

- 1) I noticed that there are entries labelled as 'Tripple' under room_type in Bookings.csv - these have been left as this spelling as I did not want to alter the data.
- 2) I have let the user input separate locations for where the data is stored and where the overall file structure is stored, as the project brief states 'The program should be easily executed by another person, even if the initial input data is moved to a new storage location'. However it would be recommended to store data in the Data\1_Input folder within the case study folder structure.

The CONTENTS Procedure

Data Set Name	RAW.HOUSEHOLDS	Observations	150107
Member Type	DATA	Variables	17
Engine	V9	Indexes	0
Created	25/08/2021 13:38:59	Observation Length	544
Last Modified	25/08/2021 13:38:59	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label	Households Dataset(Generated by Felix on August 25, 2021 at 13:38)		
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	1251
First Data Page	1
Max Obs per Page	120
Obs in First Data Page	114
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\Felix\Documents\My SAS Files\BUSINESS_CASE_STUDY_FC\SAS\Data\2_Raw\households.sas7bdat
Release Created	9.0401M7
Host Created	X64_10PRO
Owner Name	AG1306-01\Felix
File Size	78MB
File Size (bytes)	82051072

Alphabetic List of Variables and Attributes						
#	Variable	Type	Len	Format	Informat	Label
8	Address_1	Char	150	\$150.	\$150.	Address1
9	Address_2	Char	60	\$60.	\$60.	Address2
10	Address_3	Char	40	\$40.	\$40.	Address3
11	Address_4	Char	40	\$40.	\$40.	Address4
17	Contact_Date	Num	8	DATE9.	ANYDTDTE9.	Date Customer Last Contacted
14	Contact_Preference	Char	15	\$15.	\$15.	Customers Contact Preference
1	Customer_Id	Num	8	15.	15.	Customer Identification
16	Customer_StartDate	Num	8	DATE9.	ANYDTDTE9.	Customer Enrolment Date
6	DOB	Num	8	DATE9.	ANYDTDTE9.	Date of Birth
13	Email1	Char	60	\$60.	\$60.	Email Address
2	Family_Name	Char	40	\$40.	\$40.	Family Name

The CONTENTS Procedure

Alphabetic List of Variables and Attributes						
#	Variable	Type	Len	Format	Informat	Label
3	Forename	Char	40	\$40.	\$40.	
5	Gender	Char	10	\$10.	\$10.	
15	Interests	Char	15	\$15.	\$15.	Customer Interests
7	Loyalty_Id	Char	15	\$15.	\$15.	Loyalty Identification
12	Postcode	Char	8	\$8.	\$8.	
4	Title	Char	15	\$15.	\$15.	

The CONTENTS Procedure

Data Set Name	RAW.BOOKINGS	Observations	32409
Member Type	DATA	Variables	12
Engine	V9	Indexes	0
Created	25/08/2021 13:39:00	Observation Length	160
Last Modified	25/08/2021 13:39:00	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label	Bookings Dataset (Generated by Felix on August 25, 2021 at 13:38)		
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	80
First Data Page	1
Max Obs per Page	409
Obs in First Data Page	393
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\Felix\Documents\My SAS Files\BUSINESS_CASE_STUDY_FC\SAS\Data\2_Raw\bookings.sas7bdat
Release Created	9.0401M7
Host Created	X64_10PRO
Owner Name	AG1306-01\Felix
File Size	5MB
File Size (bytes)	5308416

Alphabetic List of Variables and Attributes						
#	Variable	Type	Len	Format	Informat	Label
6	booked_date	Num	8	DATE9.	ANYDTDTE9.	Date Customer Booked Holiday
4	booking_id	Num	8	12.	12.	Booking ID
2	brochure_code	Char	6	\$6.	\$6.	Brochure of Destination
5	customer_id	Num	8	12.	12.	Customer ID
7	departure_date	Num	8	DATE9.	ANYDTDTE9.	Holiday Departure Date
12	destination_code	Char	6	\$6.	\$6.	Destination Code
8	duration	Num	8	5.	5.	Number of Nights
1	family_name	Char	60	\$60.	\$60.	Family Name
11	holiday_cost	Num	8	NLMNLGBP12.2	NLMNLGBP12.2	Total Cost (£) of Holiday
10	insurance_code	Num	8	1.	1.	Customer Added Insurance

The CONTENTS Procedure

Alphabetic List of Variables and Attributes						
#	Variable	Type	Len	Format	Informat	Label
9	pax	Num	8	8.	8.	Number of Passengers
3	room_type	Char	20	\$20.	\$20.	Room Type

The CONTENTS Procedure

Data Set Name	RAW.DESTINATIONS	Observations	281
Member Type	DATA	Variables	2
Engine	V9	Indexes	0
Created	25/08/2021 13:39:00	Observation Length	64
Last Modified	25/08/2021 13:39:00	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label	Destinations Dataset (Generated by Felix on August 25, 2021 at 13:38)		
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	1
First Data Page	1
Max Obs per Page	1021
Obs in First Data Page	281
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\Felix\Documents\My SAS Files\BUSINESS_CASE_STUDY_FC\SAS\Data\2_Raw\destinations.sas7bdat
Release Created	9.0401M7
Host Created	X64_10PRO
Owner Name	AG1306-01\Felix
File Size	128KB
File Size (bytes)	131072

Alphabetic List of Variables and Attributes					
#	Variable	Type	Len	Format	Informat
1	CODE	Char	4	\$4.	\$4.
2	DESCRIPTION	Char	60	\$60.	\$60.

The CONTENTS Procedure

Data Set Name	RAW.LOYALTY	Observations	18074
Member Type	DATA	Variables	6
Engine	V9	Indexes	0
Created	25/08/2021 13:39:00	Observation Length	64
Last Modified	25/08/2021 13:39:00	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label	Loyalty Dataset (Generated by Felix on August 25, 2021 at 13:38)		
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	18
First Data Page	1
Max Obs per Page	1021
Obs in First Data Page	992
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\Felix\Documents\My SAS Files\BUSINESS_CASE_STUDY_FC\SAS\Data\2_Raw\loyalty.sas7bdat
Release Created	9.0401M7
Host Created	X64_10PRO
Owner Name	AG1306-01\Felix
File Size	1MB
File Size (bytes)	1245184

Alphabetic List of Variables and Attributes						
#	Variable	Type	Len	Format	Informat	Label
1	Account_Id	Num	8	15.	15.	Loyalty Identification
6	Current_Value	Num	8	NLMNLGBP12.2	NLMNLGBP12.2	Current Share Value
4	Initial_Value	Num	8	NLMNLGBP12.2	NLMNLGBP12.2	Initial Share Value
3	Invested_Date	Num	8	DATE9.	ANYDTDTE9.	Investment Date
5	Investor_Type	Char	15	\$15.	\$15.	Type of Investor
2	Loyalty_Id	Char	15	\$15.	\$15.	Customer Account Number