



## Iowa Liquor Retail Sales

Iowa Department of Commerce

Liquor sales in Iowa since 2012, by store, by item, and by day

[VIEW DATASET](#)

OVERVIEW SAMPLES

### Overview

This dataset contains every wholesale purchase of liquor in the State of Iowa by retailers for sale to individuals since January 1, 2012. The State of Iowa controls the wholesale distribution of liquor intended for retail sale, which means this dataset offers a complete view of retail liquor sales in the entire state. The dataset contains every wholesale order of liquor by all grocery stores, liquor stores, convenience stores, etc., with details about the store and location, the exact liquor brand and size, and the number of bottles ordered.

### Additional details

Type: [Datasets](#)

Category: [Analytics](#), [Financial services](#), [Machine learning](#)

Dataset source: [Iowa Alcoholic Beverages Division](#)

Cloud service: BigQuery

Expected update frequency: Monthly

Explorer + ADD DATA

sales

Table schema

| Field name              | Type   | Mode     | Policy Tags | Description  |
|-------------------------|--------|----------|-------------|--|
| invoice_and_item_number | STRING | NULLABLE |             | Concatenated invoice and line number associated with the liquor order. This provides a unique identifier for the individual liquor products included in the store order.   |
| date                    | DATE   | NULLABLE |             | Date of order  |
| store_number            | STRING | NULLABLE |             | Unique number assigned to the store who ordered the liquor.  |
| store_name              | STRING | NULLABLE |             | Name of store who ordered the liquor.  |
| address                 | STRING | NULLABLE |             | Address of store who ordered the liquor.   |
| city                    | STRING | NULLABLE |             | City where the store who ordered the liquor is located   |
| zip_code                | STRING | NULLABLE |             | Zip code where the store who ordered the liquor is located   |
| store_location          | STRING | NULLABLE |             | Location of store who ordered the liquor. The Address, City, State and Zip Code are geocoded to provide geographic coordinates. Accuracy of geocoding is dependent on how well the address is interpreted and the completeness of the reference data used. |
| county_number           | STRING | NULLABLE |             | Iowa county number for the county where store who ordered the liquor is located  |
| county                  | STRING | NULLABLE |             | County where the store who ordered the liquor is located   |

Vertex AI

Datasets + CREATE

Managed datasets contain data used to train a machine learning model. [Learn more](#)

Region: us-central1 (Iowa)

Filter: Enter a property name

| Name                  | ID | Status | Region | Type | Items | Last updated | Labels |
|-----------------------|----|--------|--------|------|-------|--------------|--------|
| No results to display |    |        |        |      |       |              |        |

You haven't created any datasets in this project yet

[CREATE DATASET](#)

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Create dataset

iowa\_daily

Can use up to 128 characters.

Select a data type and objective


First select the type of data your dataset will contain. Then select an objective, which is the outcome that you want to achieve with the trained model. [Learn more about model types](#)

IMAGE

TABULAR

TEXT


VIDEO



☐

Regression/classification

Predict a target column's value. Supports tables with hundreds of columns and millions of rows.



☒

Forecasting PREVIEW

Predict the likelihood of certain events or demand.

Region

us-central1 (Iowa)

CREATE

CANCEL

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CREATE LABELING TASK

SOURCE

ANALYZE

Before you begin, read the [data guide](#) to learn how to prepare your data. Then choose a data source.

Select a data source

• CSV file: Can be uploaded from your computer or on Cloud Storage. [Learn more](#)

• BigQuery: Select a table or view from BigQuery. [Learn more](#)

☐ Upload CSV files from your computer

☒ Select CSV files from Cloud Storage

☐ Select a table or view from BigQuery

Select CSV files from Cloud Storage

Enter the Cloud Storage path to one or more CSV files. Data from multiple files will be referenced as one dataset.

Import file path \*

gs://automl-demo-2406141cm/iowa\_liquor/iowa\_daily.csv

BROWSE

ADD ANOTHER FILE

What happens next?

The selected CSV file will be associated with your dataset. Making changes to the referenced CSV file will affect the dataset.

