

The SAS System

| Obs | IRI_KEY | WEEK | SY | GE | VEND | ITEM | UNITS | DOLLARS | F | D | PR | upc_new | L1 | L2 | Company | L4 | Brand | L9 | Level | l |
|-----|---------|------|----|----|-------|-------|-------|---------|------|---|----|--------------|------------------------------|--------------------------|------------|------------|------------|------------------------------|-------|---|
| 1 | 252869 | 1154 | 0 | 1 | 11013 | 13050 | 1 | 7.49 | NONE | 0 | 0 | 011101313050 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | CITRA SOLV | CITRA SOLV | CITRA SUDS | +CRSDS CTRS LNDTG UCONC 50OZ | 9 | (|
| 2 | 252869 | 1155 | 0 | 1 | 11013 | 13050 | 2 | 19.78 | NONE | 0 | 0 | 011101313050 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | CITRA SOLV | CITRA SOLV | CITRA SUDS | +CRSDS CTRS LNDTG UCONC 50OZ | 9 | (|
| 3 | 252869 | 1156 | 0 | 1 | 11013 | 13050 | 1 | 9.89 | NONE | 0 | 0 | 011101313050 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | CITRA SOLV | CITRA SOLV | CITRA SUDS | +CRSDS CTRS LNDTG UCONC 50OZ | 9 | (|
| 4 | 252869 | 1157 | 0 | 1 | 11013 | 13050 | 1 | 9.89 | NONE | 0 | 0 | 011101313050 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | CITRA SOLV | CITRA SOLV | CITRA SUDS | +CRSDS CTRS LNDTG UCONC 50OZ | 9 | (|
| 5 | 252869 | 1158 | 0 | 1 | 11013 | 13050 | 3 | 29.67 | NONE | 0 | 0 | 011101313050 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | CITRA SOLV | CITRA SOLV | CITRA SUDS | +CRSDS CTRS LNDTG UCONC 50OZ | 9 | (|
| 6 | 252869 | 1159 | 0 | 1 | 11013 | 13050 | 1 | 9.89 | NONE | 0 | 0 | 011101313050 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | CITRA SOLV | CITRA SOLV | CITRA SUDS | +CRSDS CTRS LNDTG UCONC 50OZ | 9 | (|

The SAS System

| Obs | IRL_KEY | WEEK | SY | GE | VEND | ITEM | UNITS | DOLLARS | F | D | PR | upc_new | L1 | L2 | Company | L4 | Brand | L9 | Lr |
|-----|---------|------|----|----|-------|-------|-------|---------|------|---|----|--------------|------------------------------|--------------------------|----------|-------------------|-------|---------------------------------|----|
| 1 | 643654 | 1120 | 0 | 1 | 11111 | 20003 | 1 | 3.99 | NONE | 0 | 0 | 011111120003 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | RINSO | +RINSO REG LNDTG UCONC PWD 68OZ | |
| 2 | 643654 | 1121 | 0 | 1 | 11111 | 20003 | 1 | 3.99 | NONE | 0 | 0 | 011111120003 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | RINSO | +RINSO REG LNDTG UCONC PWD 68OZ | |
| 3 | 643654 | 1124 | 0 | 1 | 11111 | 20003 | 1 | 3.99 | NONE | 0 | 0 | 011111120003 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | RINSO | +RINSO REG LNDTG UCONC PWD 68OZ | |
| 4 | 643654 | 1127 | 0 | 1 | 11111 | 20003 | 1 | 3.99 | NONE | 0 | 0 | 011111120003 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | RINSO | +RINSO REG LNDTG UCONC PWD 68OZ | |
| 5 | 643654 | 1130 | 0 | 1 | 11111 | 20003 | 1 | 3.99 | NONE | 0 | 0 | 011111120003 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | RINSO | +RINSO REG LNDTG UCONC PWD 68OZ | |
| 6 | 643654 | 1132 | 0 | 1 | 11111 | 20003 | 1 | 3.99 | NONE | 0 | 0 | 011111120003 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | RINSO | +RINSO REG LNDTG UCONC PWD 68OZ | |

Top 6 Brands
The MEANS Procedure

| Analysis Variable : DOLLARS | | |
|-----------------------------|--------|-------------|
| L5 | N Obs | Sum |
| ACE | 108 | 316.8200000 |
| AJAX | 2140 | 23841.66 |
| AJAX FRESH | 3088 | 32024.99 |
| ALL | 83938 | 1815212.38 |
| ALLENS NATURALLY | 23 | 500.0700000 |
| ARIEL | 11053 | 311281.99 |
| ARM & HAMMER | 12361 | 309291.25 |
| ARM & HAMMER FABRICARE | 225929 | 5159798.57 |
| BEYOND | 65 | 511.3500000 |
| BI O KLEEN | 66 | 1282.56 |
| BLANCA NIEVES | 54 | 180.3600000 |
| BOLD | 27051 | 462411.66 |
| BORAX SUDZ | 126 | 1398.00 |
| BRILLASOL | 234 | 1113.92 |
| CHEER | 157247 | 4162413.74 |
| COUNTRY SAVE | 453 | 5162.57 |
| DREFT | 40032 | 1032160.01 |
| DUTCH | 520 | 2578.16 |
| ECOVER | 409 | 5151.26 |
| FAB | 40858 | 1039072.10 |
| FOCA | 5952 | 289908.98 |
| FRESH BREEZE | 1245 | 17573.90 |
| FRESH START | 11344 | 216073.38 |
| GAIN | 164754 | 5781992.02 |
| IVORY SNOW | 44886 | 673068.19 |
| KLEEN BRITE | 223 | 2855.07 |
| KLEEN BRITE BRIGHT WATER | 1395 | 21628.90 |
| KO | 53 | 461.4100000 |
| LIRIO | 18 | 103.3200000 |
| MAXX | 108 | 1681.47 |
| MOUNTAIN GREEN | 1 | 13.5900000 |
| NATURAL VALUE | 19 | 210.9000000 |
| OXI CLEAN | 773 | 28548.82 |
| OXYDOL | 14597 | 340346.89 |
| PALOMA | 1674 | 30823.20 |
| PLANET | 5318 | 70818.46 |
| POWER CLEAN | 104 | 766.1100000 |
| PRIVATE LABEL | 163321 | 2882427.10 |
| PUREX | 59788 | 1091118.23 |
| PUREX ADVANCED | 3560 | 38954.72 |
| RINSO | 6 | 23.9400000 |
| ROMA | 8146 | 303283.48 |
| SEVENTH GENERATION | 1902 | 17462.25 |
| SUN | 75202 | 1505495.50 |
| SURF | 134876 | 3594688.08 |
| TIDE | 691673 | 29340605.26 |
| TREND | 23169 | 318059.61 |
| VISTA | 81 | 2171.35 |
| VIVA | 330 | 6389.36 |
| WISK | 69326 | 1390637.51 |
| XTRA | 43206 | 637351.16 |

Top 6 Brands

| Obs | Brand | _TYPE_ | _FREQ_ | Sum_Of_Sales |
|-----|------------------------|--------|--------|--------------|
| 2 | TIDE | 1 | 691673 | 29340605.26 |
| 3 | GAIN | 1 | 164754 | 5781992.02 |
| 4 | ARM & HAMMER FABRICARE | 1 | 225929 | 5159798.57 |
| 5 | CHEER | 1 | 157247 | 4162413.74 |
| 6 | SURF | 1 | 134876 | 3594688.08 |
| 7 | PRIVATE LABEL | 1 | 163321 | 2882427.10 |

Top 5 Brands
The MEANS Procedure

| Analysis Variable : DOLLARS | | |
|-----------------------------|--------|-------------|
| L5 | N Obs | Sum |
| ACE | 108 | 316.8200000 |
| AJAX | 2140 | 23841.66 |
| AJAX FRESH | 3088 | 32024.99 |
| ALL | 83938 | 1815212.38 |
| ALLENS NATURALLY | 23 | 500.0700000 |
| ARIEL | 11053 | 311281.99 |
| ARM & HAMMER | 12361 | 309291.25 |
| ARM & HAMMER FABRICARE | 225929 | 5159798.57 |
| BEYOND | 65 | 511.3500000 |
| BI O KLEEN | 66 | 1282.56 |
| BLANCA NIEVES | 54 | 180.3600000 |
| BOLD | 27051 | 462411.66 |
| BORAX SUDZ | 126 | 1398.00 |
| BRILLASOL | 234 | 1113.92 |
| CHEER | 157247 | 4162413.74 |
| COUNTRY SAVE | 453 | 5162.57 |
| DREFT | 40032 | 1032160.01 |
| DUTCH | 520 | 2578.16 |
| ECOVER | 409 | 5151.26 |
| FAB | 40858 | 1039072.10 |
| FOCA | 5952 | 289908.98 |
| FRESH BREEZE | 1245 | 17573.90 |
| FRESH START | 11344 | 216073.38 |
| GAIN | 164754 | 5781992.02 |
| IVORY SNOW | 44886 | 673068.19 |
| KLEEN BRITE | 223 | 2855.07 |
| KLEEN BRITE BRIGHT WATER | 1395 | 21628.90 |
| KO | 53 | 461.4100000 |
| LIRIO | 18 | 103.3200000 |
| MAXX | 108 | 1681.47 |
| MOUNTAIN GREEN | 1 | 13.5900000 |
| NATURAL VALUE | 19 | 210.9000000 |
| OXI CLEAN | 773 | 28548.82 |
| OXYDOL | 14597 | 340346.89 |
| PALOMA | 1674 | 30823.20 |
| PLANET | 5318 | 70818.46 |
| POWER CLEAN | 104 | 766.1100000 |
| PRIVATE LABEL | 163321 | 2882427.10 |
| PUREX | 59788 | 1091118.23 |
| PUREX ADVANCED | 3560 | 38954.72 |
| RINSO | 6 | 23.9400000 |
| ROMA | 8146 | 303283.48 |
| SEVENTH GENERATION | 1902 | 17462.25 |
| SUN | 75202 | 1505495.50 |
| SURF | 134876 | 3594688.08 |
| TIDE | 691673 | 29340605.26 |
| TREND | 23169 | 318059.61 |
| VISTA | 81 | 2171.35 |
| VIVA | 330 | 6389.36 |
| WISK | 69326 | 1390637.51 |
| XTRA | 43206 | 637351.16 |

Top 5 Brands

| Obs | Brand | _TYPE_ | _FREQ_ | Sum_Of_Sales |
|-----|------------------------|--------|--------|--------------|
| 2 | TIDE | 1 | 691673 | 29340605.26 |
| 3 | GAIN | 1 | 164754 | 5781992.02 |
| 4 | ARM & HAMMER FABRICARE | 1 | 225929 | 5159798.57 |
| 5 | CHEER | 1 | 157247 | 4162413.74 |
| 6 | SURF | 1 | 134876 | 3594688.08 |

Top 5 Brands

| Obs | Brand | _FREQ_ | Sum_Of_Sales |
|------------|------------------------|---------------|---------------------|
| 1 | TIDE | 691673 | 29340605.26 |
| 2 | GAIN | 164754 | 5781992.02 |
| 3 | ARM & HAMMER FABRICARE | 225929 | 5159798.57 |
| 4 | CHEER | 157247 | 4162413.74 |
| 5 | SURF | 134876 | 3594688.08 |

Market Share of Top 5 Brands

| | Sum_Of_Sales |
|------------------------|--------------|
| | ColPctSum |
| L5 | |
| ARM & HAMMER FABRICARE | 10.74 |
| CHEER | 8.66 |
| GAIN | 12.04 |
| SURF | 7.48 |
| TIDE | 61.08 |
| All | 100.00 |

Market Share of Top 5 Brands**The FREQ Procedure**

| brand_final | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
|-------------|-----------|---------|-------------------------|-----------------------|
| OTHER | 745965 | 34.98 | 745965 | 34.98 |
| TIDE | 691673 | 32.43 | 1437638 | 67.41 |
| ARM&HAMMER | 238290 | 11.17 | 1675928 | 78.58 |
| GAIN | 164754 | 7.72 | 1840682 | 86.30 |
| CHEER | 157247 | 7.37 | 1997929 | 93.68 |
| SURF | 134876 | 6.32 | 2132805 | 100.00 |

Market Share of Top 5 Brands

The CONTENTS Procedure

| | | | |
|----------------------------|---------------------------|-----------------------------|---------|
| Data Set Name | WORK.SB_AVGPPU_F_PR_D | Observations | 2132805 |
| Member Type | DATA | Variables | 38 |
| Engine | V9 | Indexes | 0 |
| Created | 05/05/2020 12:58:25 | Observation Length | 800 |
| Last Modified | 05/05/2020 12:58:25 | Deleted Observations | 0 |
| Protection | | Compressed | NO |
| Data Set Type | | Sorted | YES |
| Label | | | |
| Data Representation | WINDOWS_64 | | |
| Encoding | wlatin1 Western (Windows) | | |

Engine/Host Dependent Information

| | |
|-----------------------------------|---|
| Data Set Page Size | 65536 |
| Number of Data Set Pages | 26331 |
| First Data Page | 1 |
| Max Obs per Page | 81 |
| Obs in First Data Page | 75 |
| Number of Data Set Repairs | 0 |
| ExtendObsCounter | YES |
| Filename | E:\SAS Temporary Files\sxs180240_TD110132_SMVSASCLASSSC_sb_avgppu_f_pr_d.sas7bdat |
| Release Created | 9.0401M4 |
| Host Created | X64_SR12R2 |
| Owner Name | CAMPUS\sxs180240 |
| File Size | 2GB |
| File Size (bytes) | 1725693952 |

