

Metadata For Holiday Bookings Dataset

<i>Data Set Name</i>	CUSTDATA.BOOKINGS	<i>Observations</i>	32409
<i>Member Type</i>	DATA	<i>Variables</i>	12
<i>Engine</i>	V9	<i>Indexes</i>	0
<i>Created</i>	24/05/2023 11:48:21	<i>Observation Length</i>	96
<i>Last Modified</i>	24/05/2023 11:48:21	<i>Deleted Observations</i>	0
<i>Protection</i>		<i>Compressed</i>	NO
<i>Data Set Type</i>		<i>Sorted</i>	NO
<i>Label</i>			
<i>Data Representation</i>	WINDOWS_64		
<i>Encoding</i>	wlatin1 Western (Windows)		

Engine/Host Dependent Information

<i>Data Set Page Size</i>	65536
<i>Number of Data Set Pages</i>	48
<i>First Data Page</i>	1
<i>Max Obs per Page</i>	681
<i>Obs in First Data Page</i>	655
<i>Number of Data Set Repairs</i>	0
<i>ExtendObsCounter</i>	YES
<i>Filename</i>	C:\Users\james.wright\OneDrive - Amadeus Software\Case Studies\Travel Agency\SAS\Data\Raw\bookings.sas7bdat
<i>Release Created</i>	9.0401M8
<i>Host Created</i>	X64_10PRO
<i>Owner Name</i>	AMADEUS\james.wright
<i>File Size</i>	3MB
<i>File Size (bytes)</i>	3211264

Alphabetic List of Variables and Attributes

#	Variable	Type	Len	Format	Label
7	booked_date	Num	8	DDMMYY10.	Date Customer Booked Holiday
4	booking_id	Char	7		Booking ID
2	brochure_code	Char	1		Brochure of Destination
6	customer_id	Num	8		Customer ID
8	departure_date	Num	8	DDMMYY10.	Holiday Departure Date
5	destination_code	Char	2		Destination Code
9	duration	Num	8		Number of Nights
1	family_name	Char	20		Family Name
12	holiday_cost	Num	8	NLMNLGBP8.2	Total Cost (£) of Holiday
11	insurance_code	Num	8		Customer Added Insurance
10	pax	Num	8		Number of Customers
3	room_type	Char	10		Room Type

Metadata For Holiday Destinations Dataset

When defining the format the bookings dataset, we have assumed an upper-bound of £99,999.99 on holiday cost through intuition. It was necessary to informat all dates with date9, and skip a header on the first line contained in the csv file.

Metadata For Holiday Destinations Dataset

<i>Data Set Name</i>	CUSTDATA.DESTINATIONS	<i>Observations</i>	281
<i>Member Type</i>	DATA	<i>Variables</i>	2
<i>Engine</i>	V9	<i>Indexes</i>	0
<i>Created</i>	24/05/2023 11:48:21	<i>Observation Length</i>	27
<i>Last Modified</i>	24/05/2023 11:48:21	<i>Deleted Observations</i>	0
<i>Protection</i>		<i>Compressed</i>	NO
<i>Data Set Type</i>		<i>Sorted</i>	NO
<i>Label</i>			
<i>Data Representation</i>	WINDOWS_64		
<i>Encoding</i>	wlatin1 Western (Windows)		

Engine/Host Dependent Information

<i>Data Set Page Size</i>	65536
<i>Number of Data Set Pages</i>	1
<i>First Data Page</i>	1
<i>Max Obs per Page</i>	2415
<i>Obs in First Data Page</i>	281
<i>Number of Data Set Repairs</i>	0
<i>ExtendObsCounter</i>	YES
<i>Filename</i>	C:\Users\james.wright\OneDrive - Amadeus Software\Case Studies\Travel Agency\SAS\Data\Raw\destinations.sas7bdat
<i>Release Created</i>	9.0401M8
<i>Host Created</i>	X64_10PRO
<i>Owner Name</i>	AMADEUS\james.wright
<i>File Size</i>	128KB
<i>File Size (bytes)</i>	131072

Alphabetic List of Variables and Attributes

#	Variable	Type	Len	Label
2	description	Char	25	Description
1	destination_code	Char	2	Destination Code

We assumed descriptions of a maximum length 25, and skipped a header line in the CSV-file read-in.