CONTINUE

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← iowa\_daily

SOURCE

ANALYZE

Dataset Info

Created: Dec 09, 2021 3:08 PM

Dataset format: CSV

Dataset location(s): [gs://automl-demo-2-us/iowa\\_daily.csv/2](#)

Summary

Total columns: 4

Total rows: -

Series identifier column

id

Timestamp column

ds

GENERATING STATISTICS.

Filter

Enter property name or value

| Column name | Missing % (count) | Distinct values |
|-------------|-------------------|-----------------|
| ds          | -                 | -               |
| holiday     | -                 | -               |
| id          | -                 | -               |
| y           | -                 | -               |

Training jobs and models

Use this dataset and annotation set to train a new machine learning model with AutoML, or custom code

TRAIN NEW MODEL

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Train new model

Training method

Model details

Training options

Compute and pricing

START TRAINING

CANCEL

Model name \*

iowa\_daily\_2021121002247

Target column \*

y

Series identifier column \*

id

Timestamp column \*

ds

Forecasting configuration

Data granularity \*

Daily

Forecast horizon \*

7

Context window \*

7

Export test dataset to BigQuery

Export the test set into a new BigQuery table. The table ID cannot already exist. Use the following format: "ProjectID.DatasetID.tableID".

BigQuery path

BROWSE

Data validation options

Cancel training

Ignore validation

Data split

Chronological

Upgrade your account to avoid a break from service

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START TRAINING

CANCEL

Enter the maximum number of node hours you want to spend training your model.

You can train for as little as 1 node hour. You may also be eligible to train with free node hours. [Pricing guide](#)

Budget \*

1

Maximum node hours

Estimated completion date: Dec 5, 2021 6 PM GMT 0

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← iowa\_daily\_2021121002247

VIEW DATASET

EVALUATE

BATCH PREDICTIONS

MODEL PROPERTIES

|               |            |      |            |       |                |
|---------------|------------|------|------------|-------|----------------|
| Target column | MAE        | MAPE | RMSE       | RMSLE | r <sup>2</sup> |
| y             | 235.397.72 | ∞    | 372.578.06 | -     | 0.735          |
| numeric       |            |      |            |       |                |

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Search products and resources

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Explorer

ADD DATA

Type to search

Viewing pinned projects.

cmpe260-334300

dataset\_5716044293458624512\_tables\_2021\_12...

export\_evaluated\_data\_items\_iowa\_daily\_202112...

evaluated\_data\_items

bigquery-public-data

EDITOR

EVALUA...

COMPOSE NEW QUERY

evaluated\_data\_items

QUERYSHARECOPYSNAPSHOTDELETEEXPORT

SCHEMADetailsPREVIEW

Table schema

Filter Enter property name or value

| Field name      | Type   | Mode     | Policy Tags | Description |
|-----------------|--------|----------|-------------|-------------|
| ds              | STRING | NULLABLE |             |             |
| holiday         | STRING | NULLABLE |             |             |
| id              | STRING | NULLABLE |             |             |
| predicted_on_ds | STRING | NULLABLE |             |             |
| y               | STRING | NULLABLE |             |             |
| predicted_y     | RECORD | NULLABLE |             |             |

EDIT SCHEMAVIEW ROW ACCESS POLICIES

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Type to search

Viewing pinned projects.

cmpe260-334300

dataset\_5716044293458624512\_tables\_2021\_12...

export\_evaluated\_data\_items\_iowa\_daily\_202112...

evaluated\_data\_items

bigquery-public-data

EDITOR

EVALUA...

