

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