasestudy.com	E-Mail	S	25MAR1988
12	Cheshire	England	M33 6QU	yahir.wrathall@sascasestudy.com	Post	U S	07APR2014
13	Kent	England	ME12 2AL	alden.swinburn@sascasestudy.com	E-Mail	W	05MAR2009
14	Bedfordshire	England	MK16 9XQ	misael.elkington@sascasestudy.com	E-Mail	X	10SEP2019

Obs	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder	Mountaineering	Water Sports	Sightseeing	Cycling	Climbing
8	02DEC2010	Dear Mrs A Gissing	8	1	0	0	0	0	0
9	02NOV2014	Dear Mr N Mason	9	1	1	0	0	0	0
10	26DEC2014	Dear Dr A Thistleton	10	1	0	0	0	0	0
11	29MAY2014	Dear Mr A Allcorn	11	1	0	0	0	0	0
12	27DEC2014	Dear Dr Y Wrathall	12	1	0	0	0	0	0
13	26AUG2014	Dear Mr A Swinburn	13	1	0	0	0	0	0
14	26DEC2019	Dear Mr M Elkington	14	1	0	0	1	0	0

Obs	Dancing	Hiking	Skiing	Snowboarding	White Water Rafting	Scuba Diving	Yoga	Mountain Biking	Trail Walking
8	0	0	0	0	0	0	0	0	0
9	0	1	0	0	0	0	0	0	0
10	0	1	0	0	0	0	0	0	0
11	0	0	0	0	0	0	1	0	0
12	0	0	0	0	0	0	1	1	0
13	1	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0

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Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1	Address2
15	599772	Sandercock	Rickey	Mr	M	26MAY1964	L95762	1 Aberdeen Avenue	Chichester
16	566859	Osler	Mitchel	Dr	M	03JAN1952		1 Aberdeen Avenue	Chichester
17	1732083	Elbeck	London	Mrs.	F	25JUL1959		1 Aberdeen Avenue	Swansea
18	2086720	Flitney	Esmeralda	Mrs.	F	28DEC1955		1 Aberdeen Avenue	Clapham
19	1596887	Hutchinson	Bianca	Mrs	F	19MAY1971		1 Aberdeen Avenue	Hammersmith
20	464521	Dudding	Reuben	Sir	M	22NOV1948		1 Aberdeen Avenue	Rickmansworth
21	2431101	Hunter	Amani	Mrs	F	23DEC1942		1 Belgrave Road Lane South	Maryport

Obs	Address3	Address4	Postcode	Email Address	Customers Contact Preference	Customer Interests	Customer Enrolment Date
15	Sussex	England	PO19 1QF	rickey.sandercock@sascasestudy.com	E-Mail	W	29DEC2007
16	Sussex	England	PO20 8DU	mitchel.osler@sascasestudy.com	DNM	D	26MAY2004
17	Dyfed	Wales	SA2 0EA	london.elbeck@sascasestudy.com	E-Mail	M	12OCT2000
18	London	England	SW4 7BN	esmeralda.flitney@sascasestudy.com	DNM	V	12NOV1993
19	London	England	W6 8NA	bianca.hutchinson@sascasestudy.com	E-Mail	P	13NOV2010
20	Hertfordshire	England	WD3 6AR	reuben.dudding@sascasestudy.com	Post	M	25JAN1996
21	Cumbria	England	CA15 8QX	amani.hunter@sascasestudy.com	DNM	T	29JAN1985

Obs	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder	Mountaineering	Water Sports	Sightseeing	Cycling	Climbing
15	13DEC2014	Dear Mr R Sandercock	15	1	0	0	0	0	0
16	19NOV2014	Dear Dr M Osler	16	1	0	0	0	1	0
17	02JAN2015	Dear Mrs L Elbeck	17	1	0	0	0	0	0
18	04JAN2015	Dear Mrs E Flitney	18	1	0	0	0	0	0
19	05FEB2014	Dear Mrs B Hutchinson	19	1	0	0	0	0	0
20	27JUL2014	Dear Sir R Dudding	20	1	0	0	0	0	0
21	04NOV2011	Dear Mrs A Hunter	21	1	0	0	0	0	0

Obs	Dancing	Hiking	Skiing	Snowboarding	White Water Rafting	Scuba Diving	Yoga	Mountain Biking	Trail Walking
15	1	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0
17	0	0	0	1	0	0	0	0	0
18	0	0	0	0	0	0	0	0	1
19	0	0	0	0	0	1	0	0	0
20	0	0	0	1	0	0	0	0	0
21	0	0	0	0	0	0	0	1	0

Households_Detail Dataset (First 30 Obs.)

