APANPS5200: Applied Analytics Frameworks and Methods
Assignment 8

Data Description

The data contains 1070 purchases where the customer either purchased Citrus Hill or Minute Maid Orange Juice. A number of characteristics of the customer and product are recorded.

1. Purchase: A factor with levels CH and MM indicating whether the customer purchased Citrus Hill or Minute Maid Orange Juice
2. WeekofPurchase: Week of purchase
3. StoreID: Store ID
4. PriceCH: Price charged for CH
5. PriceMM: Price charged for MM
6. DiscCH: Discount offered for CH
7. DiscMM: Discount offered for MM
8. SpecialCH: Indicator of special on CH
9. SpecialMM: Indicator of special on MM
10. LoyalCH: Customer brand loyalty for CH
11. SalePriceMM: Sale price for MM
12. SalePriceCH: Sale price for CH
13. PriceDiff: Sale price of MM less sale price of CH
14. Store7: A factor with levels No and Yes indicating whether the sale is at Store 7
15. PctDiscMM: Percentage discount for MM
16. PctDiscCH: Percentage discount for CH
17. ListPriceDiff: List price of MM less list price of CH

STORE: Which of 5 possible stores the sale occured at