Alphabetic List of Variables and Attributes

| # | Variable | Type | Len | Format | Informat | Label |
|----|---------------------|------|-----|---------|----------|---------------------|
| 28 | ADDITIVES | Char | 20 | \$20. | \$20. | ADDITIVES |
| 36 | AvgPPU | Num | 8 | | | |
| 17 | Brand | Char | 24 | \$24. | \$24. | L5 |
| 27 | CONCENTRATION_LEVEL | Char | 20 | \$20. | \$20. | CONCENTRATION LEVEL |
| 15 | Company | Char | 31 | \$31. | \$31. | L3 |
| 10 | D | Num | 8 | | | |
| 37 | DISPLAY | Num | 8 | | | |
| 8 | DOLLARS | Num | 8 | | | |
| 9 | F | Char | 8 | | | |
| 26 | FLAVOR_SCENT | Char | 18 | \$18. | \$18. | FLAVOR/SCENT |
| 25 | FORM | Char | 16 | \$16. | \$16. | FORM |
| 4 | GE | Num | 8 | | | |
| 1 | IRI_KEY | Num | 8 | | | |
| 6 | ITEM | Num | 8 | | | |
| 13 | L1 | Char | 33 | \$33. | \$33. | L1 |
| 14 | L2 | Char | 24 | \$24. | \$24. | L2 |
| 16 | L4 | Char | 30 | \$30. | \$30. | L4 |
| 18 | L9 | Char | 32 | \$32. | \$32. | L9 |
| 19 | Level | Num | 8 | BEST12. | | Level |
| 24 | PACKAGE | Char | 20 | \$20. | \$20. | PACKAGE |
| 11 | PR | Num | 8 | | | |
| 23 | PRODUCT_TYPE | Char | 20 | \$20. | \$20. | PRODUCT TYPE |
| 38 | PriceRed | Num | 8 | | | |
| 3 | SY | Num | 8 | | | |
| 29 | TYPE_OF_FORMULA | Char | 18 | \$18. | \$18. | TYPE OF FORMULA |
| 7 | UNITS | Num | 8 | | | |
| 20 | UPC | Char | 17 | \$17. | \$17. | UPC |
| 5 | VEND | Num | 8 | | | |

| | | | | | | |
|----|------------------|------|-----|---------|-------|------------------|
| 22 | VOL_EQ | Num | 8 | BEST12. | | VOL_EQ |
| 2 | WEEK | Num | 8 | | | |
| 21 | _STUBSPEC_1860RC | Char | 80 | \$80. | \$80. | *STUBSPEC 1860RC |
| 30 | brand_final | Char | 29 | \$29. | \$29. | |
| 31 | feat_coupon | Num | 8 | | | |
| 32 | feat_large | Num | 8 | | | |
| 33 | feat_medium | Num | 8 | | | |
| 35 | feat_none | Num | 8 | | | |
| 34 | feat_small | Num | 8 | | | |
| 12 | upc_new | Char | 200 | | | |

| Sort Information | |
|------------------|--------------|
| Sortedby | IRI_KEY WEEK |
| Validated | YES |
| Character Set | ANSI |

Market Share of Top 5 Brands**The MEANS Procedure**

| Variable | Label | N Miss | N |
|-------------|--------|--------|---------|
| IRI_KEY | | 0 | 2132805 |
| WEEK | | 0 | 2132805 |
| SY | | 0 | 2132805 |
| GE | | 0 | 2132805 |
| VEND | | 0 | 2132805 |
| ITEM | | 0 | 2132805 |
| UNITS | | 0 | 2132805 |
| DOLLARS | | 0 | 2132805 |
| D | | 0 | 2132805 |
| PR | | 0 | 2132805 |
| Level | Level | 0 | 2132805 |
| VOL_EQ | VOL_EQ | 0 | 2132805 |
| feat_coupon | | 0 | 2132805 |
| feat_large | | 0 | 2132805 |
| feat_medium | | 0 | 2132805 |
| feat_small | | 0 | 2132805 |
| feat_none | | 0 | 2132805 |
| AvgPPU | | 0 | 2132805 |
| DISPLAY | | 0 | 2132805 |
| PriceRed | | 0 | 2132805 |

Market Share of Top 5 Brands

The PANEL Procedure
Wansbeek and Kapteyn Variance Components (RanTwo)

Dependent Variable: TotalSales_w

| Model Description | |
|--------------------------|--------|
| Estimation Method | RanTwo |
| Number of Cross Sections | 1446 |
| Time Series Length | 52 |

| Fit Statistics | | | |
|----------------|-------------|----------|---------|
| SSE | 179505047.2 | DFE | 65940 |
| MSE | 2722.2482 | Root MSE | 52.1752 |
| R-Square | 0.1167 | | |

| Variance Component Estimates | |
|---------------------------------------|----------|
| Variance Component for Cross Sections | 4444.833 |
| Variance Component for Time Series | 25.71782 |
| Variance Component for Error | 2724.854 |

| Hausman Test for Random Effects | | | |
|---------------------------------|----|---------|--------------|
| Coefficients | DF | m Value | Pr > m |
| | 7 | 7 | 28.22 0.0002 |

| Parameter Estimates | | | | | |
|---------------------|----|----------|----------------|---------|---------|
| Variable | DF | Estimate | Standard Error | t Value | Pr > t |
| Intercept | 1 | 116.0221 | 3.9990 | 29.01 | <.0001 |
| AvgPrice_w | 1 | -851.309 | 71.0637 | -11.98 | <.0001 |
| AvgDisplay_w | 1 | 181.0927 | 3.1019 | 58.38 | <.0001 |
| AvgFeat_coupon_w | 1 | 105.4068 | 4.2601 | 24.74 | <.0001 |
| AvgFeat_large_w | 1 | 88.86631 | 2.2919 | 38.77 | <.0001 |
| AvgFeat_medium_w | 1 | 36.19751 | 2.1828 | 16.58 | <.0001 |
| AvgFeat_small_w | 1 | 10.77538 | 3.4948 | 3.08 | 0.0020 |
| AvgPriceRed_w | 1 | -1.29866 | 1.1467 | -1.13 | 0.2574 |

Market Share of Top 5 Brands

The PANEL Procedure
Fixed Two-Way Estimates

Dependent Variable: TotalSales_w

| Model Description | |
|--------------------------|--------|
| Estimation Method | FixTwo |
| Number of Cross Sections | 1446 |
| Time Series Length | 52 |

| Fit Statistics | | | |
|----------------|-------------|----------|---------|
| SSE | 175600522.5 | DFE | 64444 |
| MSE | 2724.8545 | Root MSE | 52.2001 |
| R-Square | 0.6544 | | |

| F Test for No Fixed Effects | | | |
|-----------------------------|--------|---------|--------|
| Num DF | Den DF | F Value | Pr > F |
| 1496 | 64444 | 73.04 | <.0001 |

| Parameter Estimates | | | | | | |
|---------------------|----|----------|----------------|---------|---------|-----------|
| Variable | DF | Estimate | Standard Error | t Value | Pr > t | Label |
| Intercept | 1 | 124.1473 | 9.7924 | 12.68 | <.0001 | Intercept |
| AvgPrice_w | 1 | -853.417 | 72.4375 | -11.78 | <.0001 | |
| AvgDisplay_w | 1 | 180.392 | 3.1069 | 58.06 | <.0001 | |
| AvgFeat_coupon_w | 1 | 105.5424 | 4.2679 | 24.73 | <.0001 | |
| AvgFeat_large_w | 1 | 88.92109 | 2.2978 | 38.70 | <.0001 | |
| AvgFeat_medium_w | 1 | 35.93026 | 2.1890 | 16.41 | <.0001 | |
| AvgFeat_small_w | 1 | 10.70866 | 3.5023 | 3.06 | 0.0022 | |
| AvgPriceRed_w | 1 | -1.44778 | 1.1563 | -1.25 | 0.2105 | |

Market Share of Top 5 Brands

| Obs | IRI_KEY | OU | EST_ACV | Market_Name | Open | Clsd | MskdName |
|-----|---------|----|---------|-------------------|------|------|----------|
| 1 | 200039 | GR | 9.7100 | BUFFALO/ROCHESTER | 539 | 1219 | Chain87 |
| 2 | 200171 | GR | 27.6910 | MILWAUKEE | 522 | 9998 | Chain97 |
| 3 | 200197 | GR | 11.1400 | PEORIA/SPRINGFLD. | 903 | 9998 | Chain59 |
| 4 | 200233 | GR | 7.5150 | OKLAHOMA CITY | 1122 | 1150 | Chain102 |
| 5 | 200272 | GR | 13.1730 | LOS ANGELES | 873 | 9998 | Chain124 |
| 6 | 200287 | GR | 7.4820 | SAN FRANCISCO | 795 | 9998 | Chain94 |

Market Share of Top 5 Brands

| Obs | IRL_KEY | WEEK | SY | GE | VEND | ITEM | UNITS | DOLLARS | F | D | PR | upc_new | L1 | L2 | Company | L4 | Brand | L9 | Le |
|-----|---------|------|----|----|-------|-------|-------|---------|------|---|----|--------------|------------------------------|--------------------------|----------|-------------------|-------|--------------------------------|----|
| 1 | 200039 | 1115 | 0 | 1 | 11111 | 48006 | 2 | 11.98 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 2 | 200039 | 1117 | 0 | 1 | 11111 | 48006 | 22 | 87.78 | A | 0 | 1 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 3 | 200039 | 1118 | 0 | 1 | 11111 | 48006 | 1 | 5.99 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 4 | 200039 | 1119 | 0 | 1 | 11111 | 48006 | 2 | 11.98 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 5 | 200039 | 1121 | 0 | 1 | 11111 | 48006 | 1 | 5.99 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 6 | 200039 | 1122 | 0 | 1 | 11111 | 48006 | 1 | 5.99 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 7 | 200039 | 1123 | 0 | 1 | 11111 | 48006 | 2 | 11.98 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 8 | 200039 | 1124 | 0 | 1 | 11111 | 48006 | 1 | 5.39 | NONE | 0 | 1 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 9 | 200039 | 1126 | 0 | 1 | 11111 | 48006 | 1 | 5.59 | NONE | 0 | 1 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 10 | 200039 | 1127 | 0 | 1 | 11111 | 48006 | 2 | 10.78 | NONE | 0 | 1 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 11 | 200039 | 1130 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 12 | 200039 | 1140 | 0 | 1 | 11111 | 48006 | 4 | 27.16 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 13 | 200039 | 1144 | 0 | 1 | 11111 | 48006 | 3 | 20.37 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 14 | 200039 | 1146 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 15 | 200039 | 1148 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 16 | 200039 | 1151 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC 100OZ | |
| 17 | 200039 | 1152 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCND LNDTG UCONC | |

| | | | | | | | | | | | | | | | | | | |
|----|--------|------|---|---|-------|-------|---|-------|------|---|---|---------------|------------------------------------|--------------------------------|----------|-------------------------|------|--|
| | | | | | | | | | | | | | | | | | | 100OZ |
| 18 | 200039 | 1153 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 0111111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UONC 100OZ |
| 19 | 200039 | 1154 | 0 | 1 | 11111 | 48006 | 1 | 6.79 | NONE | 0 | 0 | 0111111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UONC 100OZ |
| 20 | 200039 | 1155 | 0 | 1 | 11111 | 48006 | 2 | 11.18 | B | 0 | 1 | 0111111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UONC 100OZ |