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Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1	Address2
22	2178449	Pattinson	Kayleigh	Mrs	F	17JAN1947		1 Belgrave Road Lane South	Annan
23	2558190	Pattinson	Cassidy	Mrs	F	24MAR1964		1 Belgrave Road Lane South	Annan
24	2307935	Honess	Melanie	Mrs.	F	13DEC1948	L134245	1 Belgrave Road Lane South	Newton Stewart
25	1277656	Honess	Ayla	Mrs	F	06JUL1961		1 Belgrave Road Lane South	Newton Stewart
26	2343604	Stidston	Desiree	Mrs.	F	07JUL1951		1 Belgrave Road Lane South	Dudley
27	2222284	Woolton	Astrid	Miss	F	03AUG1949		1 Belgrave Road Lane South	Tipton
28	77123	Millman	Mollie	Mrs.	F	16SEP1945		1 Belgrave Road Lane South	Aldgate

Obs	Address3	Address4	Postcode	Email Address	Customers Contact Preference	Customer Interests	Customer Enrolment Date
22	Dumfriesshire	Scotland	DG12 5HJ	kayleigh.pattinson@sascasestudy.com	Post	Q	30NOV1980
23	Dumfriesshire	Scotland	DG12 5HJ	cassidy.pattinson@sascasestudy.com	Post	C	19APR2008
24	Wigtownshire	Scotland	DG8 7DG	melanie.honess@sascasestudy.com	Post	T	23JUL1986
25	Wigtownshire	Scotland	DG8 7DG	ayla.honess@sascasestudy.com	E-Mail		20NOV2008
26	West Midlands	England	DY3 2EX	desiree.stidston@sascasestudy.com	Post	F	03OCT1992
27	West Midlands	England	DY4 8EB	astrid.woolton@sascasestudy.com	Post	A	08OCT1991
28	London	England	E1 4XJ	mollie.millman@sascasestudy.com	E-Mail	Q	24MAR1987

Obs	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder	Mountaineering	Water Sports	Sightseeing	Cycling	Climbing
22	09NOV2014	Dear Mrs K Pattinson	22	1	0	0	0	0	0
23	21DEC2014	Dear Mrs C Pattinson	22	0	0	0	1	0	0
24	12JAN2015	Dear Mrs M Honess	23	1	0	0	0	0	0
25	20OCT2014	Dear Mrs A Honess	23	0	0	0	0	0	0
26	12NOV2013	Dear Mrs D Stidston	24	1	0	0	0	0	0
27	23JAN2015	Dear Miss A Woolton	25	1	1	0	0	0	0
28	18JAN2015	Dear Mrs M Millman	26	1	0	0	0	0	0

Obs	Dancing	Hiking	Skiing	Snowboarding	White Water Rafting	Scuba Diving	Yoga	Mountain Biking	Trail Walking
22	0	0	0	0	0	1	0	0	0
23	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	1	0
25	0	0	0	0	0	0	0	0	0
26	1	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	1	0	0	0

Households_Detail Dataset (First 30 Obs.)

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Obs	Customer Identification	Family Name	Forename	Title	Gender	Date of Birth	Loyalty Identification	Address1	Address2
29	542969	Wass	Ansley	Dr	F	19AUG1946		1 Belgrave Road Lane South	Blackpool
30	380825	Kirkman	Kenia	Mrs	F	10MAY1980		1 Belgrave Road Lane South	Liphook

Obs	Address3	Address4	Postcode	Email Address	Customers Contact Preference	Customer Interests	Customer Enrolment Date
29	Lancashire	England	FY1 9EH	ansley.wass@sascasestudy.com	Post		14JUN1992
30	Hampshire	England	GU30 7DW	kenia.kirkman@sascasestudy.com	DNM	E	15AUG2015

Obs	Date Customer Last Contacted	Greeting	Household Identification	Primary Householder	Mountaineering	Water Sports	Sightseeing	Cycling	Climbing
29	12OCT2014	Dear Dr A Wass	27	1	0	0	0	0	0
30	24NOV2015	Dear Mrs K Kirkman	28	1	0	0	0	0	1

Obs	Dancing	Hiking	Skiing	Snowboarding	White Water Rafting	Scuba Diving	Yoga	Mountain Biking	Trail Walking
29	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0