Metadata For Customer Details Dataset

<i>Data Set Name</i>	CUSTDATA.HOUSEHOLDS	<i>Observations</i>	150107
<i>Member Type</i>	DATA	<i>Variables</i>	17
<i>Engine</i>	V9	<i>Indexes</i>	0
<i>Created</i>	24/05/2023 11:48:21	<i>Observation Length</i>	368
<i>Last Modified</i>	24/05/2023 11:48:21	<i>Deleted Observations</i>	0
<i>Protection</i>		<i>Compressed</i>	NO
<i>Data Set Type</i>		<i>Sorted</i>	NO
<i>Label</i>			
<i>Data Representation</i>	WINDOWS_64		
<i>Encoding</i>	wlatin1 Western (Windows)		

Engine/Host Dependent Information

<i>Data Set Page Size</i>	65536
<i>Number of Data Set Pages</i>	849
<i>First Data Page</i>	1
<i>Max Obs per Page</i>	177
<i>Obs in First Data Page</i>	169
<i>Number of Data Set Repairs</i>	0
<i>ExtendObsCounter</i>	YES
<i>Filename</i>	C:\Users\james.wright\OneDrive - Amadeus Software\Case Studies\Travel Agency\SAS\Data\Raw\households.sas7bdat
<i>Release Created</i>	9.0401M8
<i>Host Created</i>	X64_10PRO
<i>Owner Name</i>	AMADEUS\james.wright
<i>File Size</i>	53MB
<i>File Size (bytes)</i>	55705600

Alphabetic List of Variables and Attributes

#	Variable	Type	Len	Format	Label
6	address_1	Char	60		Address1
7	address_2	Char	60		Address2
8	address_3	Char	60		Address3
9	address_4	Char	20		Address4
17	contact_date	Num	8	DDMMYY10.	Date Customer Last Contacted
12	contact_preference	Char	10		Customers Contact Preference
14	customer_id	Num	8		Customer Identification
16	customer_startdate	Num	8	DDMMYY10.	Customer Enrolment Date
15	dob	Num	8	DDMMYY10.	Date of Birth
11	email1	Char	50		Email Address
1	family_name	Char	20		Family Name
2	forename	Char	15		Forename
4	gender	Char	1		Gender

Metadata For Customer Details Dataset

Alphabetic List of Variables and Attributes					
#	Variable	Type	Len	Format	Label
13	interests	Char	20		Customer Interests
5	loyalty_id	Char	7		Loyalty Identification
10	postcode	Char	8		Postcode
3	title	Char	4		Title

We have chosen the maximum length of Address1 based on the longest street name in London, St Martin-in-the-Fields Church Path, which is 35 characters, plus 15 characters tolerance for "extras" like flat numbers and spaces. We make a similar assumptions for Address2 with 58 characters to accommodate the town Llanfairpwllgwyngyllgogerychwyrndrobwl'lllantysiliogogoch. It was necessary to informat all dates with date9.

Metadata For Loyalty Shares Dataset

<i>Data Set Name</i>	CUSTDATA.LOYALTY	<i>Observations</i>	18074
<i>Member Type</i>	DATA	<i>Variables</i>	6
<i>Engine</i>	V9	<i>Indexes</i>	0
<i>Created</i>	24/05/2023 11:48:22	<i>Observation Length</i>	56
<i>Last Modified</i>	24/05/2023 11:48:22	<i>Deleted Observations</i>	0
<i>Protection</i>		<i>Compressed</i>	NO
<i>Data Set Type</i>		<i>Sorted</i>	NO
<i>Label</i>			
<i>Data Representation</i>	WINDOWS_64		
<i>Encoding</i>	wlatin1 Western (Windows)		

Engine/Host Dependent Information

<i>Data Set Page Size</i>	65536
<i>Number of Data Set Pages</i>	16
<i>First Data Page</i>	1
<i>Max Obs per Page</i>	1167
<i>Obs in First Data Page</i>	1136
<i>Number of Data Set Repairs</i>	0
<i>ExtendObsCounter</i>	YES
<i>Filename</i>	C:\Users\james.wright\OneDrive - Amadeus Software\Case Studies\Travel Agency\SAS\Data\Raw\loyalty.sas7bdat
<i>Release Created</i>	9.0401M8
<i>Host Created</i>	X64_10PRO
<i>Owner Name</i>	AMADEUS\james.wright
<i>File Size</i>	1MB
<i>File Size (bytes)</i>	1114112

Alphabetic List of Variables and Attributes

#	Variable	Type	Len	Format	Label
3	account_id	Num	8		Customer Account Number
6	current_value	Num	8		Current Share Value
5	initial_value	Num	8		Initial Share Value
4	invested_date	Num	8	DDMMYY10.	Investment Date
2	investor_type	Char	12		Type of Investor
1	loyalty_id	Char	7		Loyalty Identification

It was necessary to informat all dates with date9. We assumed descriptions will be of maximum length 25.