Market Share of Top 5 Brands
The FREQ Procedure

| F | Frequency |
|-------------|------------------|
| Not Missing | 5279251 |

| upc_new | Frequency |
|----------------|------------------|
| Not Missing | 5279251 |

| L1 | |
|-------------|------------------|
| L1 | Frequency |
| Not Missing | 5279251 |

| L2 | |
|-------------|------------------|
| L2 | Frequency |
| Not Missing | 5279251 |

| L3 | |
|----------------|------------------|
| Company | Frequency |
| Not Missing | 5279251 |

| L4 | |
|-------------|------------------|
| L4 | Frequency |
| Not Missing | 5279251 |

| L5 | |
|--------------|------------------|
| Brand | Frequency |
| Not Missing | 5279251 |

| L9 | |
|-------------|------------------|
| L9 | Frequency |
| Not Missing | 5279251 |

| UPC | |
|-------------|------------------|
| UPC | Frequency |
| Not Missing | 5279251 |

| *STUBSPEC 1860RC | |
|-------------------------|------------------|
| _STUBSPEC_1860RC | Frequency |
| Not Missing | 5279251 |

| PRODUCT TYPE | |
|---------------------|------------------|
| PRODUCT_TYPE | Frequency |
| Not Missing | 5279251 |

| PACKAGE | |
|----------------|------------------|
| PACKAGE | Frequency |
| Not Missing | 5279251 |

| FORM | |
|-------------|------------------|
| FORM | Frequency |
| Not Missing | 5279251 |

| FLAVOR/SCENT | |
|---------------------|------------------|
| FLAVOR_SCENT | Frequency |
| Not Missing | 5279251 |

| CONCENTRATION LEVEL | |
|----------------------------|------------------|
| CONCENTRATION_LEVEL | Frequency |
| Not Missing | 5279251 |

| ADDITIVES | |
|------------------|------------------|
| ADDITIVES | Frequency |
| Not Missing | 5279251 |

| TYPE OF FORMULA | |
|-----------------|-----------|
| TYPE_OF_FORMULA | Frequency |
| Missing | 4915 |
| Not Missing | 5274336 |

| OU | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| Market_Name | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| MskdName | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| IRI_KEY | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| WEEK | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| SY | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| GE | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| VEND | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| ITEM | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| UNITS | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| DOLLARS | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| D | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| PR | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| Level | |
|-------------|-----------|
| Level | Frequency |
| Not Missing | 5279251 |

| VOL_EQ | |
|-------------|-----------|
| VOL_EQ | Frequency |
| Not Missing | 5279251 |

| EST_ACV | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| Open | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

| Clsd | Frequency |
|-------------|-----------|
| Not Missing | 5279251 |

Market Share of Top 5 Brands

| Obs | Panelist_ID | WEEK | IRL_KEY | Panelist_Type | Combined_Pre_Tax_Income_of_HH | Family_Size | HH_RACE | Type_of_Residential_Possession | COUNTY | HH_AGE | HH |
|-----|-------------|------|---------|---------------|-------------------------------|-------------|---------|--------------------------------|--------|--------|----|
| 1 | 1109272 | 1114 | 648764 | 0 | 6 | 2 | 1 | 2 | C | 6 | |
| 2 | 1110403 | 1114 | 652159 | 0 | 8 | 2 | 1 | 2 | C | 6 | |
| 3 | 1118331 | 1114 | 234140 | 0 | 2 | 1 | 1 | 2 | C | 6 | |
| 4 | 1119958 | 1114 | 234140 | 0 | 4 | 1 | 1 | 2 | C | 5 | |
| 5 | 1122804 | 1114 | 652159 | 6 | 12 | 4 | 1 | 2 | C | 6 | |
| 6 | 1123836 | 1114 | 234140 | 0 | 4 | 2 | 1 | 1 | C | 4 | |

Market Share of Top 5 Brands
The MEANS Procedure

| Variable | N Miss | N |
|----------------------------------|--------|------|
| Panelist_ID | 0 | 4541 |
| WEEK | 0 | 4541 |
| IRI_KEY | 0 | 4541 |
| Panelist_Type | 0 | 4541 |
| Combined_Pre_Tax_Income_of_HH | 0 | 4541 |
| Family_Size | 0 | 4541 |
| HH_RACE | 0 | 4541 |
| Type_of_Residential_Possession | 0 | 4541 |
| HH_AGE | 0 | 4541 |
| HH_EDU | 0 | 4541 |
| HH_OCC | 0 | 4541 |
| Age_Group_Applied_to_Male_HH | 0 | 4541 |
| Education_Level_Reached_by_Male | 0 | 4541 |
| Occupation_Code_of_Male_HH | 0 | 4541 |
| Male_Working_Hour_Code | 0 | 4541 |
| MALE_SMOKE | 1417 | 3124 |
| Age_Group_Applied_to_Female_HH | 0 | 4541 |
| Education_Level_Reached_by_Femal | 0 | 4541 |
| Occupation_Code_of_Female_HH | 0 | 4541 |
| Female_Working_Hour_Code | 0 | 4541 |
| FEM_SMOKE | 383 | 4158 |
| Number_of_Dogs | 0 | 4541 |
| Number_of_Cats | 0 | 4541 |
| Children_Group_Code | 0 | 4541 |
| Marital_Status | 0 | 4541 |
| Language | 4035 | 506 |
| Number_of_TV_Used_by_HH | 0 | 4541 |
| Number_of_TV_Hooked_to_Cable | 0 | 4541 |
| Year | 0 | 4541 |
| HISP_FLAG | 390 | 4151 |
| HISP_CAT | 4469 | 72 |
| HH_Head_Race__RACE2__ | 390 | 4151 |
| HH_Head_Race__RACE3__ | 0 | 4541 |
| Microwave_Owned_by_HH | 225 | 4316 |
| ZIPCODE | 0 | 4541 |
| FIPSCODE | 0 | 4541 |
| market_based_upon_zipcode | 0 | 4541 |
| IRI_Geography_Number | 0 | 4541 |
| EXT_FACT | 0 | 4541 |

Market Share of Top 5 Brands

| Obs | Panelist_ID | WEEK | IRI_KEY | Combined_Pre_Tax_Income_of_HH | Family_Size | HH_RACE | Type_of_Residential_Possession | COUNTY | HH_AGE | HH_EDU | HH_OCC |
|-----|-------------|------|---------|-------------------------------|-------------|---------|--------------------------------|--------|--------|--------|--------|
| 1 | 1109272 | 1114 | 648764 | 6 | 2 | 1 | 2 | C | 6 | 4 | 10 |
| 2 | 1110403 | 1114 | 652159 | 8 | 2 | 1 | 2 | C | 6 | 7 | 10 |
| 3 | 1118331 | 1114 | 234140 | 2 | 1 | 1 | 2 | C | 6 | 5 | 10 |
| 4 | 1119958 | 1114 | 234140 | 4 | 1 | 1 | 2 | C | 5 | 4 | 10 |
| 5 | 1122804 | 1114 | 652159 | 12 | 4 | 1 | 2 | C | 6 | 7 | 10 |
| 6 | 1123836 | 1114 | 234140 | 4 | 2 | 1 | 1 | C | 4 | 4 | 10 |

Market Share of Top 5 Brands
The MEANS Procedure

| Variable | N Miss | N |
|----------------------------------|--------|------|
| Panelist_ID | 0 | 4541 |
| WEEK | 0 | 4541 |
| IRI_KEY | 0 | 4541 |
| Combined_Pre_Tax_Income_of_HH | 0 | 4541 |
| Family_Size | 0 | 4541 |
| HH_RACE | 0 | 4541 |
| Type_of_Residential_Possession | 0 | 4541 |
| HH_AGE | 0 | 4541 |
| HH_EDU | 0 | 4541 |
| HH_OCC | 0 | 4541 |
| Age_Group_Applied_to_Male_HH | 0 | 4541 |
| Education_Level_Reached_by_Male | 0 | 4541 |
| Occupation_Code_of_Male_HH | 0 | 4541 |
| Male_Working_Hour_Code | 0 | 4541 |
| Age_Group_Applied_to_Female_HH | 0 | 4541 |
| Education_Level_Reached_by_Femal | 0 | 4541 |
| Occupation_Code_of_Female_HH | 0 | 4541 |
| Female_Working_Hour_Code | 0 | 4541 |
| Number_of_Dogs | 0 | 4541 |
| Number_of_Cats | 0 | 4541 |
| Children_Group_Code | 0 | 4541 |
| Marital_Status | 0 | 4541 |
| Number_of_TV's_Used_by_HH | 0 | 4541 |
| Number_of_TV's_Hooked_to_Cable | 0 | 4541 |
| Year | 0 | 4541 |
| HH_Head_Race__RACE3_ | 0 | 4541 |
| ZIPCODE | 0 | 4541 |
| FIPSCODE | 0 | 4541 |
| IRI_Geography_Number | 0 | 4541 |
| EXT_FACT | 0 | 4541 |

Market Share of Top 5 Brands

| Obs | IRL_KEY | WEEK | SY | GE | VEND | ITEM | UNITS | DOLLARS | F | D | PR | upc_new | L1 | L2 | Company | L4 | Brand | L9 |
|-----|---------|------|----|----|-------|-------|-------|---------|------|---|----|--------------|------------------------------|--------------------------|------------------------|------------------------|------------|----------------------------|
| 1 | 652159 | 1114 | 0 | 1 | 37000 | 30804 | 1 | 3.99 | NONE | 0 | 0 | 013700030804 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | TIDE | +TIC REG LND UL21 PWT 330. |
| 2 | 213290 | 1114 | 0 | 1 | 37000 | 32368 | 1 | 4.59 | NONE | 0 | 0 | 013700032368 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ISN REG LND UL21 PWT 260. |
| 3 | 213290 | 1114 | 0 | 1 | 37000 | 32370 | 1 | 2.99 | NONE | 0 | 0 | 013700032370 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | TIDE | +TIC REG LND UL21 PWT 330. |
| 4 | 648764 | 1114 | 0 | 1 | 37000 | 32375 | 1 | 12.59 | NONE | 0 | 0 | 013700032375 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | TIDE | +TIC REG LND UL21 PWT 132C |
| 5 | 234140 | 1114 | 0 | 1 | 37000 | 33016 | 2 | 17.98 | NONE | 0 | 0 | 013700033016 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | CHEER | +CH REG LND UL21 PWT 175C |
| 6 | 652159 | 1114 | 0 | 1 | 37000 | 35526 | 5 | 29.95 | B | 0 | 1 | 013700035526 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | TIDE | +TIC MTS LND PWT 870. |
| 7 | 648764 | 1114 | 0 | 1 | 37000 | 35527 | 1 | 5.99 | B | 0 | 1 | 013700035527 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | TIDE | +TIC REG LND PWT 870. |
| 8 | 652159 | 1114 | 0 | 2 | 94514 | 230 | 4 | 11.96 | NONE | 0 | 0 | 0294514230 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | CHURCH & DWIGHT CO INC | CHURCH & DWIGHT CO INC | Brand | +XTI FRS LND CLS PWT 960. |
| 9 | 652159 | 1114 | 0 | 3 | 37000 | 30807 | 2 | 25.18 | NONE | 0 | 0 | 033700030807 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | TIDE | +TIC REG LND UL21 PWT 131C |
| 10 | 213290 | 1114 | 0 | 4 | 33200 | 6350 | 1 | 5.99 | NONE | 0 | 0 | 04332006350 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | CHURCH & DWIGHT CO INC | CHURCH & DWIGHT CO INC | ARM&HAMMER | +AH REG LND UCC 115. |

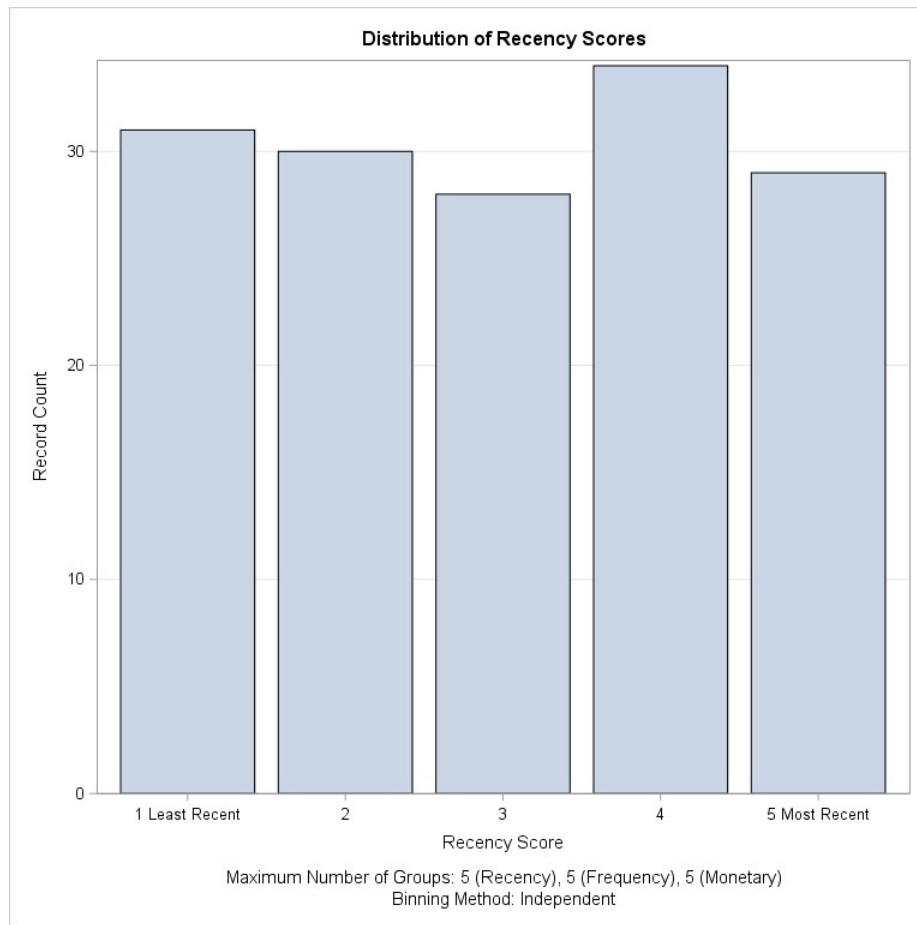
Market Share of Top 5 Brands**The FREQ Procedure**