Obs	Customer Identification	Address1	Address2	Address3	Address4	Postcode	Customers Contact Preference	Greeting
1	2118205	1 Aberdeen Avenue	Bath	Somerset	England	BA2 2SQ	Post	Dear Mr C Audley
2	999834	1 Aberdeen Avenue	Nuneaton	Warwickshire	England	CV13 6JU	Post	Dear Dr L Kerridge
3	595033	1 Aberdeen Avenue	Wallasey	Merseyside	England	L44 8DB	Post	Dear Mr N Mason
4	2188103	1 Aberdeen Avenue	Sale	Cheshire	England	M33 6QU	Post	Dear Dr Y Wrathall
5	464521	1 Aberdeen Avenue	Rickmansworth	Hertfordshire	England	WD3 6AR	Post	Dear Sir R Dudding
6	2178449	1 Belgrave Road Lane South	Annan	Dumfriesshire	Scotland	DG12 5HJ	Post	Dear Mrs K Pattinson
7	2558190	1 Belgrave Road Lane South	Annan	Dumfriesshire	Scotland	DG12 5HJ	Post	Dear Mrs C Pattinson
8	2307935	1 Belgrave Road Lane South	Newton Stewart	Wigtownshire	Scotland	DG8 7DG	Post	Dear Mrs M Honess
9	2343604	1 Belgrave Road Lane South	Dudley	West Midlands	England	DY3 2EX	Post	Dear Mrs D Stidston
10	2222284	1 Belgrave Road Lane South	Tipton	West Midlands	England	DY4 8EB	Post	Dear Miss A Woolton
11	542969	1 Belgrave Road Lane South	Blackpool	Lancashire	England	FY1 9EH	Post	Dear Dr A Wass
12	2509165	1 Belgrave Road Lane South	Attleborough	Norfolk	England	NR16 2RP	Post	Dear Mrs A Amphlett
13	1901791	1 Belgrave Road Lane South	Watford	Hertfordshire	England	WD1 7SN	Post	Dear Mrs K Hadingham
14	2662131	1 Belgrave Road Lane South	Batley	Yorkshire, West	England	WF17 9DL	Post	Dear Mrs C Florey
15	958101	1 Bronte St	Milton Keynes	Bedfordshire	England	MK13 0EF	Post	Dear Mrs C Goff
16	858987	1 Bronte St	Carlisle	Lanarkshire	Scotland	ML8 4HF	Post	Dear Mr J Rix
17	1284368	1 Bronte St	Bodmin	Cornwall	England	PL30 3NX	Post	Dear Mrs S Furneaux
18	1177967	1 Bronte St	Plymouth	Devon	England	PL6 5QT	Post	Dear Mr G Moss
19	993385	1 Cambridge Lane West	Winscombe	Somerset	England	BS25 5PB	Post	Dear Mrs Haynes
20	998636	1 Cambridge Lane West	Warwick	Warwickshire	England	CV34 9GE	Post	Dear Mrs M Foot
21	1553738	1 Cambridge Lane West	Swanscombe	Kent	England	DA10 0LY	Post	Dear Mr Q Milk
22	152105	1 Cambridge Lane West	Irvine	Ayrshire	Scotland	KA12 2BA	Post	Dear Dr E Breakwell
23	2945231	1 Cambridge Lane West	Largs	Ayrshire	Scotland	KA30 8JN	Post	Dear Mr N Esam
24	2896106	1 Cambridge Lane West	New Malden	Surrey	England	KT3 4EX	Post	Dear Miss J Barham
25	116600	1 Cathedral Street	Bristol	Somerset	England	BS2 2ZU	Post	Dear Mrs A Marples
26	2281695	1 Cathedral Street	Harrogate	Yorkshire, North	England	HG3 1RN	Post	Dear Mr D Reddicliffe
27	2442962	1 Cathedral Street	Holloway	London	England	N7 8UU	Post	Dear Mrs E Dean
28	2634194	1 Cathedral Street	Newbury	Berkshire	England	RG14 5SG	Post	Dear Dr C Hartop
29	1503644	1 Charles Terrace Lane	Newhaven	Sussex	England	BN9 8HX	Post	Dear Mrs S Amery
30	2700016	1 Charles Terrace Lane	Blandford Forum	Dorset	England	DT11 7JJ	Post	Dear Mr E Pinches

