CPG Data Description

in progress

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Contents

This file documents observations made during the data cleaning process for the CPG project.

1 Replicating Previous Data Cleaning Process

This section deals with the process and results of replicating the cleaning code provided by Professor Joo in the RA2/data_cleaning directory.

2 Exploring Files in the "externals" Directory

This section stores our findings when exploring the files in the "externals" directory. It mainly includes our interpretation of the variable names and the comparison we make between the private and public data.

We converted the data from sas format to csv first. The files described below can be found in the directory externals/POG/data_csv.

2.1 dff_csv.zip

DFF, Dominick's Finer Foods, was a leading supermarket chain in Chicago.

2.2 PID_csv.zip

2.2.1 Files in PID_csv.zip

There are in total 48 files in the folder.

There are two types of file names:

- `namexxxi` where `xxx` is the abbreviation for the product and `i` an index from `a` to `e` (a map of the identifiers to the product names is stored in `externals/POG/doc/category_desc.txt`)
- `pidxxxi` where `xxx` and `i` same as above

Only 7 products are covered in this folder, whose abbreviations are `cer, cra, frj, ptw, rfj, sdr, tti`.

In the files named with `namexxxi`, there are two columns, `NAME` and `PID`; in those named with `pidxxxi`, there are also two columns, `UPC` and `PID`.

2.3 src_csv folder

The original src.zip is not organized very well, therefore when we converted the files in the zip file to csv, we organized the files according to their directory and subdirectory. Now the csv formatted files are stored under `externals/POG/data_csv/src_csv`. The names of the new zip files represent their original location in src.zip. For example, `src_DICT_csv.zip` contains all the non-folder files under the original `src/DICT` directory, while `src_AGG_PID_csv.zip` contains all non-folder files under the original `src/AGG/PID` directory.

2.3.1 src_DICT_csv.zip

There are in total 6 files in the zip file, namely `dict9xxx.csv`, with the `xxx` being `tna, coo, did, ana, oat, cso` respectively.

There are 115 variables in each file as follows:

```
  [1] "UPC"      "WKSTART"  "WKSTOP"   "WKSALES"  "MKTSHARE" "IRCAT"    "VOLFAC"   "DESC1"
  [9] "DESC2"    "DESC3"    "DESC4"    "DESC5"    "DESC6"    "DESC7"    "DESC8"    "DESC9"
 [17] "EUPC"     "VOLUME"   "UPCSYS"   "UPCGEN"   "PRTFLAG"  "BPRTFLAG" "SVOLUME"  "PKGBONUS"
 [25] "STBRECIP" "CHVOL"    "STLETTER" "IND2"     "STBUNIT"  "NUMBVOL"  "SUBSTVOL" "VOLSLASH"
 [33] "SIZECHEC" "VOLPLUS"  "STBDASH"  "SCALE"    "VOLSIZE"  "ATTRIBC"  "GEN"      "RECIPE"
 [41] "BRAND"    "PARENT"   "VENDOR"   "KEYCAT"   "CATDES"   "BMB"      "BONUS"    "BMB2"
 [49] "BONUS2"   "SIZE1U"   "SIZE2U"   "SIZE3U"   "SIZE4U"   "SIZE5U"   "SIZE6U"   "ATTRIB1"
 [57] "ATTRIB2"  "ATTRIB3"  "ATTRIB4"  "ATTRIB5"  "ATTRIB6"  "SIZE1"    "SIZE2"    "SIZE3"
 [65] "SIZE4"    "SIZE5"    "SIZE6"    "COM_CODE" "DESCRIP"  "SIZE"     "CASE"     "NITEM"
 [73] "ATTRIB7"  "ATTRIB8"  "RETNUM"   "RETDES"   "PLAN"     "WSTART"   "BONUSMB"  "BONUSMB2"
 [81] "SIZE7"    "SIZE7U"   "DCAT"     "WKMOVE"   "UPCSIZE"  "UPCDESC"  "CHUPC"    "UPCUNIT"
 [89] "UPCSIZE2" "NEWSIZE"  "DUPLICAT" "SUBCAT"   "SUBTYPE"  "STDSIZE"  "PROBLEM"  "PROBLEM1"
 [97] "SIZEPROB" "MISMATCH" "SIZE7YES" "SIZFOUND" "CHSIZE"   "LETTSIZE" "IND"      "SIZEUNIT"
[105] "NUMBSIZE" "SUBSIZE1" "SIZSLASH" "SIZEPLUS" "SIZEDASH" "SIZSCALE" "SIZESIZE" "SIZPROB2"
[113] "MSMATCH2" "PROBLEM2" "PROBLEM3"
```

