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Wholesale customers Data Set

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Abstract: The data set refers to clients of a wholesale distributor. It includes the annual spending in monetary units (m.u.) on diverse product categories

Data Set Characteristics:	Multivariate	Number of Instances:	440	Area:	Business
Attribute Characteristics:	Integer	Number of Attributes:	8	Date Donated	2014-03-31
Associated Tasks:	Classification, Clustering	Missing Values?	N/A	Number of Web Hits:	80416

Source:

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Data Set Information:

Provide all relevant information about your data set.

Attribute Information:

- 1) FRESH: annual spending (m.u.) on fresh products (Continuous);
- 2) MILK: annual spending (m.u.) on milk products (Continuous);
- 3) GROCERY: annual spending (m.u.) on grocery products (Continuous);
- 4) FROZEN: annual spending (m.u.) on frozen products (Continuous)
- 5) DETERGENTS_PAPER: annual spending (m.u.) on detergents and paper products (Continuous)
- 6) DELICATESSEN: annual spending (m.u.) on and delicatessen products (Continuous);

7) CHANNEL: customersâ€™ Channel - Horeca (Hotel/Restaurant/Café) or Retail channel (Nominal)

8) REGION: customersâ€™ Region â€“ Lisbon, Oporto or Other (Nominal)

Descriptive Statistics:

(Minimum, Maximum, Mean, Std. Deviation)

FRESH (3, 112151, 12000.30, 12647.329)

MILK (55, 73498, 5796.27, 7380.377)

GROCERY (3, 92780, 7951.28, 9503.163)

FROZEN (25, 60869, 3071.93, 4854.673)

DETERGENTS_PAPER (3, 40827, 2881.49, 4767.854)

DELICATESSEN (3, 47943, 1524.87, 2820.106)

REGION Frequency

Lisbon 77

Oporto 47

Other Region 316

Total 440

CHANNEL Frequency

Horeca 298

Retail 142

Total 440

Relevant Papers:

Cardoso, Margarida G.M.S. (2013). Logical discriminant models â€“ Chapter 8 in Quantitative Modeling in Marketing and Management Edited by Luiz Moutinho and Kun-Huang Huarng. World Scientific. p. 223-253. ISBN 978-9814407717

Jean-Patrick Baudry, Margarida Cardoso, Gilles Celeux, Maria Jos  Amorim, Ana Sousa Ferreira (2012). Enhancing the selection of a model-based clustering with external qualitative variables. RESEARCH REPORT N   8124, October 2012, Project-Team SELECT. INRIA Saclay - ÎŽle-de-France, Projet select, Universit  Paris-Sud 11

Citation Request:

The data set is originated from a larger database referred on:

Abreu, N. (2011). Analise do perfil do cliente Recheio e desenvolvimento de um sistema promocional. Mestrado em Marketing, ISCTE-IUL, Lisbon

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