Obs	Customer Identification	Email Address	Customers Contact Preference	Greeting
1	2786330	santos.thomson@sascasestudy.com	E-Mail	Dear Mr S Thomson
2	803760	sade.kelly@sascasestudy.com	E-Mail	Dear Mrs S Kelly
3	2991920	arlene.thistleton@sascasestudy.com	E-Mail	Dear Dr A Thistleton
4	2924451	adan.allcorn@sascasestudy.com	E-Mail	Dear Mr A Allcorn
5	1604921	alden.swinburn@sascasestudy.com	E-Mail	Dear Mr A Swinburn
6	2677531	misael.elkington@sascasestudy.com	E-Mail	Dear Mr M Elkington
7	599772	rickey.sandercock@sascasestudy.com	E-Mail	Dear Mr R Sandercock
8	1732083	london.elbeck@sascasestudy.com	E-Mail	Dear Mrs L Elbeck
9	1596887	bianca.hutchinson@sascasestudy.com	E-Mail	Dear Mrs B Hutchinson
10	1277656	ayla.honess@sascasestudy.com	E-Mail	Dear Mrs A Honess
11	77123	mollie.millman@sascasestudy.com	E-Mail	Dear Mrs M Millman
12	211419	kathleen.sirrell@sascasestudy.com	E-Mail	Dear Miss K Sirrell
13	1403597	janet.finch@sascasestudy.com	E-Mail	Dear Mrs J Finch
14	2465262	jase.feaviour@sascasestudy.com	E-Mail	Dear Mr J Feaviour
15	2413624	patience.abley@sascasestudy.com	E-Mail	Dear Mrs P Abley
16	1355155	keven.shipway@sascasestudy.com	E-Mail	Dear Mr K Shipway
17	977421	anton.vickers@sascasestudy.com	E-Mail	Dear Sir A Vickers
18	96435	haylie.whitton@sascasestudy.com	E-Mail	Dear Ms H Whitton
19	1291612	jalen.dover@sascasestudy.com	E-Mail	Dear Mr J Dover
20	1618989	sophia.rounthwaite@sascasestudy.com	E-Mail	Dear Mrs S Rounthwaite
21	1072997	cristobal.osmotherley@sascasestudy.com	E-Mail	Dear Mr C Osmotherley
22	1423244	christian.charnley@sascasestudy.com	E-Mail	Dear Mr C Charnley
23	646465	elissa.maudesley@sascasestudy.com	E-Mail	Dear Mrs E Maudesley
24	1945191	adolfo.birtles@sascasestudy.com	E-Mail	Dear Mr A Birtles
25	367458	isaias.cawsey@sascasestudy.com	E-Mail	Dear Mr I Cawsey
26	1744819	priscilla.hearle@sascasestudy.com	E-Mail	Dear Mrs P Hearle
27	2600562	london.berose@sascasestudy.com	E-Mail	Dear Mrs L Berosé
28	2597601	joaquin.siddorn@sascasestudy.com	E-Mail	Dear Mr J Siddorn
29	642998	jamel.nottingham@sascasestudy.com	E-Mail	Dear Mr J Nottingham
30	1789970	serenity.allcorn@sascasestudy.com	E-Mail	Dear Mrs S Allcorn

Obs	Family Name	Brochure of Destination	Room Type	Booking ID	Customer ID	Date Customer Booked Holiday	Holiday Departure Date
1	Walmsley	L	Family	1522062	2247600	11FEB2010	20APR2010
2	Botfield	G	Dormitory	1464478	2157716	15FEB2010	16NOV2010
3	Deeley	V	Single	1458182	2147339	18FEB2010	05DEC2010
4	Bentley	E	Tripple	642419	857274	19FEB2010	06SEP2010
5	Crookes	D	Tripple	1810534	2705504	19FEB2010	27APR2010
6	Spratt	H	Double	1756936	2618478	24FEB2010	17MAY2010
7	Shore	V	Tripple	820821	1140097	27FEB2010	11DEC2010
8	Scales	W	Single	768954	1058691	01MAR2010	06MAY2010
9	Baring	A	Single	1229100	1786122	01MAR2010	14MAY2010
10	Mardell	Z	Family	1319101	1929896	01MAR2010	20MAY2010
11	Rabbetts	P	Family	1003570	1429381	03MAR2010	24APR2010
12	Dronfield	Q	Double	1384688	2028708	05MAR2010	05MAY2010
13	Bessent	J	Family	1695170	2520469	05MAR2010	04DEC2010
14	Dronfield	H	Tripple	1384614	2028708	07MAR2010	11SEP2010
15	Bowen	C	Family	956985	1356017	08MAR2010	27APR2010
16	Oakden	U	Family	1401038	2056866	09MAR2010	26DEC2010
17	Ayles	R	Family	269612	268962	10MAR2010	15DEC2010