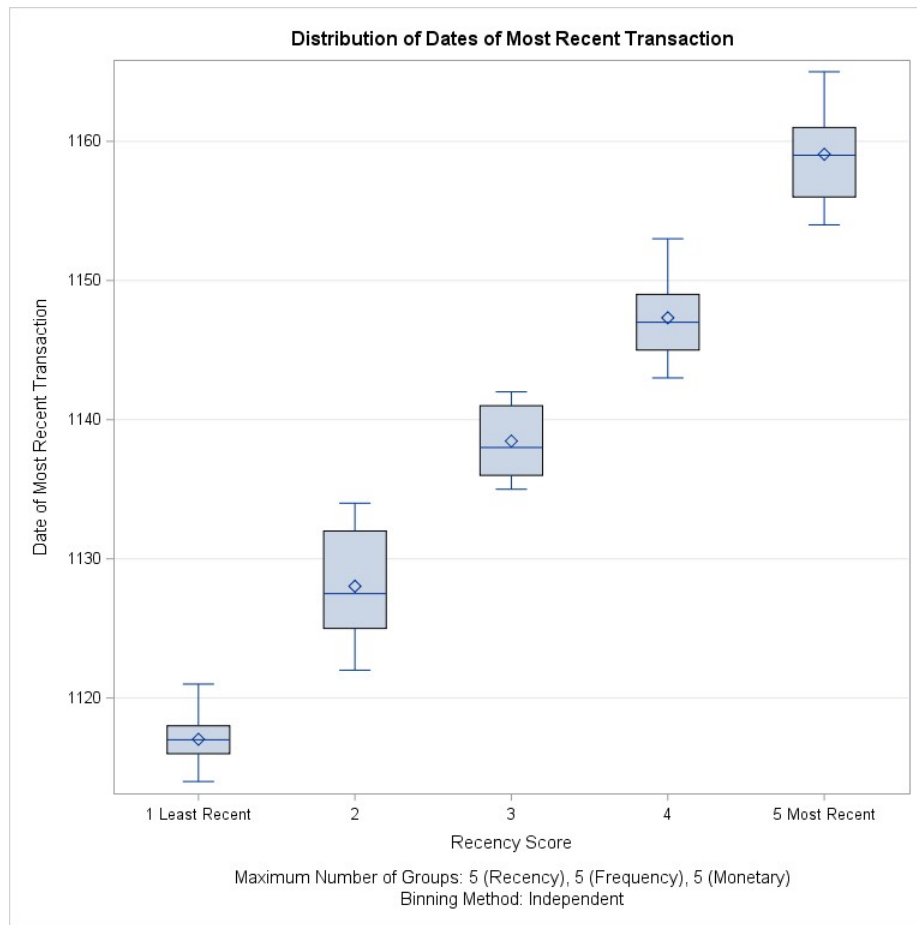
| brand_final | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
|-------------|-----------|---------|-------------------------|-----------------------|
| OTHER | 745965 | 34.98 | 745965 | 34.98 |
| TIDE | 691673 | 32.43 | 1437638 | 67.41 |
| ARM&HAMMER | 238290 | 11.17 | 1675928 | 78.58 |
| GAIN | 164754 | 7.72 | 1840682 | 86.30 |
| CHEER | 157247 | 7.37 | 1997929 | 93.68 |
| SURF | 134876 | 6.32 | 2132805 | 100.00 |

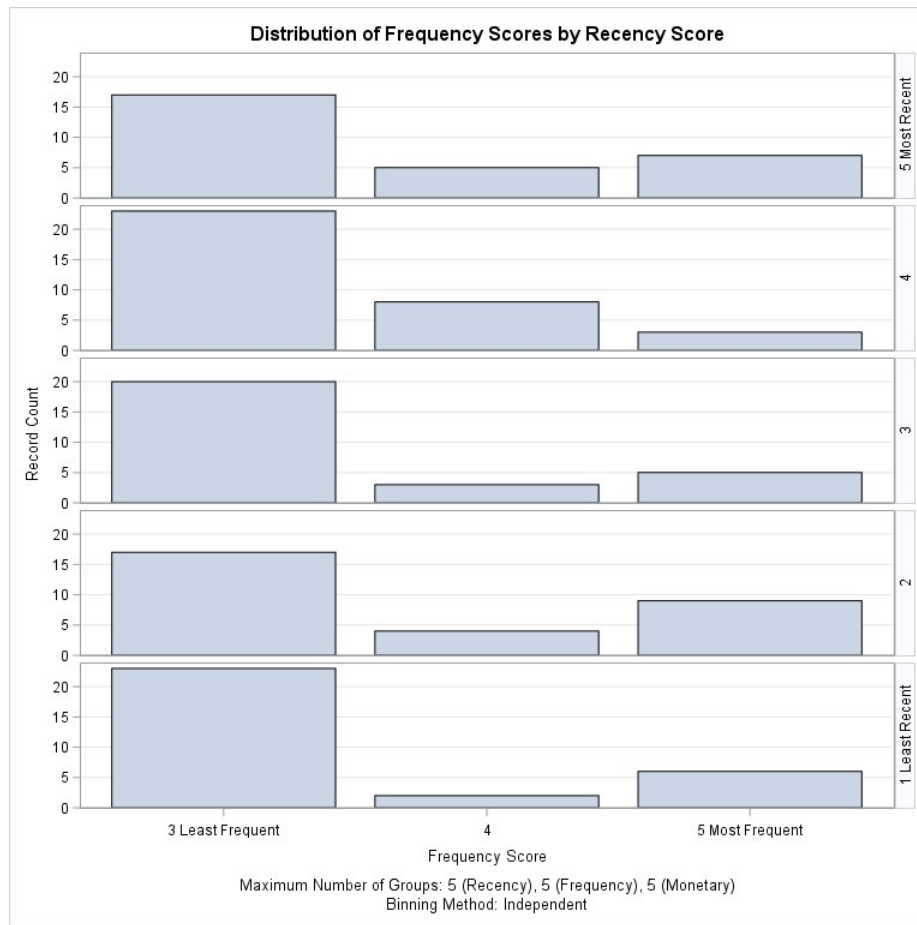
Summary of RFM Segments

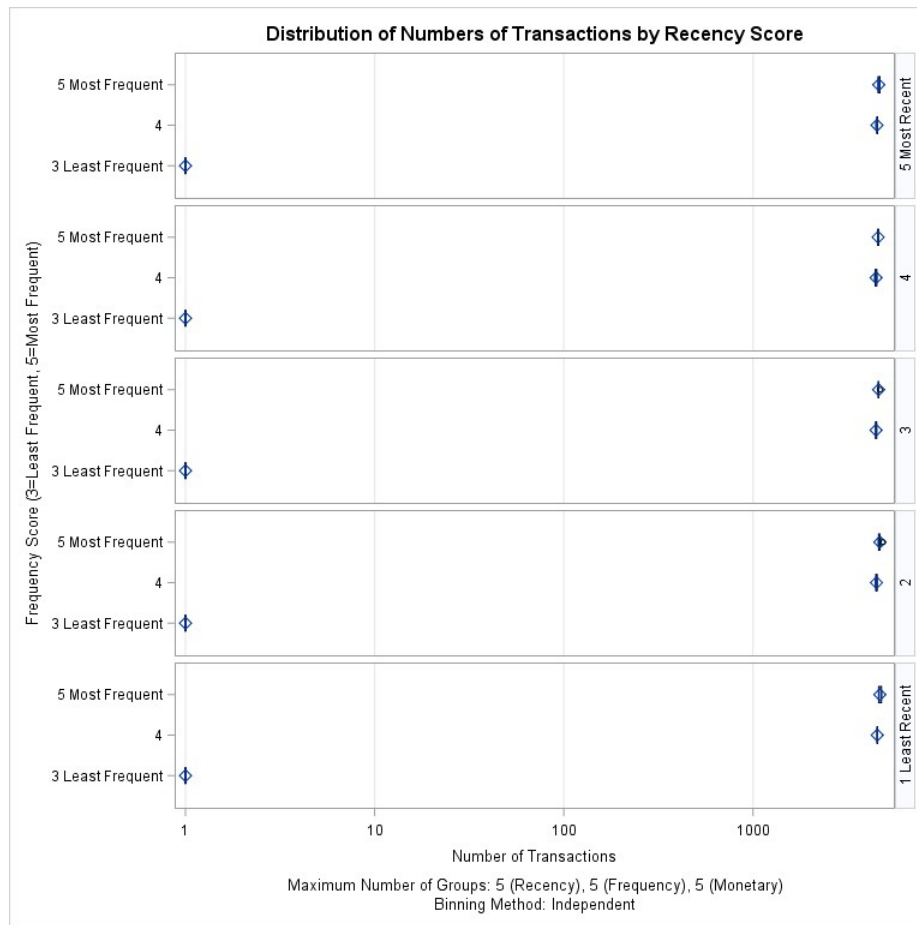
| | Number of Customers | Percent of Customers | Median | | |
|---|---------------------|----------------------|---------------------------------|------------------------|----------------------------|
| | | | Date of Most Recent Transaction | Number of Transactions | Sum of Transaction Amounts |
| Total for All Customers | 152 | 100.00 | 1138.5 | 1 | 20.36 |
| RFM Score | | | | | |
| 555 Most Recent, Most Frequent, and Highest Amount | 5 | 3.29 | 1157 | 4614 | 110530.62 |
| 554 | 2 | 1.32 | 1164.5 | 4593.5 | 98482.875 |
| 545 | 1 | 0.66 | 1162 | 4555 | 105531.82 |
| 544 | 4 | 2.63 | 1159.5 | 4517 | 98067.635 |
| 533 | 4 | 2.63 | 1161.5 | 1 | 17.205 |
| 532 | 6 | 3.95 | 1159.5 | 1 | 9.47 |
| 531 | 7 | 4.61 | 1156 | 1 | 3.99 |
| 455 | 1 | 0.66 | 1148 | 4598 | 112454.32 |
| 454 | 2 | 1.32 | 1151 | 4578 | 99571.94 |
| 445 | 4 | 2.63 | 1146.5 | 4515.5 | 109910.52 |
| 444 | 4 | 2.63 | 1147.5 | 4426 | 97261.11 |
| 434 | 1 | 0.66 | 1149 | 1 | 40.72 |
| 433 | 4 | 2.63 | 1146 | 1 | 21.14 |
| 432 | 8 | 5.26 | 1146 | 1 | 11.47 |
| 431 | 10 | 6.58 | 1147 | 1 | 5.99 |
| 355 | 5 | 3.29 | 1137 | 4605 | 105693.77 |
| 344 | 3 | 1.97 | 1141 | 4464 | 98856.43 |
| 334 | 2 | 1.32 | 1139.5 | 1 | 45.81 |
| 333 | 5 | 3.29 | 1136 | 1 | 20.36 |
| 332 | 6 | 3.95 | 1137 | 1 | 11.98 |
| 331 | 7 | 4.61 | 1141 | 1 | 5.99 |
| 255 | 7 | 4.61 | 1125 | 4669 | 107317.98 |
| 254 | 2 | 1.32 | 1130.5 | 4598.5 | 100835.24 |
| 244 | 4 | 2.63 | 1130.5 | 4505.5 | 96643.47 |
| 233 | 8 | 5.26 | 1131.5 | 1 | 23.96 |
| 232 | 4 | 2.63 | 1128.5 | 1 | 11.98 |
| 231 | 5 | 3.29 | 1125 | 1 | 5.99 |
| 155 | 5 | 3.29 | 1118 | 4652 | 116199.37 |
| 154 | 1 | 0.66 | 1119 | 4617 | 101028.19 |
| 145 | 2 | 1.32 | 1116.5 | 4538.5 | 106635.64 |
| 134 | 4 | 2.63 | 1118 | 1 | 40.72 |
| 133 | 6 | 3.95 | 1116 | 1 | 21.92 |
| 132 | 5 | 3.29 | 1116 | 1 | 11.98 |
| 131 Least Recent, Least Frequent, and Lowest Amount | 8 | 5.26 | 1117 | 1 | 5.99 |

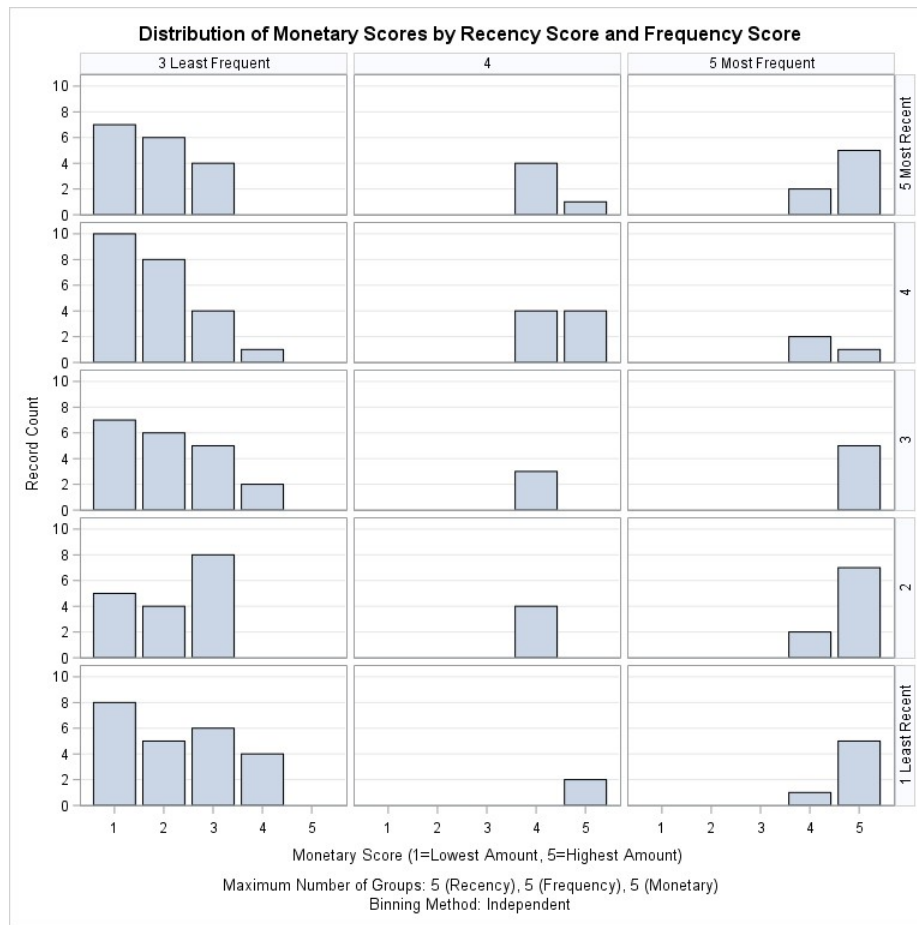
Maximum Number of Groups: 5 (Recency), 5 (Frequency), 5 (Monetary)
 Binning Method: Independent

