

| Header | Definition |
|---------|---|
| IRI_KEY | Masked Store number |
| WEEK | IRI Week: see IRI Week Translation.xls for calendar week translation |
| SY | UPC - System |
| GE | UPC - Generation |
| VEND | UPC - Vendor |
| ITEM | UPC - Item |
| UNITS | Total Unit sales |
| DOLLARS | Total Dollar sales |
| F | Feature: see table below |
| D | Display: (0=NO, 1=MINOR, 2=MAJOR. MAJOR includes codes 1 & 2) |
| PR | Price Reduction flag: (1 if TPR is 5% or greater, 0 otherwise) |

| Possible Values for Feature (F) | Definition |
|---------------------------------|--|
| NONE | No feature |
| FS-C | FSP C (for frequent shopper program members only) |
| C | C - small ad, usually 1 line of text |
| FS-B | FSP B |
| B | B – medium size ad |
| FS-A | FSP A |
| A | A – large size ad |
| FSA+ | FSP A+ |
| A+ | A+ ad – also known as “Q” or “R” – retailer coupon or rebate |