**Content**

Fields in the dataset:

* Name: Name of cereal
* mfr: Manufacturer of cereal
  + A = American Home Food Products;
  + G = General Mills
  + K = Kelloggs
  + N = Nabisco
  + P = Post
  + Q = Quaker Oats
  + R = Ralston Purina
* type:
  + cold
  + hot
* calories: calories per serving
* protein: grams of protein
* fat: grams of fat
* sodium: milligrams of sodium
* fiber: grams of dietary fiber
* carbo: grams of complex carbohydrates
* sugars: grams of sugars
* potass: milligrams of potassium
* vitamins: vitamins and minerals - 0, 25, or 100, indicating the typical percentage of FDA recommended
* shelf: display shelf (1, 2, or 3, counting from the floor)
* weight: weight in ounces of one serving
* cups: number of cups in one serving
* rating: a rating of the cereals