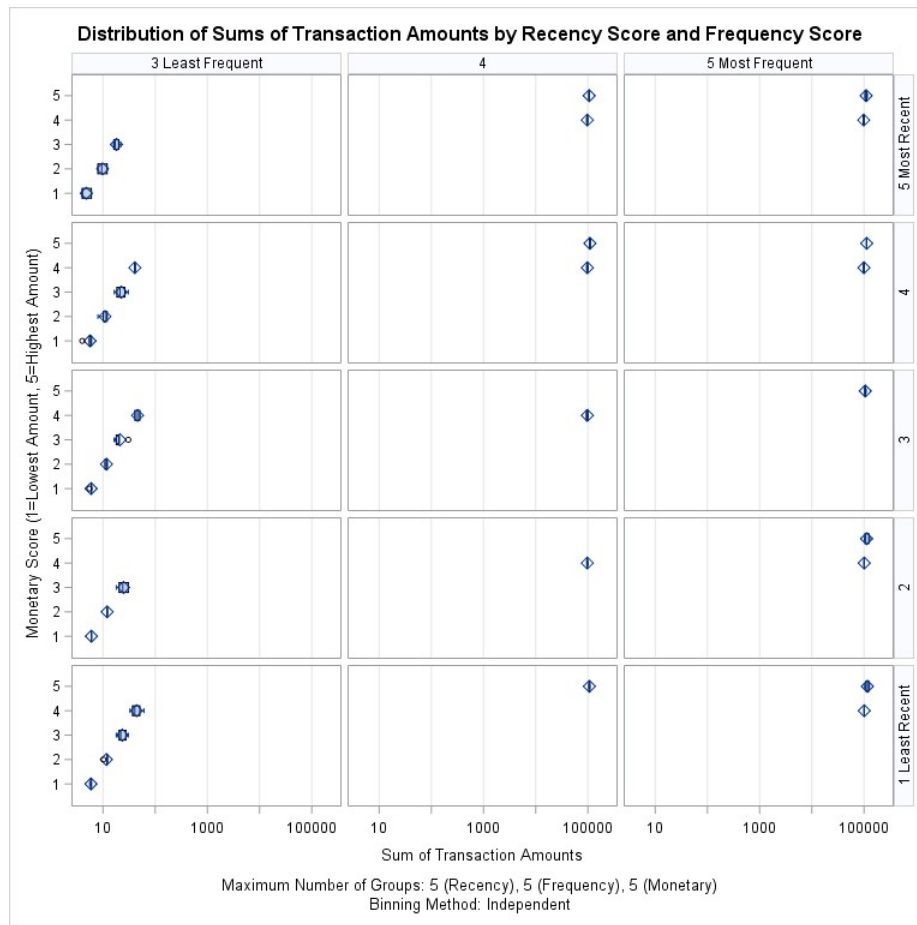


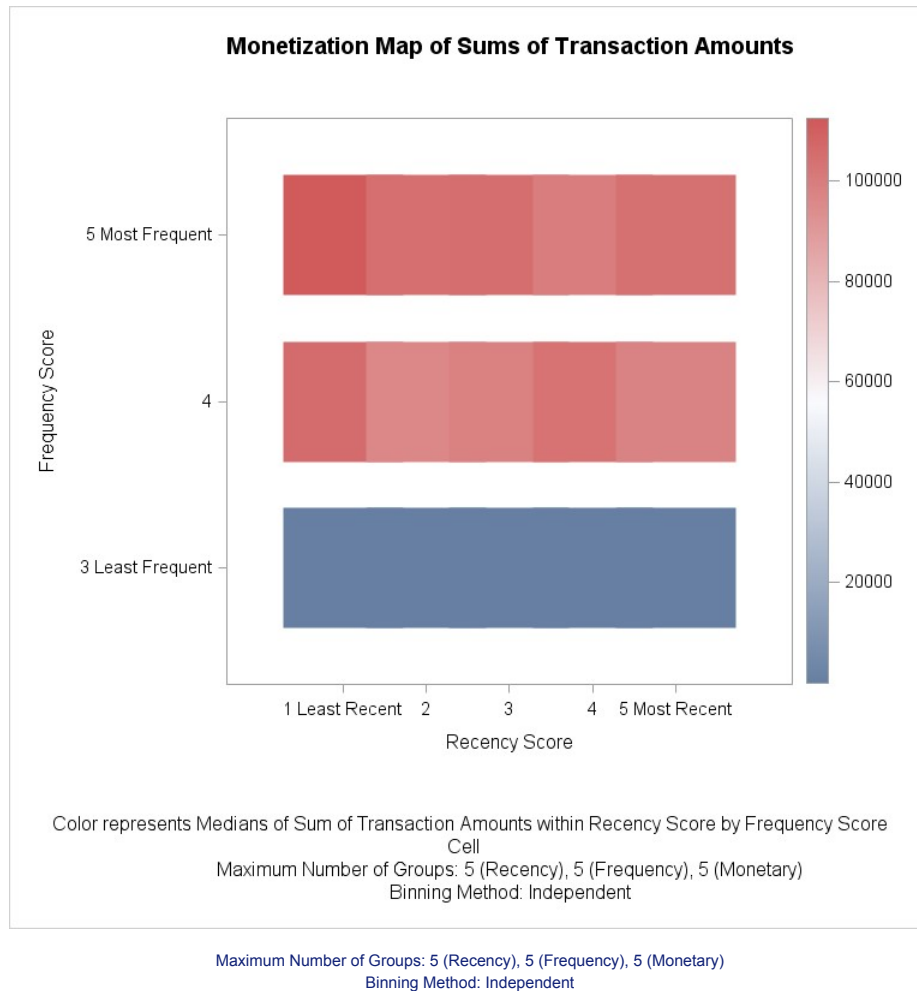










Monetization Map of Sums of Transaction Amounts

Market Share of Top 5 Brands

| Obs | Panelist_ID | NPurchase | MostRecentDate | TotPurchaseAmt | recency_score | frequency_score | monetary_score | rfm_score |
|-----|-------------|-----------|----------------|----------------|---------------|-----------------|----------------|-----------|
| 1 | 1143875 | 1 | 1118 | 5.99 | 1 | 3 | 1 | 131 |
| 2 | 1144097 | 1 | 1118 | 11.98 | 1 | 3 | 2 | 132 |
| 3 | 1205286 | 1 | 1118 | 40.72 | 1 | 3 | 4 | 134 |
| 4 | 1213595 | 1 | 1148 | 7.98 | 4 | 3 | 2 | 432 |
| 5 | 1215491 | 1 | 1116 | 5.99 | 1 | 3 | 1 | 131 |
| 6 | 1216705 | 1 | 1116 | 11.98 | 1 | 3 | 2 | 132 |
| 7 | 1217505 | 1 | 1148 | 3.99 | 4 | 3 | 1 | 431 |
| 8 | 1226050 | 1 | 1120 | 5.99 | 1 | 3 | 1 | 131 |
| 9 | 1308171 | 1 | 1116 | 20.36 | 1 | 3 | 3 | 133 |
| 10 | 1311183 | 1 | 1155 | 16.44 | 5 | 3 | 3 | 533 |

Market Share of Top 5 Brands

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=1

| Initial Seeds | | | |
|---------------|---------------|-----------------|----------------|
| Cluster | recency_score | frequency_score | monetary_score |
| 1 | 1.000000000 | 3.000000000 | 1.000000000 |
| 2 | 3.000000000 | 3.000000000 | 4.000000000 |
| 3 | 5.000000000 | 5.000000000 | 5.000000000 |
| 4 | 5.000000000 | 3.000000000 | 1.000000000 |
| 5 | 1.000000000 | 5.000000000 | 5.000000000 |

Criterion Based on Final Seeds = 0.5873

| Cluster Summary | | | | | | |
|-----------------|-----------|-------------------|---|-----------------|-----------------|------------------------------------|
| Cluster | Frequency | RMS Std Deviation | Maximum Distance from Seed to Observation | Radius Exceeded | Nearest Cluster | Distance Between Cluster Centroids |
| 1 | 35 | 0.6439 | 1.5466 | | 2 | 1.8780 |
| 2 | 37 | 0.6863 | 1.8897 | | 1 | 1.8780 |
| 3 | 28 | 0.5991 | 1.3857 | | 2 | 2.5279 |
| 4 | 35 | 0.4942 | 1.4647 | | 2 | 2.4764 |
| 5 | 17 | 0.4201 | 1.0440 | | 2 | 2.5661 |

| Statistics for Variables | | | | |
|--------------------------|-----------|------------|----------|-------------|
| Variable | Total STD | Within STD | R-Square | RSQ/(1-RSQ) |
| recency_score | 1.41889 | 0.72390 | 0.746603 | 2.946372 |
| frequency_score | 0.80464 | 0.31304 | 0.852658 | 5.786908 |
| monetary_score | 1.46642 | 0.66070 | 0.802380 | 4.060206 |
| OVER-ALL | 1.26637 | 0.59401 | 0.785805 | 3.668648 |

Pseudo F Statistic = 134.82

Approximate Expected Over-All R-Squared = 0.71470

Cubic Clustering Criterion = 6.466

WARNING: The two values above are invalid for correlated variables.

| Cluster Means | | | |
|---------------|---------------|-----------------|----------------|
| Cluster | recency_score | frequency_score | monetary_score |
| 1 | 1.657142857 | 3.000000000 | 1.600000000 |
| 2 | 2.594594595 | 3.189189189 | 3.216216216 |
| 3 | 4.250000000 | 4.535714286 | 4.571428571 |
| 4 | 4.485714286 | 3.000000000 | 1.628571429 |
| 5 | 1.529411765 | 4.882352941 | 4.823529412 |

| Cluster Standard Deviations | | | |
|-----------------------------|---------------|-----------------|----------------|
| Cluster | recency_score | frequency_score | monetary_score |
| 1 | 0.8023075962 | 0.0000000000 | 0.7745966692 |
| 2 | 0.8647240876 | 0.3970612770 | 0.7123956117 |
| 3 | 0.7515416255 | 0.5078745002 | 0.5039526307 |
| 4 | 0.5070925528 | 0.0000000000 | 0.6896595190 |
| 5 | 0.5144957554 | 0.3321055821 | 0.3929526240 |

Market Share of Top 5 Brands

| Obs | Panelist_ID | NPurchase | MostRecentDate | TotPurchaseAmt | recency_score | frequency_score | monetary_score | rfm_score | CLUSTER | DISTANCE |
|-----|-------------|-----------|----------------|----------------|---------------|-----------------|----------------|-----------|---------|----------|
| 1 | 1143875 | 1 | 1118 | 5.99 | 1 | 3 | 1 | 131 | 1 | 0.88985 |
| 2 | 1144097 | 1 | 1118 | 11.98 | 1 | 3 | 2 | 132 | 1 | 0.76931 |
| 3 | 1205286 | 1 | 1118 | 40.72 | 1 | 3 | 4 | 134 | 2 | 1.88973 |
| 4 | 1213595 | 1 | 1148 | 7.98 | 4 | 3 | 2 | 432 | 4 | 0.61146 |
| 5 | 1215491 | 1 | 1116 | 5.99 | 1 | 3 | 1 | 131 | 1 | 0.88985 |
| 6 | 1216705 | 1 | 1116 | 11.98 | 1 | 3 | 2 | 132 | 1 | 0.76931 |
| 7 | 1217505 | 1 | 1148 | 3.99 | 4 | 3 | 1 | 431 | 4 | 0.79437 |
| 8 | 1226050 | 1 | 1120 | 5.99 | 1 | 3 | 1 | 131 | 1 | 0.88985 |
| 9 | 1308171 | 1 | 1116 | 20.36 | 1 | 3 | 3 | 133 | 1 | 1.54656 |
| 10 | 1311183 | 1 | 1155 | 16.44 | 5 | 3 | 3 | 533 | 4 | 1.46469 |

