**Data Dictionary for Retail data**

**(1) Transaction data**

|  |  |  |
| --- | --- | --- |
| **Columns** | **Value** | **Description** |
| **Item Type** | 1 | bacon |
|  | 2 | bbq |
|  | 3 | butter |
|  | 4 | cat food |
|  | 5 | cereal |
|  | 6 | cleansers |
|  | 7 | coffee |
|  | 8 | cook |
|  | 9 | crackers |
|  | 10 | detergents |
|  | 11 | hotdogs |
|  | 12 | eggs |
|  | 13 | ice cream |
|  | 14 | nuts |
|  | 15 | pill |
|  | 16 | pizza |
|  | 17 | snack |
|  | 18 | soap |
|  | 19 | soft |
|  | 20 | softdrinks |
|  | 21 | sugar |
|  | 22 | tissue |
|  | 23 | towel |
|  | 24 | yogurt |
| **Vendor** |  | Manufacturer identification |
| **Item** |  | UPC item identification |
| **Customer ID** |  | Customer ID |
| **WEEK** | 614~717 | a total of 104 weeks |
| **DAY** | 1 ~ 7 | day of week |
| **STORE ID** |  | Store number (expanded to 4 digits) |
| **UNITS SOLD** |  | Units sold |
| **COUPON ORIGIN** | 0 | no coupon used |
|  | 1-18 | NA |
|  | 19 | ActNow |
|  | 20 | Vendor (origin unknown) |
|  | 21 | direct mail vendor |
|  | 22 | magazine vendor |
|  | 23 | sunday supplement vendor |
|  | 24 | newspaper ad vendor |
|  | 25 | in-pack (use next purchase) |
|  | 26 | cross-ruff (in pack of other product) |
|  | 27 | on-pack (use next purchase) |
|  | 28 | free standing insert |
|  | 29 | instant redeemable |
|  | 30 | misredemption |
|  | 31-33 | TV Guide test |
|  | 34-38 | test |
|  | 39 | vending machine and store coupon |
|  | 40 | Vendor (origin unknown) and store cou |
|  | 41 | direct mail vendor and store coupon |
|  | 42 | magazine vendor and store coupon |
|  | 43 | sunday supplement vendor and store co |
|  | 44 | newspaper ad vendor and store coupon |
|  | 45 | in-pack (use next purchase) and store |
|  | 46 | cross-ruff (in pack of other product) |
|  | 47 | on-pack (use next purchase) and store |
|  | 48 | free standing insert and store coupon |
|  | 49 | instant redeemable and store coupon |
|  | 50 | store (origin unknown) |
|  | 51 | newspaper ad store |
|  | 52 | store's flyer |
|  | 53 | free product (store coupon only) |
| **COUPON VALUE** |  | Value of the deal in cents |

| **Columns** | **Value** | **Description** |
| --- | --- | --- |
| Family Size  **(2) Demographic data** | 0 | no response |
| 1 | one person |
| 2 | two people |
| 3 | three people |
| 4 | four people |
| 5 | five people |
| 6 | six or more people |
| Income | 0 | no response |
| 1 | less than 10000 |
| 2 | 10000 to 11999 |
| 3 | 12000 to 14999 |
| 4 | 15000 to 19999 |
| 5 | 20000 to 24999 |
| 6 | 25000 to 34999 |
| 7 | 35000 to 44999 |
| 8 | 45000 to 54999 |
| 9 | 55000 to 64999 |
| 10 | 65000 to 74999 |
| 11 | 75000 and over |
| Race | 0 | no response |
| 1 | white |
| 2 | black |
| 3 | hispanic |
| 4 | oriental |
| 5 | other |
| Dogs | 0 | none |
| 1 | one |
| 2 | two |
| 3 | three |
| 4 | four |
| 5 | five or more |
| 9 | no response |
| Cats | 0 | none |
| 1 | one |
| 2 | two |
| 3 | three |
| 4 | four |
| 5 | five or more |
| 9 | no response |
| TVs | 0 | none |
| 1 | one cabled set |
| 2 | two cabled sets |
| 3 | three or more |
| 9 | no response |
| Newspaper subscriber | 0 | does not subscribe |
| 1 | subscribes |
| Male age | 0 | no response |
| 1 | 18 to 29 |
| 2 | 30 to 34 |
| 3 | 35 to 44 |
| 4 | 45 to 54 |
| 5 | 55 to 64 |
| 6 | 65 to 99 |
| 7 | no male |
| Female age | 0 | no response |
| 1 | 18 to 29 |
| 2 | 30 to 34 |
| 3 | 35 to 44 |
| 4 | 45 to 54 |
| 5 | 55 to 64 |
| 6 | 65 to 99 |
| 7 | no female |
| Children | 0 | none |
| 1 | children 0 to 5 |
| 2 | children 6 to 11 |
| 3 | children 12 to 18 |
| 4 | groups 1 and 2 |
| 5 | groups 1 and 3 |
| 6 | groups 2 and 3 |
| 7 | groups 1, 2 and 3 |
| 8 | children over 18 |
| Cable TV | 0 | no cable TV |
| 1 | cable TV |
| Male work hours | 0 | no response |
| 1 | not employed |
| 2 | less than 35 hours |
| 3 | more than 35 hours |
| 4 | retired |
| 5 | no male |
| Male occupation | 0 | no response |
| 1 | professional |
| 2 | manager |
| 3 | sales |
| 4 | clerical |
| 5 | craftsman |
| 6 | operative |
| 7 | laborer |
| 8 | cleaning |
| 9 | private household |
| 10 | retired |
| 11 | no male |
| 13 | not employed |
| Male education | 0 | no response |
| 1 | some grade school |
| 2 | completed grade sch |
| 3 | some high sch |
| 4 | completed high sch |
| 5 | some college |
| 6 | completed college |
| 7 | post graduate work |
| 8 | technical school |
| 9 | no male |
| Female work hours | 0 | no response |
| 1 | not employed |
| 2 | less than 35 hours |
| 3 | more than 35 hours |
| 4 | retired |
| 5 | no female |
| Female occupation | 0 | no response |
| 1 | professional |
| 2 | manager |
| 3 | sales |
| 4 | clerical |
| 5 | craftsman |
| 6 | operative |
| 7 | laborer |
| 8 | cleaning |
| 9 | private household |
| 10 | retired |
| 11 | no female |
| 13 | not employed |
| Female education | 0 | no response |
| 1 | some grade school |
| 2 | completed grade sch |
| 3 | some high sch |
| 4 | completed high sch |
| 5 | some college |
| 6 | completed college |
| 7 | post graduate work |
| 8 | technical school |
| 9 | no female |