

Brand	Store	State	selected	category	wk_1	wk_2	wk_3	wk_4	...	wk_71
Brand A	Store 1	PA	1	Type 1	-	-	-	-	...	-
Brand A	Store 2	PA	1	Type 1	-	-	-	-	...	-
Brand A	Store 3	OH	1	Type 1	-	-	-	-	...	-
Brand B	Store 1	PA	1	Type 1	-	-	-	-	...	-
Brand B	Store 2	PA	1	Type 1	-	-	-	-	...	-
Brand B	Store 3	OH	1	Type 1	-	-	-	-	...	-
Brand C	Store 1	PA	1	Type 1	-	-	-	-	...	-
Brand C	Store 2	PA	1	Type 1	-	-	-	-	...	-
Brand C	Store 3	OH	1	Type 1	-	-	-	-	...	-
Brand D	Store 1	PA	0	Type 1	-	-	-	-	...	-
Brand D	Store 2	PA	0	Type 1	-	-	-	-	...	-
Brand D	Store 3	OH	0	Type 1	-	-	-	-	...	-