COMPOSE NEW QUERY

evaluated\_data\_items

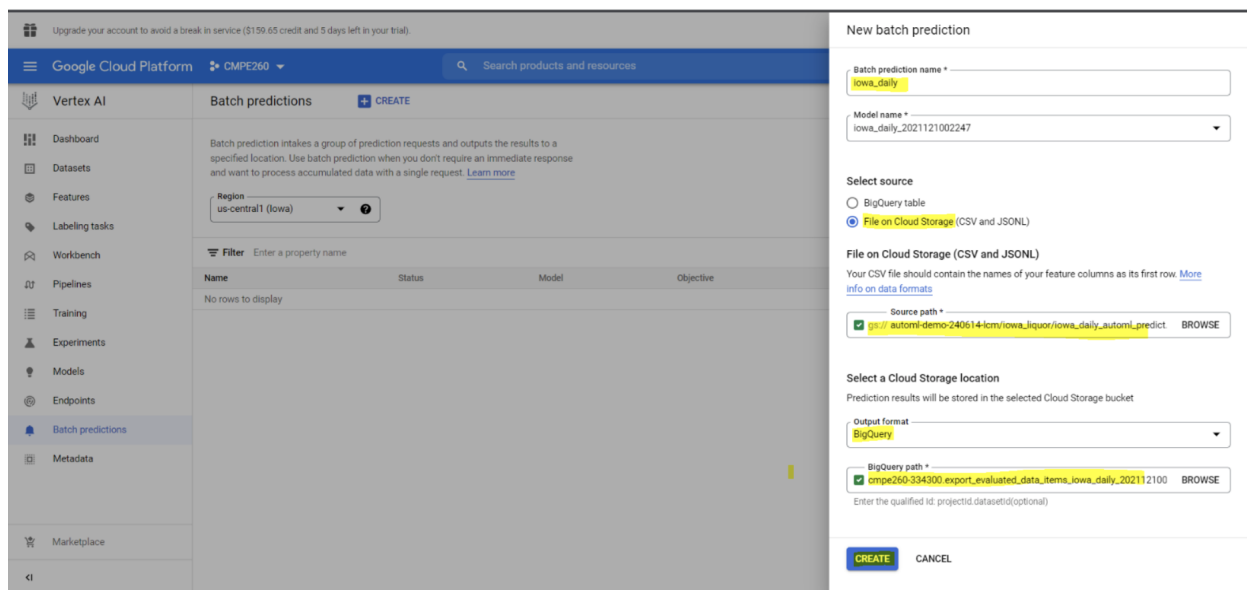
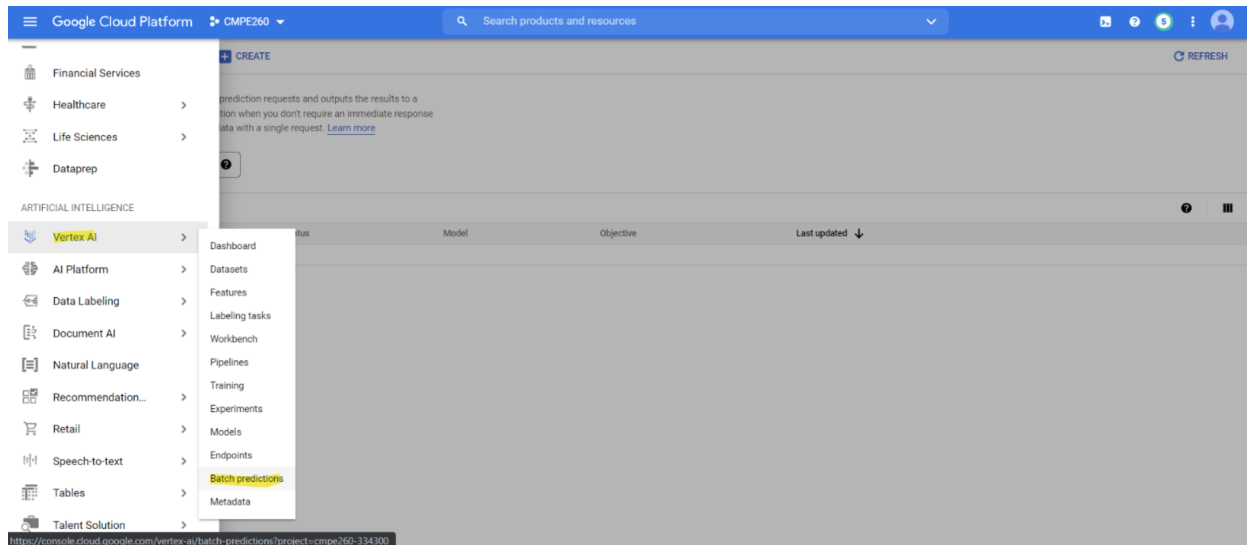
QUERYSHARECOPYSNAPSHOTDELETEEXPORT