Market Share of Top 5 Brands

The FREQ Procedure

| Cluster | | | | |
|---------|-----------|---------|-------------------------|-----------------------|
| CLUSTER | Frequency | Percent | Cumulative Frequency | Cumulative Percent |
| 3 | 1145937 | 53.74 | 1145937 | 53.74 |
| 5 | 705613 | 33.09 | 1851550 | 86.84 |
| 2 | 280570 | 13.16 | 2132120 | 100.00 |
| 1 | 35 | 0.00 | 2132155 | 100.00 |
| 4 | 35 | 0.00 | 2132190 | 100.00 |

Market Share of Top 5 Brands

| Obs | CLUSTER | rfm_score |
|-----|---------|-----------|
| 1 | 1 | 131 |
| 2 | 1 | 133 |
| 3 | 1 | 132 |
| 4 | 1 | 131 |
| 5 | 1 | 132 |
| 6 | 1 | 131 |
| 7 | 1 | 132 |
| 8 | 1 | 133 |
| 9 | 1 | 133 |
| 10 | 1 | 131 |
| 11 | 1 | 133 |
| 12 | 1 | 133 |
| 13 | 1 | 132 |
| 14 | 1 | 131 |
| 15 | 1 | 132 |
| 16 | 1 | 133 |
| 17 | 1 | 131 |
| 18 | 1 | 131 |
| 19 | 1 | 131 |
| 20 | 1 | 231 |

Market Share of Top 5 Brands

| Obs | CLUSTER | rfm_score |
|-----|---------|-----------|
| 1 | 2 | 134 |
| 2 | 2 | 134 |
| 3 | 2 | 134 |
| 4 | 2 | 134 |
| 5 | 2 | 233 |
| 6 | 2 | 233 |
| 7 | 2 | 233 |
| 8 | 2 | 244 |
| 9 | 2 | 244 |
| 10 | 2 | 244 |
| 11 | 2 | 244 |
| 12 | 2 | 244 |
| 13 | 2 | 244 |
| 14 | 2 | 244 |
| 15 | 2 | 244 |
| 16 | 2 | 244 |
| 17 | 2 | 244 |
| 18 | 2 | 244 |
| 19 | 2 | 244 |
| 20 | 2 | 244 |

Market Share of Top 5 Brands

| Obs | CLUSTER | rfm_score |
|-----|---------|-----------|
| 1 | 3 | 355 |
| 2 | 3 | 355 |
| 3 | 3 | 355 |
| 4 | 3 | 355 |
| 5 | 3 | 355 |
| 6 | 3 | 355 |
| 7 | 3 | 355 |
| 8 | 3 | 355 |
| 9 | 3 | 355 |
| 10 | 3 | 355 |
| 11 | 3 | 355 |
| 12 | 3 | 355 |
| 13 | 3 | 355 |
| 14 | 3 | 355 |
| 15 | 3 | 355 |
| 16 | 3 | 355 |
| 17 | 3 | 355 |
| 18 | 3 | 355 |
| 19 | 3 | 355 |
| 20 | 3 | 355 |

Market Share of Top 5 Brands

| Obs | CLUSTER | rfm_score |
|-----|---------|-----------|
| 1 | 4 | 431 |
| 2 | 4 | 431 |
| 3 | 4 | 431 |
| 4 | 4 | 432 |
| 5 | 4 | 432 |
| 6 | 4 | 432 |
| 7 | 4 | 431 |
| 8 | 4 | 432 |
| 9 | 4 | 431 |
| 10 | 4 | 432 |
| 11 | 4 | 432 |
| 12 | 4 | 431 |
| 13 | 4 | 432 |
| 14 | 4 | 432 |
| 15 | 4 | 431 |
| 16 | 4 | 431 |
| 17 | 4 | 431 |
| 18 | 4 | 431 |
| 19 | 4 | 531 |
| 20 | 4 | 531 |

Market Share of Top 5 Brands

| Obs | CLUSTER | rfm_score |
|-----|---------|-----------|
| 1 | 5 | 155 |
| 2 | 5 | 155 |
| 3 | 5 | 155 |
| 4 | 5 | 155 |
| 5 | 5 | 155 |
| 6 | 5 | 155 |
| 7 | 5 | 155 |
| 8 | 5 | 155 |
| 9 | 5 | 155 |
| 10 | 5 | 155 |
| 11 | 5 | 155 |
| 12 | 5 | 155 |
| 13 | 5 | 155 |
| 14 | 5 | 155 |
| 15 | 5 | 155 |
| 16 | 5 | 155 |
| 17 | 5 | 155 |
| 18 | 5 | 155 |
| 19 | 5 | 155 |
| 20 | 5 | 155 |

Market Share of Top 5 Brands**The MEANS Procedure**

| Analysis Variable : DOLLARS | | | | | | |
|-----------------------------|---------|---------|------------|------------|-----------|------------|
| Cluster | N Obs | N | Mean | Std Dev | Minimum | Maximum |
| 1 | 35 | 35 | 10.4160000 | 6.7262279 | 5.4800000 | 30.5400000 |
| 2 | 280570 | 280570 | 29.8573552 | 48.4172194 | 0.1900000 | 11165.36 |
| 3 | 1145937 | 1145937 | 28.5550550 | 39.6409321 | 0.1000000 | 10159.04 |
| 4 | 35 | 35 | 8.8042857 | 4.4233247 | 3.9900000 | 21.9200000 |
| 5 | 705613 | 705613 | 30.9768349 | 43.7792270 | 0.1900000 | 3744.54 |

Market Share of Top 5 Brands

The FREQ Procedure

| Frequency Percent Row Pct Col Pct | Table of CLUSTER by HH_AGE | | | | | | | | |
|--|----------------------------|--------|-------|--------|--------|--------|--------|---------|---------|
| | CLUSTER(Cluster) | HH_AGE | | | | | | | Total |
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 1 | 0 | 0 | 0 | 0 | 7 | 7 | 10 | 11 | 35 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 20.00 | 20.00 | 28.57 | 31.43 | | |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | |
| 2 | 0 | 0 | 0 | 80300 | 39560 | 39344 | 121366 | 280570 | |
| | 0.00 | 0.00 | 0.00 | 3.77 | 1.86 | 1.85 | 5.69 | 13.16 | |
| | 0.00 | 0.00 | 0.00 | 28.62 | 14.10 | 14.02 | 43.26 | | |
| | 0.00 | 0.00 | 0.00 | 17.76 | 7.43 | 12.08 | 16.40 | | |
| 3 | 0 | 0 | 41416 | 286848 | 328293 | 203244 | 286136 | 1145937 | |
| | 0.00 | 0.00 | 1.94 | 13.45 | 15.40 | 9.53 | 13.42 | 53.74 | |
| | 0.00 | 0.00 | 3.61 | 25.03 | 28.65 | 17.74 | 24.97 | | |
| | 0.00 | 0.00 | 50.69 | 63.43 | 61.66 | 62.41 | 38.66 | | |
| 4 | 1 | 1 | 1 | 5 | 8 | 4 | 15 | 35 | |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | 2.86 | 2.86 | 2.86 | 14.29 | 22.86 | 11.43 | 42.86 | | |
| | 100.00 | 100.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | |
| 5 | 0 | 0 | 40290 | 85085 | 164594 | 83036 | 332608 | 705613 | |
| | 0.00 | 0.00 | 1.89 | 3.99 | 7.72 | 3.89 | 15.60 | 33.09 | |
| | 0.00 | 0.00 | 5.71 | 12.06 | 23.33 | 11.77 | 47.14 | | |
| | 0.00 | 0.00 | 49.31 | 18.81 | 30.91 | 25.50 | 44.94 | | |
| Total | | 1 | 1 | 81707 | 452245 | 532462 | 325638 | 740136 | 2132190 |
| | | 0.00 | 0.00 | 3.83 | 21.21 | 24.97 | 15.27 | 34.71 | 100.00 |

Market Share of Top 5 Brands

The FREQ Procedure

| Frequency Percent Row Pct Col Pct | Table of CLUSTER by HH_OCC | | | | | | | | | | | | |
|--|----------------------------|-----------------------------|-----------------------------------|--------------------------------|----------------------------------|---------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|-----------------------------------|----------------------------------|-------------------|
| | CLUSTER(Cluster) | HH_OCC | | | | | | | | | | | Total |
| | | 0 | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 10 | 13 | |
| | 1 | 1 0.00 2.86 100.00 | 10 0.00 28.57 0.00 | 3 0.00 8.57 0.00 | 1 0.00 2.86 0.00 | 2 0.00 5.71 0.00 | 1 0.00 2.86 0.00 | 0 0.00 0.00 0.00 | 2 0.00 5.71 0.00 | 0 0.00 0.00 0.00 | 10 0.00 28.57 0.00 | 5 0.00 14.29 0.00 | 35 0.00 |
| | 2 | 0 0.00 0.00 0.00 | 39558 1.86 14.10 10.80 | 2 0.00 0.00 0.00 | 1 0.00 0.00 0.00 | 80302 3.77 28.62 32.75 | 2 0.00 0.00 0.00 | 2 0.00 0.00 0.00 | 0 0.00 0.00 0.00 | 0 0.00 0.00 0.00 | 81366 3.82 29.00 12.36 | 79337 3.72 28.28 39.32 | 280570 13.16 |
| | 3 | 0 0.00 0.00 0.00 | 245484 11.51 21.42 67.03 | 82008 3.85 7.16 66.21 | 163406 7.66 14.26 65.52 | 82077 3.85 7.16 33.47 | 41289 1.94 3.60 99.99 | 81716 3.83 7.13 66.65 | 41439 1.94 3.62 50.70 | 41833 1.96 3.65 100.00 | 244269 11.46 21.32 37.11 | 122416 5.74 10.68 60.67 | 1145937 53.74 |
| | 4 | 0 0.00 0.00 0.00 | 6 0.00 17.14 0.00 | 1 0.00 2.86 0.00 | 3 0.00 8.57 0.00 | 2 0.00 5.71 0.00 | 1 0.00 2.86 0.00 | 2 0.00 5.71 0.00 | 1 0.00 2.86 0.00 | 1 0.00 2.86 0.00 | 13 0.00 37.14 0.00 | 5 0.00 14.29 0.00 | 35 0.00 |
| | 5 | 0 0.00 0.00 0.00 | 81168 3.81 11.50 22.16 | 41850 1.96 5.93 33.79 | 85986 4.03 12.19 34.48 | 82824 3.88 11.74 33.78 | 0 0.00 0.00 0.00 | 40887 1.92 5.79 33.35 | 40290 1.89 5.71 49.30 | 0 0.00 0.00 0.00 | 332608 15.60 47.14 50.53 | 0 0.00 0.00 0.00 | 705613 33.09 |
| | Total | 1 0.00 | 366226 17.18 | 123864 5.81 | 249397 11.70 | 245207 11.50 | 41293 1.94 | 122607 5.75 | 81732 3.83 | 41834 1.96 | 658266 30.87 | 201763 9.46 | 2132190 100.00 |

Market Share of Top 5 Brands

| Obs | IRL_KEY | WEEK | SY | GE | VEND | ITEM | UNITS | DOLLARS | F | D | PR | upc_new | L1 | L2 | Company | L4 | Brand | L9 | Le |
|-----|---------|------|----|----|-------|-------|-------|---------|------|---|----|--------------|------------------------------|--------------------------|----------|-------------------|-------|-------------------------------|----|
| 1 | 200039 | 1115 | 0 | 1 | 11111 | 48006 | 2 | 11.98 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UCONC 100OZ | |
| 2 | 200039 | 1117 | 0 | 1 | 11111 | 48006 | 22 | 87.78 | A | 0 | 1 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UCONC 100OZ | |
| 3 | 200039 | 1118 | 0 | 1 | 11111 | 48006 | 1 | 5.99 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UCONC 100OZ | |
| 4 | 200039 | 1119 | 0 | 1 | 11111 | 48006 | 2 | 11.98 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UCONC 100OZ | |
| 5 | 200039 | 1121 | 0 | 1 | 11111 | 48006 | 1 | 5.99 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UCONC 100OZ | |
| 6 | 200039 | 1122 | 0 | 1 | 11111 | 48006 | 1 | 5.99 | NONE | 0 | 0 | 011111148006 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | UNILEVER | LEVER BROTHERS CO | SURF | +SURF SROCN LNDTG UCONC 100OZ | |

Market Share of Top 5 Brands

| Obs | IRI_KEY | WEEK | UNITS | DOLLARS | F | D | PR | upc_new | VOL_EQ |
|-----|---------|------|-------|---------|------|---|----|-------------|--------|
| 1 | 239590 | 1115 | 6 | 14.34 | NONE | 0 | 0 | 10000170981 | 2.1875 |
| 2 | 239590 | 1116 | 5 | 11.95 | NONE | 0 | 0 | 10000170981 | 2.1875 |
| 3 | 239590 | 1117 | 6 | 14.34 | NONE | 0 | 0 | 10000170981 | 2.1875 |
| 4 | 239590 | 1118 | 4 | 9.56 | NONE | 0 | 0 | 10000170981 | 2.1875 |
| 5 | 239590 | 1119 | 2 | 4.78 | NONE | 0 | 0 | 10000170981 | 2.1875 |
| 6 | 239590 | 1120 | 8 | 19.12 | NONE | 0 | 0 | 10000170981 | 2.1875 |

