

## Data dictionary

Column name	Type	Characteristic	Description
customernumber	Integer	Nominal	Unique customer number
date	Date	Cardinal	Date of first order
salutation	Integer	Nominal	Salutation: 0 = Ms. 1 = Mr. 2 = Company
title	Integer	Nominal	Title available 0 = No 1 = Yes
domain	Integer	Nominal	Email provider domain: 0 = aol.com 1 = arcor.de 2 = freenet.de 3 = gmail.com 4 = gmx.de 5 = hotmail.de 6 = online.de 7 = onlinehome.de 8 = t-online.de 9 = web.de 10 = yahoo.com 11 = yahoo.de 12 = others
datecreated	Date	Cardinal	Date account opened
newsletter	Integer	Nominal	Newsletter subscribed: 0 = No 1 = Yes
model	Integer	Nominal	Model 1; 2; 3
paymenttype	Integer	Nominal	Payment type: 0 = Payment on invoice 1 = Cash payment 2 = Transfer from current account 3 = Transfer from credit card
deliverytype	Integer	Nominal	Delivery type: 0 = Dispatch 1 = Collection
invoicepostcode	Character	Nominal	Invoice address postcode
delivpostcode	Character	Nominal	Delivery address postcode

Continued on next page

Column name	Type	Characteristic	Description
voucher	Integer	Nominal	Voucher redeemed: 0 = No 1 = Yes
advertisingdatacode	Character	Nominal	Advertising data code
case	Integer	Ordinal	Value of goods: 1 = Low 5 = High
numberitems	Integer	Cardinal	Number of ordered items
gift	Integer	Nominal	Gift option: 0 = No 1 = Yes
entry	Integer	Nominal	Entry into the shop: 0 = Shop 1 = Partner
points	Integer	Nominal	Points redeemed: 0 = No 1 = Yes
shippingcosts	Integer	Nominal	Shipping costs incurred: 0 = No 1 = Yes
deliverydatepromised	Date	Cardinal	Delivery date (promised)
deliverydatereal	Date	Cardinal	Delivery date (real)
weight	Integer	Cardinal	Shipment weight
remi	Integer	Cardinal	Number of remitted items
cancel	Integer	Cardinal	Number of cancelled items
used	Integer	Cardinal	Number of used items
w0	Integer	Cardinal	Number of bound books ordered
w1	Integer	Cardinal	Number of paperbacks ordered
w2	Integer	Cardinal	Number of school books ordered
w3	Integer	Cardinal	Number of ebooks ordered
w4	Integer	Cardinal	Number of audio books ordered
w5	Integer	Cardinal	Number of audio books ordered (download)
w6	Integer	Cardinal	Number of films ordered
w7	Integer	Cardinal	Number of musical items ordered
w8	Integer	Cardinal	Number of hardware items ordered
w9	Integer	Cardinal	Number of imported items ordered
w10	Integer	Cardinal	Number of other items ordered
target90	Integer	Nominal	Re-order within 90 days: 0 = No 1 = Yes