# Data Description

## Brand

Represents the parent company or overarching brand under which the products or stores operate.

## Brand Name

Specifies the particular brand or sub-brand associated with the sales data.

## City

Identifies the city where the store is located.

## Date

The specific transaction or reporting date for the sales data.

## First/Second

Categorizes data based on a predefined segmentation, such as first vs. second half of the fiscal year or another relevant classification.

## Fiscal Year

Defines the financial reporting year, typically used for budgeting and performance tracking.

## Key

A unique identifier assigned to each record, used for indexing and referencing.

## Lease Start Date

The date when the store’s lease agreement began.

## Store Code

A unique alphanumeric identifier assigned to each store location.

## BS No

Likely refers to a business or billing system number used for internal tracking.

## Meal Type

Specifies the category of meal (e.g., breakfast, lunch, dinner) associated with the sales.

## Opening Date

The date when the store was first opened for business.

## Receipt No

A unique number assigned to each sales receipt for tracking transactions.

## Region

The broader geographical area where the store is located (e.g., North, South, East, West).

## Sales Type

Defines the nature of sales, such as dine-in, takeaway, or online orders.

## State

The state or province where the store is located.

## Store Category

Classifies stores based on operational models, such as flagship, franchise, kiosk, or online.

## Store Closing Date

The date when a store permanently ceased operations.

## Store Name

The official name of the store.

## Store Open Date

The date when the store started operations (similar to Opening Date but could be used for reopened stores).

## Store Status {Closed/Open}

Indicates whether the store is currently open or closed.

## Area in Sq Ft

The physical size of the store in square feet.

## Net Amount WO Serv Chg

The total sales amount excluding service charges.

## Net Amt

The total sales amount, potentially after deductions and service charges.

## Net APC

Net Average Per Cover (APC), which refers to the average amount spent per customer.