Market Share of Top 5 Brands

| Obs | IRI_KEY | WEEK | SY | GE | VEND | ITEM | UNITS | DOLLARS | F | D | PR | VEND_new | ITEM_new | upc_new |
|-----|---------|------|----|----|-------|------|-------|---------|------|---|----|----------|----------|-------------|
| 1 | 253422 | 1114 | 0 | 1 | 33200 | 9500 | 4 | 19.96 | NONE | 0 | 0 | 33200 | 09500 | 13320009500 |
| 2 | 253422 | 1114 | 0 | 1 | 33200 | 9520 | 3 | 14.97 | NONE | 0 | 0 | 33200 | 09520 | 13320009520 |
| 3 | 253422 | 1114 | 0 | 1 | 33200 | 9092 | 1 | 8.99 | NONE | 0 | 0 | 33200 | 09092 | 13320009092 |
| 4 | 253422 | 1114 | 0 | 2 | 33200 | 9510 | 3 | 14.97 | NONE | 0 | 0 | 33200 | 09510 | 23320009510 |
| 5 | 253422 | 1114 | 0 | 3 | 94514 | 40 | 12 | 35.88 | NONE | 0 | 0 | 94514 | 00040 | 39451400040 |

Market Share of Top 5 Brands

| Obs | L1 | L2 | Company | L4 | Brand | L9 | Level | UPC | SY | GE | VEND | ITEM | _STUBSPEC_1860RC | VOL_EQ | PRODUC |
|-----|------------------------------|--------------------------|---------------------|---------------------|------------------|--------------------------------|-------|-------------------|----|----|-------|------|---|--------|-----------------|
| 1 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | ALMAR ENTERPRISES | ALMAR ENTERPRISES | ALLENS NATURALLY | +ALNTL REG LNDTG CONC LIQ 32OZ | 9 | 00-01-00845-00101 | 0 | 1 | 845 | 101 | +ALNTL REG LNDTG CONC LIQ 32OZ 0 1 845 101 1 1 2.0000RP 00017 | 2 | LAUNDRY DETERGE |
| 2 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | BI-O-KLEEN INDS INC | BI-O-KLEEN INDS INC | BI O KLEEN | +BOKLN ORG LNDTG 3X LIQ 64OZ | 9 | 07-01-17256-00061 | 7 | 1 | 17256 | 61 | +BOKLN ORG LNDTG 3X LIQ 64OZ 7 1 17256 61 1 1 4.0000RP 00021 | 4 | LAUNDRY DETERGE |
| 3 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | BI-O-KLEEN INDS INC | BI-O-KLEEN INDS INC | BI O KLEEN | +BOKLN REG LNDTG LIQ 64OZ | 9 | 07-01-17256-00062 | 7 | 1 | 17256 | 62 | +BOKLN REG LNDTG LIQ 64OZ 7 1 17256 62 1 1 4.0000RP 00022 | 4 | LAUNDRY DETERGE |
| 4 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | BI-O-KLEEN INDS INC | BI-O-KLEEN INDS INC | BI O KLEEN | +BOKLN REG LNDTG 3X LIQ 32OZ | 9 | 07-01-17256-00060 | 7 | 1 | 17256 | 60 | +BOKLN REG LNDTG 3X LIQ 32OZ 7 1 17256 60 1 1 2.0000RP 00023 | 2 | LAUNDRY DETERGE |
| 5 | CATEGORY - LAUNDRY DETERGENT | LIQUID LAUNDRY DETERGENT | BI-O-KLEEN INDS INC | BI-O-KLEEN INDS INC | BI O KLEEN | +BOKLN USC LNDTG LIQ 64OZ | 9 | 07-01-17256-00063 | 7 | 1 | 17256 | 63 | +BOKLN USC LNDTG LIQ 64OZ 7 1 17256 63 1 1 4.0000RP 00024 | 4 | LAUNDRY DETERGE |

Market Share of Top 5 Brands

| Obs | L2 | VOL_EQ | upc_new |
|-----|--------------------------|--------|-------------|
| 1 | LIQUID LAUNDRY DETERGENT | 2 | 10084500101 |
| 2 | LIQUID LAUNDRY DETERGENT | 4 | 11725600061 |
| 3 | LIQUID LAUNDRY DETERGENT | 4 | 11725600062 |
| 4 | LIQUID LAUNDRY DETERGENT | 2 | 11725600060 |
| 5 | LIQUID LAUNDRY DETERGENT | 4 | 11725600063 |

Market Share of Top 5 Brands

| Obs | IRL_KEY | WEEK | UNITS | DOLLARS | F | D | PR | VEND_new | ITEM_new | upc_new | L1 | L2 | Company | L4 | Brand | L9 | Level |
|-----|---------|------|-------|---------|------|---|----|----------|----------|-------------|------------------------------|--------------------------|------------------|------------------|-------|-----------------------|-------|
| 1 | 239590 | 1115 | 6 | 14.34 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | ARIEL | +ARIEL LNDTG PWD 35OZ | 9 |
| 2 | 239590 | 1116 | 5 | 11.95 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | ARIEL | +ARIEL LNDTG PWD 35OZ | 9 |
| 3 | 239590 | 1117 | 6 | 14.34 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | ARIEL | +ARIEL LNDTG PWD 35OZ | 9 |
| 4 | 239590 | 1118 | 4 | 9.56 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | ARIEL | +ARIEL LNDTG PWD 35OZ | 9 |
| 5 | 239590 | 1119 | 2 | 4.78 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | ARIEL | +ARIEL LNDTG PWD 35OZ | 9 |
| 6 | 239590 | 1120 | 8 | 19.12 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | ARIEL | +ARIEL LNDTG PWD 35OZ | 9 |

Market Share of Top 5 Brands

| Obs | IRL_KEY | WEEK | UNITS | DOLLARS | F | D | PR | VEND_new | ITEM_new | upc_new | L1 | L2 | Company | L4 | Brand | L9 | Level |
|-----|---------|------|-------|---------|------|---|----|----------|----------|-------------|------------------------------|--------------------------|------------------|------------------|-------|-----------------------|-------|
| 1 | 239590 | 1115 | 6 | 14.34 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ARIEL LNDTG PWD 35OZ | 9 |
| 2 | 239590 | 1116 | 5 | 11.95 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ARIEL LNDTG PWD 35OZ | 9 |
| 3 | 239590 | 1117 | 6 | 14.34 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ARIEL LNDTG PWD 35OZ | 9 |
| 4 | 239590 | 1118 | 4 | 9.56 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ARIEL LNDTG PWD 35OZ | 9 |
| 5 | 239590 | 1119 | 2 | 4.78 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ARIEL LNDTG PWD 35OZ | 9 |
| 6 | 239590 | 1120 | 8 | 19.12 | NONE | 0 | 0 | 00001 | 70981 | 10000170981 | CATEGORY - LAUNDRY DETERGENT | POWDER LAUNDRY DETERGENT | PROCTER & GAMBLE | PROCTER & GAMBLE | Brand | +ARIEL LNDTG PWD 35OZ | 9 |

Market Share of Top 5 Brands

| Obs | IRI_KEY | WEEK | UNITS | DOLLARS | F | D | PR | upc_new | VOL_EQ | brand_final |
|-----|---------|------|-------|---------|------|---|----|-------------|--------|-------------|
| 1 | 239590 | 1115 | 6 | 14.34 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER |
| 2 | 239590 | 1116 | 5 | 11.95 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER |
| 3 | 239590 | 1117 | 6 | 14.34 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER |
| 4 | 239590 | 1118 | 4 | 9.56 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER |
| 5 | 239590 | 1119 | 2 | 4.78 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER |
| 6 | 239590 | 1120 | 8 | 19.12 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER |

Market Share of Top 5 Brands

| Obs | PANID | WEEK | UNITS | OUTLET | DOLLARS | IRI_KEY | COLUPC |
|-----|-------|------|-------|--------|---------|---------|--------|
| 1 | . | . | . | | . | . | . |
| 2 | . | . | . | | . | . | . |
| 3 | . | . | . | | . | . | . |
| 4 | . | . | . | | . | . | . |
| 5 | . | . | . | | . | . | . |
| 6 | . | . | . | | . | . | . |

Market Share of Top 5 Brands

| Obs | PANID | WEEK | UNITS | OUTLET | DOLLARS | IRI_KEY | COLUPC |
|-----|---------|------|-------|--------|---------|---------|-------------|
| 1 | 3114199 | 1150 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 2 | 3114199 | 1157 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 3 | 3114199 | 1162 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 4 | 1219949 | 1157 | 1 | GR | 6.69 | 213290 | 11111135043 |
| 5 | 1305375 | 1160 | 1 | GR | 6.69 | 213290 | 11111135043 |
| 6 | 1305375 | 1164 | 1 | GR | 5.99 | 213290 | 11111135043 |

Market Share of Top 5 Brands

| Obs | Panelist_ID | WEEK | UNITS | OUTLET | DOLLARS | IRI_KEY | COLUPC |
|-----|-------------|------|-------|--------|---------|---------|-------------|
| 1 | 3114199 | 1150 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 2 | 3114199 | 1157 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 3 | 3114199 | 1162 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 4 | 1219949 | 1157 | 1 | GR | 6.69 | 213290 | 11111135043 |
| 5 | 1305375 | 1160 | 1 | GR | 6.69 | 213290 | 11111135043 |
| 6 | 1305375 | 1164 | 1 | GR | 5.99 | 213290 | 11111135043 |

Market Share of Top 5 Brands

| Obs | Panelist_ID | WEEK | UNITS | OUTLET | DOLLARS | IRI_KEY | COLUPC |
|-----|-------------|------|-------|--------|---------|---------|-------------|
| 1 | 3114199 | 1150 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 2 | 3114199 | 1157 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 3 | 3114199 | 1162 | 1 | GR | 5.55 | 264075 | 10617300100 |
| 4 | 1219949 | 1157 | 1 | GR | 6.69 | 213290 | 11111135043 |
| 5 | 1305375 | 1160 | 1 | GR | 6.69 | 213290 | 11111135043 |
| 6 | 1305375 | 1164 | 1 | GR | 5.99 | 213290 | 11111135043 |

Market Share of Top 5 Brands

| Obs | Panelist_ID | WEEK | UNITS | OUTLET | DOLLARS | IRI_KEY | COLUPC | HH_Income | Family_Size | HH_AGE |
|-----|-------------|------|-------|--------|---------|---------|-------------|-----------|-------------|--------|
| 1 | 1100016 | 1142 | 1 | GR | 12.99 | 234140 | 13700080236 | . | . | . |
| 2 | 1100016 | 1124 | 1 | GR | 4.59 | 234140 | 13700091828 | . | . | . |
| 3 | 1100016 | 1125 | 1 | GR | 4.59 | 234140 | 13700091828 | . | . | . |
| 4 | 1100016 | 1137 | 2 | GR | 9.18 | 652159 | 13700091828 | . | . | . |
| 5 | 1100016 | 1131 | 1 | GR | 7.69 | 234140 | 13700091829 | . | . | . |
| 6 | 1100016 | 1140 | 1 | GR | 7.69 | 234140 | 13700091829 | . | . | . |

Market Share of Top 5 Brands

| Obs | Panelist_ID | WEEK | UNITS | OUTLET | DOLLARS | IRI_KEY | COLUPC | HH_Income | Family_Size | HH_AGE |
|-----|-------------|------|-------|--------|---------|---------|-------------|-----------|-------------|--------|
| 1 | 1100016 | 1142 | 1 | GR | 12.99 | 234140 | 13700080236 | . | . | . |
| 2 | 1100016 | 1124 | 1 | GR | 4.59 | 234140 | 13700091828 | . | . | . |
| 3 | 1100016 | 1125 | 1 | GR | 4.59 | 234140 | 13700091828 | . | . | . |
| 4 | 1100016 | 1137 | 2 | GR | 9.18 | 652159 | 13700091828 | . | . | . |
| 5 | 1100016 | 1131 | 1 | GR | 7.69 | 234140 | 13700091829 | . | . | . |
| 6 | 1100016 | 1140 | 1 | GR | 7.69 | 234140 | 13700091829 | . | . | . |

Market Share of Top 5 Brands

| Obs | IRI_KEY | WEEK | UNITS | DOLLARS | F | D | PR | upc_new | VOL_EQ | brand_final | PPU | upc |
|-----|---------|------|-------|---------|------|---|----|-------------|--------|-------------|----------|-------------|
| 1 | 239590 | 1115 | 6 | 14.34 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER | 0.068286 | 10000170981 |
| 2 | 239590 | 1116 | 5 | 11.95 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER | 0.068286 | 10000170981 |
| 3 | 239590 | 1117 | 6 | 14.34 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER | 0.068286 | 10000170981 |
| 4 | 239590 | 1118 | 4 | 9.56 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER | 0.068286 | 10000170981 |
| 5 | 239590 | 1119 | 2 | 4.78 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER | 0.068286 | 10000170981 |
| 6 | 239590 | 1120 | 8 | 19.12 | NONE | 0 | 0 | 10000170981 | 2.1875 | OTHER | 0.068286 | 10000170981 |