2.4 IRI_csv.zip

2.4.1 A bit about IRI

IRI, Information Resources Inc, is a market research company founded in Chicago in 1979, and was acquired by Symphony Technology Group in 2003.[1] IRI developed Apollo system, which provides desktop-based solutions that cover category management process, including assortment management and on-shelf planogram (IRI is mentioned on page 304 in Dreze's paper).

2.4.2 Files in IRI_csv.zip

There are in total 28 files in the folder. Names of all files have 6 characters, starting with "acv." The last 3 letters are the abbreviation for the product documented.

[1] Source: Wikipedia

2.4.3 Variable Names

```
[1] "UPC"      "WEEK"     "DACVFD"   "DACVF"    "DACVD"    "DACVP"    "DINCREM"  "DACVFA"
[9] "DACVFB"   "DKEYCAT"  "MINCREM"  "DCINCREM" "MCINCREM" "DBVOL"    "DBP"      "DBF"
[17] "DBFD"     "DVNP"     "DBVNP"    "DBD"      "BD"       "DAVGFD"   "DAVGF"    "DAVGD"
[25] "DAVGP"    "DWTAVG"
```

We have not yet figured out the exact meanings of the variables yet. There are some descriptions in `externals/POG/doc/struct_iri.txt` but they are not clear enough. We tried grouping them according to observed patterns and made some guesses based on the patterns.

2.4.3.1 Grouping of variable names

- `DACVF, DACVP, DACVD`
  - `ACVFB, DACVFD, DACVFA`
- `DINCREM, MINCREAM, DCINCREM, MCINCREM`
- `DBVOL, DBP, DBF, DBD, DBFD`
- `DVNP, DBVNP`
- `BD`
- `DAVGFD, DAVGF, DAVGD, DAVGP, DWTAVG`

2.4.3.2 Guesses of meanings of patterns

- `D-`: Daily? Dominick's?
- `-AC-`: Accumulated? Average cost?
- `-ACV-`:
- `V`: Volume
- `-AVG-`: Average
- `WTAVG`: Weighted average
- `-P`: Price
- `-BP`: Bundle price?
- `-D`: Deal
- `-F`: Feature
- `-INCREM`: Increment
- `-C-`: Cumulative? Cost?
- `M-`: Monthly

2.5 OMNI_csv.zip

Omni Resources is a technology consulting firm found in 1984.

2.5.1 Files in OMNI_csv.zip

There are in total 54 files in the folder, the names of half of which start with `ow` and the other half `oupc`. The last 3 letters of the file names, as in IRI.zip, are still abbreviations of the product documented. Files starting with `oupc` contain information of products while those starting with `ow` contain movement records.

2.5.2 Variable Names

Variable names for `oupc-`

```
[1] "COM_CODE"  "NITEM"  "UPC"  "DESCRIP"  "SIZE"  "CASE"
```

These variables are consistent with those in the previously cleaned data and can therefore be cleaned/handcoded in a similar way. They can be matched to variables in the `product_char` files as follows:

- `COM_CODE`: `com_code`
- `NITEM`: `dominick_id`
- `UPC`: `UPC`
- `DESCRIP`: `description`
- `SIZE`: `package_size`
- `CASE`: `boxsize_seller`

Variable names for `ow-`

```
[1] "STORE"  "WEEK"   "UPC"   "MOVE"   "QTY"  "PRICE"  "SALE"
[9] "PROFIT"  "OK"
```

These variables are also consistent with those in the previously cleaned data and can therefore be cleaned in a similar way.

2.6 OMNIIRI_csv.zip

There are in total 23 files in the folder, whose names follow the pattern of `oacvxxx`, with abbreviations of product names as the last three letters. The variable names are the same with those in `IRI.zip`.