Angels Market is a dataset with info about vendors who seek to set up inside Lobster Land's Angels Market during the

Winter Wonderland festival.

**vendorID** is a series of sequential variables that just assigns a unique number to each potential vendor.

**theme** is a catgorical variable with these possible values:

Hot Chocolate/Warm Treats

Homemade Holiday Gifts

Games Of Chance

Fried Dough and Pizza

Canadian Snacks

Local Artists

Steaming Hot Cocktails

Specialty Ice Cream

Video Game/eSports

DIY Ice Sculpture

craft beer

Maine Tourism Promotion

Local Politician

Fortune Teller

DIY stands for "Do It Yourself."

Canadian Snacks could be sold by anyone -- the vendor doesn't need to be Canada-based.

If you find that there are records with theme values that don't belong, you can treat them as you would treat "NaN" records.

**homeState** is a categorical variable that indicates the home state of the vendor. Two Canadian provinces are included here, too.

The possible values are:

Maine,

New Hampshire,

Vermont,

Connecticut, and

Massachusetts (US), and

Quebec and Ontario (Canada).

If you find that there are records with homeState values that don't belong, you can treat them as you would treat "NaN" records.

**carnivals** is a discrete numeric variable that indicates the number of similar carnival events in which the vendor has appeared before.

**complaints** is a discrete numeric variable that indicates the number of complaints received against that vendor during previous appearances either at carnivals or at carnival-type events.

**est\_energy** is a continuous numeric variable that indicates the vendor's estimated energy usage, expressed as a percentile value among vendors at events similar to the Winter Wonderland (so these values will fall between 1 and 99, with 50 representing median

energy usage).

**est\_hourly\_vol** is an estimate of the number of visitors who are likely to stop at the vendor's both and interact with the vendor per one hour period. These won't all necessarily be purchasers -- some may just be browsing.

**LL\_passholde**r indicates whether the prospective vendor is a Lobster Land passholder.

**est\_hourly\_gross** is an estimate of the hourly revenue that the vendor will generate during his/her operational time at the Winter Wonderland. Lobster Land will not receive a part of this revenue; instead, it will collect a flat fee from all vendors who are offered a spot at the Angels Market.