Market Share of Top 5 Brands

The CONTENTS Procedure

| | | | |
|----------------------------|---------------------------|-----------------------------|---------|
| Data Set Name | WORK.GROC_PROD | Observations | 5279251 |
| Member Type | DATA | Variables | 29 |
| Engine | V9 | Indexes | 0 |
| Created | 05/05/2020 13:05:09 | Observation Length | 712 |
| Last Modified | 05/05/2020 13:05:09 | Deleted Observations | 0 |
| Protection | | Compressed | NO |
| Data Set Type | | Sorted | YES |
| Label | | | |
| Data Representation | WINDOWS_64 | | |
| Encoding | wlatin1 Western (Windows) | | |

Engine/Host Dependent Information

| | |
|-----------------------------------|--|
| Data Set Page Size | 65536 |
| Number of Data Set Pages | 58014 |
| First Data Page | 1 |
| Max Obs per Page | 91 |
| Obs in First Data Page | 86 |
| Number of Data Set Repairs | 0 |
| ExtendObsCounter | YES |
| Filename | E:\SAS Temporary Files\sxs180240_TD110132_SMVSASCLASSC_lgroc_prod.sas7bdat |
| Release Created | 9.0401M4 |
| Host Created | X64_SR12R2 |
| Owner Name | CAMPUS\sxs180240 |
| File Size | 4GB |
| File Size (bytes) | 3802071040 |

Alphabetic List of Variables and Attributes

| # | Variable | Type | Len | Format | Informat | Label |
|----|---------------------|------|-----|---------|----------|---------------------|
| 28 | ADDITIVES | Char | 20 | \$20. | \$20. | ADDITIVES |
| 17 | Brand | Char | 24 | \$24. | \$24. | L5 |
| 27 | CONCENTRATION_LEVEL | Char | 20 | \$20. | \$20. | CONCENTRATION LEVEL |
| 15 | Company | Char | 31 | \$31. | \$31. | L3 |
| 10 | D | Num | 8 | | | |
| 8 | DOLLARS | Num | 8 | | | |
| 9 | F | Char | 8 | | | |
| 26 | FLAVOR_SCENT | Char | 18 | \$18. | \$18. | FLAVOR/SCENT |
| 25 | FORM | Char | 16 | \$16. | \$16. | FORM |
| 4 | GE | Num | 8 | | | |
| 1 | IRI_KEY | Num | 8 | | | |
| 6 | ITEM | Num | 8 | | | |
| 13 | L1 | Char | 33 | \$33. | \$33. | L1 |
| 14 | L2 | Char | 24 | \$24. | \$24. | L2 |
| 16 | L4 | Char | 30 | \$30. | \$30. | L4 |
| 18 | L9 | Char | 32 | \$32. | \$32. | L9 |
| 19 | Level | Num | 8 | BEST12. | | Level |
| 24 | PACKAGE | Char | 20 | \$20. | \$20. | PACKAGE |
| 11 | PR | Num | 8 | | | |
| 23 | PRODUCT_TYPE | Char | 20 | \$20. | \$20. | PRODUCT TYPE |
| 3 | SY | Num | 8 | | | |
| 29 | TYPE_OF_FORMULA | Char | 18 | \$18. | \$18. | TYPE OF FORMULA |
| 7 | UNITS | Num | 8 | | | |
| 20 | UPC | Char | 17 | \$17. | \$17. | UPC |
| 5 | VEND | Num | 8 | | | |
| 22 | VOL_EQ | Num | 8 | BEST12. | | VOL_EQ |
| 2 | WEEK | Num | 8 | | | |
| 21 | _STUBSPEC_1860RC | Char | 80 | \$80. | \$80. | *STUBSPEC 1860RC |

| | | | | | | |
|----|---------|------|-----|--|--|--|
| 12 | upc_new | Char | 200 | | | |
|----|---------|------|-----|--|--|--|

| Sort Information | |
|------------------|---------|
| Sortedby | IRI_KEY |
| Validated | YES |
| Character Set | ANSI |

Market Share of Top 5 Brands

| |
|-----|
| |
| 643 |

Market Share of Top 5 Brands

| |
|------|
| 1895 |
|------|

Market Share of Top 5 Brands
The MEANS Procedure

| Variable | Label | N | Mean | Std Dev | Minimum | Maximum |
|-------------|--------|------|-------------|--------------|-------------|--------------|
| Panelist_ID | | 1252 | 2192902.91 | 1069787.30 | 1100362.00 | 3841874.00 |
| WEEK | | 1252 | 1139.10 | 14.9602222 | 1114.00 | 1165.00 |
| UNITS | | 1252 | 1.0263578 | 0.1699443 | 1.0000000 | 3.0000000 |
| DOLLARS | | 1252 | 7.0776198 | 3.5564576 | 1.3900000 | 23.5800000 |
| IRI_KEY | | 1252 | 376886.59 | 196468.19 | 213290.00 | 653776.00 |
| COLUPC | | 1252 | 89403086158 | 785562553367 | 10617300100 | 8.8399999E12 |
| HH_Income | | 1252 | 7.1469649 | 2.7938723 | 1.0000000 | 12.0000000 |
| Family_Size | | 1252 | 2.4456869 | 1.1579174 | 1.0000000 | 6.0000000 |
| HH_AGE | | 1252 | 4.7420128 | 1.4061843 | 0 | 6.0000000 |
| D | | 1252 | 0.0015974 | 0.0565233 | 0 | 2.0000000 |
| PR | | 1252 | 0.0638978 | 0.2446685 | 0 | 1.0000000 |
| VOL_EQ | VOL_EQ | 1252 | 5.9260559 | 4.5934342 | 1.3750000 | 33.0000000 |
| PPU | | 1252 | 0.0893679 | 0.0354617 | 0.0151326 | 0.1803846 |
| upc | | 1252 | 89403086158 | 785562553367 | 10617300100 | 8.8399999E12 |
| F_num | | 1252 | 0.0567093 | 0.2313787 | 0 | 1.0000000 |

Market Share of Top 5 Brands

The LOGISTIC Procedure

| Model Information | |
|---------------------------|-------------------|
| Data Set | WORK.MERGE_FINAL |
| Response Variable | brand_final |
| Number of Response Levels | 5 |
| Model | generalized logit |
| Optimization Technique | Newton-Raphson |

| | |
|-----------------------------|------|
| Number of Observations Read | 1252 |
| Number of Observations Used | 1252 |

| Response Profile | | |
|------------------|-------------|-----------------|
| Ordered Value | brand_final | Total Frequency |
| 1 | ARM&HAMMER | 261 |
| 2 | CHEER | 120 |
| 3 | OTHER | 243 |
| 4 | SURF | 1 |
| 5 | TIDE | 627 |

Logits modeled use brand_final='OTHER' as the reference category.

| Model Convergence Status |
|--|
| Quasi-complete separation of data points detected. |

Warning: The maximum likelihood estimate may not exist.

Warning: The LOGISTIC procedure continues in spite of the above warning. Results shown are based on the last maximum likelihood iteration. Validity of the model fit is questionable.

| Model Fit Statistics | | |
|----------------------|----------------|--------------------------|
| Criterion | Intercept Only | Intercept and Covariates |
| AIC | 3067.521 | 2282.580 |
| SC | 3088.051 | 2426.290 |
| -2 Log L | 3059.521 | 2226.580 |

| Testing Global Null Hypothesis: BETA=0 | | | |
|--|------------|----|------------|
| Test | Chi-Square | DF | Pr > ChiSq |
| Likelihood Ratio | 832.9416 | 24 | <.0001 |
| Score | 603.0276 | 24 | <.0001 |
| Wald | 371.6387 | 24 | <.0001 |

| Type 3 Analysis of Effects | | | |
|----------------------------|----|-----------------|------------|
| Effect | DF | Wald Chi-Square | Pr > ChiSq |
| HH_Income | 4 | 19.5787 | 0.0006 |
| Family_Size | 4 | 31.0738 | <.0001 |
| F_num | 4 | 7.7680 | 0.1005 |
| D | 4 | 0.0029 | 1.0000 |
| PR | 4 | 4.9510 | 0.2924 |
| PPU | 4 | 327.4413 | <.0001 |

| Analysis of Maximum Likelihood Estimates | | | | | | |
|--|-------------|----|----------|----------------|-----------------|------------|
| Parameter | brand_final | DF | Estimate | Standard Error | Wald Chi-Square | Pr > ChiSq |
| Intercept | ARM&HAMMER | 1 | 4.9476 | 0.5551 | 79.4304 | <.0001 |
| Intercept | CHEER | 1 | -0.7413 | 0.5820 | 1.6224 | 0.2028 |
| Intercept | SURF | 1 | 1.1291 | 4.4932 | 0.0631 | 0.8016 |
| Intercept | TIDE | 1 | -2.2045 | 0.4354 | 25.6382 | <.0001 |
| HH_Income | ARM&HAMMER | 1 | 0.1474 | 0.0397 | 13.8151 | 0.0002 |

| | | | | | | |
|-------------|------------|---|----------|---------|----------|--------|
| HH_Income | CHEER | 1 | 0.1487 | 0.0427 | 12.1427 | 0.0005 |
| HH_Income | SURF | 1 | 0.1141 | 0.3618 | 0.0995 | 0.7525 |
| HH_Income | TIDE | 1 | 0.0831 | 0.0305 | 7.4353 | 0.0064 |
| Family_Size | ARM&HAMMER | 1 | -0.4700 | 0.0990 | 22.5374 | <.0001 |
| Family_Size | CHEER | 1 | -0.4044 | 0.1063 | 14.4625 | 0.0001 |
| Family_Size | SURF | 1 | -0.3861 | 0.7422 | 0.2706 | 0.6029 |
| Family_Size | TIDE | 1 | -0.2292 | 0.0692 | 10.9751 | 0.0009 |
| F_num | ARM&HAMMER | 1 | 1.3559 | 0.5763 | 5.5362 | 0.0186 |
| F_num | CHEER | 1 | 0.3456 | 0.6869 | 0.2531 | 0.6149 |
| F_num | SURF | 1 | -7.2999 | 338.2 | 0.0005 | 0.9828 |
| F_num | TIDE | 1 | 1.1116 | 0.5291 | 4.4145 | 0.0356 |
| D | ARM&HAMMER | 1 | 1.4968 | 183.0 | 0.0001 | 0.9935 |
| D | CHEER | 1 | 0.0852 | 229.1 | 0.0000 | 0.9997 |
| D | SURF | 1 | 2.4812 | 2057.4 | 0.0000 | 0.9990 |
| D | TIDE | 1 | 5.0381 | 131.7 | 0.0015 | 0.9695 |
| PR | ARM&HAMMER | 1 | -0.9297 | 0.4723 | 3.8755 | 0.0490 |
| PR | CHEER | 1 | 0.0573 | 0.5064 | 0.0128 | 0.9098 |
| PR | SURF | 1 | -9.3058 | 293.5 | 0.0010 | 0.9747 |
| PR | TIDE | 1 | -0.0666 | 0.4087 | 0.0265 | 0.8706 |
| PPU | ARM&HAMMER | 1 | -74.1932 | 5.7978 | 163.7576 | <.0001 |
| PPU | CHEER | 1 | -0.6699 | 4.4981 | 0.0222 | 0.8816 |
| PPU | SURF | 1 | -110.2 | 73.4656 | 2.2483 | 0.1338 |
| PPU | TIDE | 1 | 32.1155 | 3.3008 | 94.6662 | <.0001 |

| Odds Ratio Estimates | | | | |
|----------------------|-------------|----------------|----------------------------|----------|
| Effect | brand_final | Point Estimate | 95% Wald Confidence Limits | |
| HH_Income | ARM&HAMMER | 1.159 | 1.072 | 1.252 |
| HH_Income | CHEER | 1.160 | 1.067 | 1.261 |
| HH_Income | SURF | 1.121 | 0.552 | 2.278 |
| HH_Income | TIDE | 1.087 | 1.024 | 1.154 |
| Family_Size | ARM&HAMMER | 0.625 | 0.515 | 0.759 |
| Family_Size | CHEER | 0.667 | 0.542 | 0.822 |
| Family_Size | SURF | 0.680 | 0.159 | 2.911 |
| Family_Size | TIDE | 0.795 | 0.694 | 0.911 |
| F_num | ARM&HAMMER | 3.880 | 1.254 | 12.005 |
| F_num | CHEER | 1.413 | 0.368 | 5.430 |
| F_num | SURF | <0.001 | <0.001 | >999.999 |
| F_num | TIDE | 3.039 | 1.078 | 8.572 |
| D | ARM&HAMMER | 4.467 | <0.001 | >999.999 |
| D | CHEER | 1.089 | <0.001 | >999.999 |
| D | SURF | 11.956 | <0.001 | >999.999 |
| D | TIDE | 154.181 | <0.001 | >999.999 |
| PR | ARM&HAMMER | 0.395 | 0.156 | 0.996 |
| PR | CHEER | 1.059 | 0.393 | 2.857 |
| PR | SURF | <0.001 | <0.001 | >999.999 |
| PR | TIDE | 0.936 | 0.420 | 2.084 |
| PPU | ARM&HAMMER | <0.001 | <0.001 | <0.001 |
| PPU | CHEER | 0.512 | <0.001 | >999.999 |
| PPU | SURF | <0.001 | <0.001 | >999.999 |
| PPU | TIDE | >999.999 | >999.999 | >999.999 |