Obs	Number of Nights	Number of Passengers	Customer Added Insurance	Total Cost (£) of Holiday	Destination Code	Deposit	Balance
1	14	4	0	£5,332.02	Veneto Highlights	£1,066.40	£4,265.62
2	14	9	0	£7,574.82	Kerry & Cork	£1,514.96	£6,059.86
3	7	1	1	£673.68	The Guadalquivir	£134.74	£538.94
4	14	3	1	£2,528.62	Three Rivers	£505.72	£2,022.90
5	7	3	1	£2,007.70	Loire Vally	£401.54	£1,606.16
6	14	2	0	£2,675.88	Krakow	£535.18	£2,140.70
7	7	3	0	£1,269.44	Kerry & Cork	£253.89	£1,015.55
8	7	1	0	£683.62	Trail of Aphrodite	£136.72	£546.90
9	7	1	1	£689.26	Selva	£137.85	£551.41
10	7	5	0	£3,340.42	Dresden to Magdeburg	£668.08	£2,672.34
11	7	4	0	£2,663.30	Florence	£532.66	£2,130.64
12	7	2	1	£1,699.12	Patagonia	£339.82	£1,359.30
13	7	5	0	£3,335.44	Menton	£667.09	£2,668.35
14	7	3	1	£2,014.50	Romania	£402.90	£1,611.60
15	7	5	0	£2,106.40	Pennine Way	£421.28	£1,685.12
16	14	4	1	£3,370.80	Selworthy	£674.16	£2,696.64
17	7	5	1	£4,208.72	Volcanoes to the Ocean	£841.74	£3,366.98

Obs	Family Name	Brochure of Destination	Room Type	Booking ID	Customer ID	Date Customer Booked Holiday	Holiday Departure Date
18	Stansfield	M	Family	1446834	2129677	17MAR2010	25MAY2010
19	Stansfield	P	Family	1446705	2129677	21MAR2010	22MAY2010
20	Paniers	S	Tripple	318148	345494	22MAR2010	03JAN2011
21	Filmer	S	Family	742827	1017404	22MAR2010	18MAY2010
22	Burge	F	Single	1148992	1657931	02APR2010	07JUN2010
23	Handford	O	Tripple	1612863	2389290	07APR2010	21JAN2011
24	Caesar	N	Family	332920	370028	14APR2010	01AUG2010
25	Tipping	M	Double	1155190	1668592	16APR2010	29OCT2010
26	Cunningham	T	Family	1371240	2009801	18APR2010	20JAN2011
27	Pettifer	U	Single	1943460	2910128	19APR2010	15JUN2010
28	Wombwell	Z	Family	1418469	2081702	20APR2010	24JAN2011
29	Whitbread	U	Family	457750	568010	21APR2010	30JUL2010
30	Sandall	L	Tripple	593784	782734	21APR2010	01NOV2010

Obs	Number of Nights	Number of Passengers	Customer Added Insurance	Total Cost (£) of Holiday	Destination Code	Deposit	Balance
18	12	5	0	£5,717.88	Rhodes	£1,143.58	£4,574.30
19	7	5	0	£4,202.32	Barbados	£840.46	£3,361.86
20	7	3	0	£2,008.44	Picos de Europa	£401.69	£1,606.75
21	7	5	1	£3,348.98	Menaggio	£669.80	£2,679.18
22	3	1	0	£298.98	Puglia	£59.80	£239.18
23	12	3	1	£4,335.28	Alaska	£867.06	£3,468.22
24	3	5	1	£908.12	Hadrian's Wall	£181.62	£726.50
25	7	2	1	£1,352.56	Greece - The Journey of	£270.51	£1,082.05
26	7	5	1	£3,332.38	Crete trail	£666.48	£2,665.90
27	7	1	0	£666.52	Florence	£133.30	£533.22
28	12	5	0	£5,715.60	Cycle Kerala	£1,143.12	£4,572.48
29	12	4	1	£4,576.50	La Palma	£915.30	£3,661.20
30	7	3	0	£2,011.50	Valencia	£402.30	£1,609.20