SCHEMADetailsPREVIEW

| Row | ds     | holiday | id | predicted_on_ds | y | predicted_y.value   |
|-----|--------|---------|----|-----------------|---|---------------------|
| 1   | 1/4/20 | 0       | 0  | 1/1/20          | 0 | 26.002988815307617  |
| 2   | 1/4/20 | 0       | 0  | 12/30/19        | 0 | 9.3418703079223633  |
| 3   | 1/4/20 | 0       | 0  | 1/2/20          | 0 | 3.0197560787200928  |
| 4   | 1/4/20 | 0       | 0  | 1/3/20          | 0 | 0.13746261596679688 |
| 5   | 1/4/20 | 0       | 0  | 1/4/20          | 0 | 18.519977569580078  |
| 6   | 1/4/20 | 0       | 0  | 12/31/19        | 0 | 5.1635699272155762  |
| 7   | 1/4/20 | 0       | 0  | 12/29/19        | 0 | 12.094734191894531  |
| 8   | 1/5/20 | 0       | 0  | 1/1/20          | 0 | 14.930747032165527  |
| 9   | 1/5/20 | 0       | 0  | 1/5/20          | 0 | 151.37579345703125  |
| 10  | 1/5/20 | 0       | 0  | 12/30/19        | 0 | 12.4290132522583    |
| 11  | 1/5/20 | 0       | 0  | 1/2/20          | 0 | 14.205635070800781  |
| 12  | 1/5/20 | 0       | 0  | 1/3/20          | 0 | 17.112651824951172  |
| 13  | 1/5/20 | 0       | 0  | 1/4/20          | 0 | 14.523508071899414  |
| 14  | 1/5/20 | 0       | 0  | 12/31/19        | 0 | 0.10099676668016    |

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Batch predictions

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REFRESH

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Batch prediction intakes a group of prediction requests and outputs the results to a specified location. Use batch prediction when you don't require an immediate response and want to process accumulated data with a single request. [Learn more](#)

Region: us-central1 (Iowa)

Filter: Enter a property name

| Name       | Status  | Model                    | Objective | Last updated     |
|------------|---------|--------------------------|-----------|------------------|
| iowa_daily | Running | iowa_daily_2021121002247 | Tabular   | December 9, 2021 |

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ID: 5769903870545231872

Model: [iowa\\_daily\\_2021121002247](#)

Objective: Tabular

Import location: [gs://automl-demo-240614-lcm/iowa\\_liquor/iowa\\_daily\\_automl\\_predict.csv](#)

Created: Dec 09, 2021 at 05:47PM

Updated: Dec 09, 2021 at 05:52PM

Elapsed time: 5 min 13 sec

Status: **Finished**

Export location: [bq://cmpe260-334300.export\\_evaluated\\_data\\_items\\_iowa\\_daily\\_2021121002247\\_2021\\_12\\_09T16\\_29\\_57\\_962Z](#)

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Search products and resources

FEATURES & INFO

SHORTCUT

DISABLE EDITOR TABS

Explorer

+ ADD DATA

predictions\_2021\_12\_09T17\_47\_33\_624Z

QUERY

SHARE

COPY

SNAPSHOT

DELETE

EXPORT

SCHEMA

DETAILS

PREVIEW

| Row | ds                      | holiday | id | y    | predicted_y_value  |
|-----|-------------------------|---------|----|------|--------------------|
| 1   | 2020-05-23 00:00:00 UTC | 0       | 0  | null | 4.7916741371154785 |
| 2   | 2020-05-24 00:00:00 UTC | 0       | 0  | null | 9.0024642944335938 |
| 3   | 2020-05-26 00:00:00 UTC | 0       | 0  | null | 1544561.75         |
| 4   | 2020-05-27 00:00:00 UTC | 0       | 0  | null | 1652441.875        |
| 5   | 2020-05-28 00:00:00 UTC | 0       | 0  | null | 1459899.25         |
| 6   | 2020-05-29 00:00:00 UTC | 0       | 0  | null | 1481845.625        |
| 7   | 2020-05-25 00:00:00 UTC | 1       | 0  | null | 142.09532165527344 |

PERSONAL HISTORY

PROJECT HISTORY

SAVED QUERIES