

## Part 1: Customer Count Files

The customer count file includes information about in-store traffic. The data is store specific and on a daily basis. The customer count data refers to the number of customers visiting the store and purchasing something. Also in the customer count file is a total dollar sales and total coupons redeemed figure, by DFF defined department. These figures are compiled daily from the register/scanner receipts.

Files can be downloaded from: <https://www.chicagobooth.edu/research/kilts/datasets/dominicks>

The **ccount** file contains the following variables:

Variable	Description	Type	Length
DATE	Date of the Observation	Character	6
Week	Week Number	Numeric	8
Store	Store Code	Numeric	8
BAKCOUP	Bakery Coupons Redeemed	Numeric	8
BAKERY	Bakery Sales in Dollars	Numeric	8
BEER	Beer Sales in Dollars	Numeric	8
BOTTLE	Bottle Sales in Dollars	Numeric	8
BULK	Bulk Sales in Dollars	Numeric	8
BULKCOUP	Bulk Coupons Redeemed	Numeric	8
CAMERA	Camera Sales in Dollars	Numeric	8
CHEESE	Cheese Sales in Dollars	Numeric	8
CONVFOOD	Conventional Foods Sales in Dollars	Numeric	8
COSMCOUP	Cosmetics Coupons Redeemed	Numeric	8
COSMETIC	Cosmetics Sales in Dollars	Numeric	8
CUSTCOUN	Customer Count	Numeric	8
DAIRCOUP	Dairy Coupons Redeemed	Numeric	8
DAIRY	Dairy Sales in Dollars	Numeric	8
DELI	Deli Sales in Dollars	Numeric	8
DELICOU	Deli Coupons Redeemed	Numeric	8
DELIEXPR	Deli Express Sales in Dollars	Numeric	8
DELISELF	Deli Self Service Sales in Dollars	Numeric	8
FISH	Fish Sales in Dollars	Numeric	8

FISHCOUP	Fish Coupons Redeemed	Numeric	8
FLORAL	Floral Sales in Dollars	Numeric	8
FLORCOUP	Floral Coupons Redeemed	Numeric	8
FROZCOUP	Frozen Items Coupons Redeemed	Numeric	8
FROZEN	Frozen Items Sales	Numeric	8
FTGCCOUP	Food-to-Go Coupons Redeemed	Numeric	8
FTGCHIN	Food-to-Go Chinese Sales in Dollars	Numeric	8
FTGICOUP	Food-to-Go Coupons Redeemed	Numeric	8
FTGITAL	Food-to-Go Italian Sales in Dollars	Numeric	8
GM	General Merchandise Sales in Dollars	Numeric	8
GMCOUP	General Coupons Redeemed	Numeric	8
GROCCOUP	Grocery Coupons Redeemed	Numeric	8
GROCERY	Grocery Sales in Dollars	Numeric	8
HABA	Health and Beauty Aids Sales in Dollars	Numeric	8
HABACOUP	Health and Beauty Aids Coupons Redeemed	Numeric	8
JEWELRY	Jewelry Sales in Dollars	Numeric	8
LIQCOUP	Liquor Coupons Redeemed	Numeric	8
MANCOUP	Manufacturer Coupons Redeemed	Numeric	8
MEAT	Meat Sales in Dollars	Numeric	8
MEATCOUP	Meat Coupons Redeemed	Numeric	8
MEATFROZ	Meat-Frozen Sales in Dollars	Numeric	8
MISCSCP	Misc. Coupons Redeemed	Numeric	8
MVPCLUB	MVP	Numeric	8
PHARCOUP	Pharmacy Coupons Redeemed	Numeric	8
PHARMACY	Pharmacy Sales in Dollars	Numeric	8
PHOTCOUP	Photo Coupons Redeemed	Numeric	8
PHOTOFIN	Photo	Numeric	8
PRODCOUP	Produce Coupons Redeemed	Numeric	8
PRODUCE	Produce Sales in Dollars	Numeric	8
PROMCOUP	Promotion Coupons Redeemed	Numeric	8

PROMO	Promotion Sales in Dollars	Numeric	8
SALADBAR	Salad Bar Sales in Dollars	Numeric	8
SALCOUP	Salad Coupons Redeemed	Numeric	8
SPIRITS	Spirits Sales in Dollars	Numeric	8
SSDELICP	Self Service Deli Sales in Dollars	Numeric	8
VIDCOUP	Video Coupons Redeemed	Numeric	8
VIDEO	Video Sales in Dollars	Numeric	8
VIDEOREN	Video Rentals (Dollar Amounts)	Numeric	8
WINE	Wine Sales in Dollars	Numeric	8