Obs	Family Name	Brochure of Destination	Room Type	Booking ID	Customer ID	Date Customer Booked Holiday
1	Cotterell	X	Double	382519	448606	31MAR2010
2	Jeffcoate	A	Tripple	1325609	1940926	08APR2010
3	Tuffley	U	Tripple	1441820	2120549	06MAY2010
4	Dunford	R	Single	946144	1339155	16MAY2010
5	Trewin	F	Family	1430457	2101891	28MAY2010
6	Gledhill	K	Family	855389	1193743	30MAY2010
7	Goodenough	L	Tripple	1270106	1853624	25JUN2010
8	Kidwell	V	Family	1855840	2777995	27JUL2010
9	Jamieson	V	Tripple	1040904	1488351	29JUL2010
10	Shackleton	V	Dormitory	480324	602303	30JUL2010
11	Trehwells	R	Tripple	1109993	1596636	14AUG2010
12	Clews	D	Dormitory	134018	53650	21AUG2010
13	Cox	R	Family	552470	715098	29AUG2010
14	Stares	Z	Double	228633	202780	30AUG2010
15	Candish	B	Double	341931	383155	10SEP2010
16	Northmore	N	Family	1529038	2256987	27SEP2010
17	Brasnett	S	Family	1453592	2139351	23OCT2010

Obs	Holiday Departure Date	Number of Nights	Number of Passengers	Customer Added Insurance	Total Cost (£) of Holiday	Destination Code
1	24APR2010	14	2	0	£2,676.44	Trail of Aphrodite
2	07MAY2010	14	3	0	£3,993.80	Ronda
3	21MAY2010	14	3	0	£5,050.80	Journey to Niagara
4	27MAY2010	14	1	0	£1,686.50	Cycle Vietnam
5	29JUN2010	7	4	1	£2,664.92	Hungarian Spa Tour
6	09JUN2010	7	5	0	£3,340.34	Tuscany Trail
7	14JUL2010	7	3	0	£2,012.04	Vineyards of Bordeaux t
8	13AUG2010	14	5	1	£4,220.34	Guernsey
9	03AUG2010	7	3	1	£2,537.56	Jordan
10	29AUG2010	7	9	0	£5,996.20	Dresden to Magdeburg
11	06SEP2010	14	3	0	£5,056.00	Vermont
12	10SEP2010	12	7	0	£10,083.24	US Northwest
13	30SEP2010	14	4	1	£3,376.10	Scarborough
14	05OCT2010	14	2	1	£2,669.80	Cyprus
15	06OCT2010	7	2	1	£1,352.80	Zakopane
16	29OCT2010	14	5	0	£4,202.86	West Highland Way
17	25NOV2010	7	4	1	£3,372.24	Bhutan

Obs	Family Name	Brochure of Destination	Room Type	Booking ID	Customer ID	Date Customer Booked Holiday
18	Maddy	X	Single	468695	585393	26OCT2010
19	Carpenter	H	Family	630038	838314	11DEC2010
20	Tilbrook	L	Double	858402	1199674	19DEC2010
21	Golby	K	Dormitory	1613165	2389887	09FEB2011
22	Counsell	R	Family	446205	549710	10FEB2011
23	Crookes	M	Family	1810519	2705504	11FEB2011
24	Jesty	F	Family	1516155	2238282	16FEB2011
25	Spratt	V	Single	1756934	2618478	17FEB2011
26	Deeley	I	Dormitory	1458166	2147339	21FEB2011
27	Meeson	A	Family	170402	111791	25FEB2011
28	Penfold	O	Double	1174619	1700169	28FEB2011
29	Rabbetts	Z	Double	1003539	1429381	13MAR2011
30	Kerr	B	Double	1059910	1519693	17MAR2011

Obs	Holiday Departure Date	Number of Nights	Number of Passengers	Customer Added Insurance	Total Cost (£) of Holiday	Destination Code
18	18NOV2010	7	1	1	£674.48	Tour du Mont Blanc
19	10JAN2011	7	4	0	£3,371.30	Volcanoes to the Ocean
20	13JAN2011	12	2	0	£2,295.36	Finhaut
21	21FEB2011	7	9	0	£5,999.56	Prague
22	24FEB2011	12	4	0	£4,570.14	Amsterdam
23	22FEB2011	7	5	0	£4,208.34	Volcanoes to the Ocean
24	17MAR2011	7	5	0	£2,113.88	Swanage
25	21MAR2011	7	1	0	£667.42	Cyprus
26	29MAR2011	12	6	1	£4,333.54	Norfolk Coast Path
27	06MAR2011	14	5	1	£8,423.18	Kerala
28	23MAR2011	7	2	1	£1,335.36	Pisa
29	20APR2011	7	2	0	£1,341.04	Breton Cider & Chateaux
30	26APR2011	7	2	0	£854.50	Coast to Coast