# Data Dictionary

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| **FACT\_MKT\_Tables** | **Description** | **Example Value** |
| PRODKEY | Unique identifier for consumer products | 3,967,155 |
| MKTKEY | Sales market identifier | 5 |
| PERKEY | Specific time period identifier for when products were sold | 201102904 |
| DOLLARS | Total Dollars raised from sale of a product in the defined time period | $1,000.32 |
| DOLLARS\_ANY\_PROMO | Total Dollars raised from the sale of a product in the defined period among products under store promotion | $943.43 |
| PCT\_ACV\_TOTAL | All Commodity Volume percentage | 96 |
| BASE\_DOLLARS\_TOTAL | Hypothetical Total Dollars expected to be raised in the absence of all store promotions | $904.41 |
| UNITS | Total number of units sold of a given product in the defined time period | 538 |
| UNITS\_ANY\_PROMO | Total number of units sold of a given product in the defined time period among products under store promotion | 430 |
| BASE\_UNITS\_TOTAL | Hypothetical units expected to be sold in the absence of all store promotions | 226 |
| DOLLARS\_PY | Total Dollars raised from sale of a product in the defined time period in the previous year | $956.65 |
| DOLLARS\_ANY\_PROMO\_PY | Total Dollars raised from sale of a product in the defined time period in the previous year among products under store promotion | $875.44 |
| PCT\_ACV\_TOTAL\_PY | All Commodity Volume percentage in the previous year | 97 |
| BASE\_DOLLARS\_TOTAL\_PY | Hypothetical Total Dollars expected to be raised in the absence of all store promotions in the previous year | $768.54 |
| UNITS\_PY | Total number of units sold of a given product in the defined time period in the previous year | 450 |
| UNITS\_ANY\_PROMO\_PY | Total Dollars raised from the sale of a product in the defined period among products under store promotion in the previous year | 345 |
| BASE\_UNITS\_TOTAL\_PY | Hypothetical units expected to be sold in the absence of all store promotions in the previous year | 222 |
| DOLLARS\_RM | Total Dollars raised from sale of a product in the defined time period in the rest of the market (all other companies) | $1,200 |
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| **FACT\_MKT\_Tables** | **Description** | **Example Value** |
| DOLLARS\_ANY\_PROMO\_RM | Total Dollars raised from the sale of a product in the defined period among products under store promotion in the rest of the market (all other companies) | $1,100 |
| PCT\_ACV\_TOTAL\_RM | All Commodity Volume percentage in the rest of the market (all other companies) | 84 |
| BASE\_DOLLARS\_TOTAL\_RM | Hypothetical Total Dollars expected to be raised in the absence of all store promotions in the rest of the market (all other companies) | $865.43 |
| UNITS\_RM | Total number of units sold of a given product in the defined time period in the rest of the market (all other companies) | 900 |
| UNITS\_ANY\_PROMO\_RM | Total number of units sold of a given product in the defined time period among products under store promotion in the rest of the market (all other companies) | 840 |
| BASE\_UNITS\_TOTAL\_RM | Hypothetical units expected to be sold in the absence of all store promotions in the rest of the market (all other companies) | 600 |
| DOLLARS\_RM\_PY | Total Dollars raised from sale of a product in the defined time period in the previous year in the rest of the market (all other companies) | $456.32 |
| DOLLARS\_ANY\_PROMO\_RM\_PY | Total Dollars raised from sale of a product in the defined time period in the previous year among products under store promotion in the rest of the market (all other companies) | $345.21 |
| PCT\_ACV\_TOTAL\_RM\_PY | All Commodity Volume percentage in the previous year in the rest of the market (all other companies) | 73 |
| BASE\_DOLLARS\_TOTAL\_RM\_PY | Hypothetical Total Dollars expected to be raised in the absence of all store promotions in the previous year in the rest of the market (all other companies) | $698.32 |
| UNITS\_RM\_PY | Total number of units sold of a given product in the defined time period in the previous year in the rest of the market (all other companies) | 485 |
| UNITS\_ANY\_PROMO\_RM\_PY | Total Dollars raised from the sale of a product in the defined period among products under store promotion in the previous year in the rest of the market (all other companies) | 432 |
| BASE\_UNITS\_TOTAL\_RM\_PY | Hypothetical units expected to be sold in the absence of all store promotions in the previous year in the rest of the market (all other companies) | 344 |
| MARKET Table | Description | Example |
| MKTKEY | Sales market identifier | 5 |
| **FACT\_MKT\_Tables** | **Description** | **Example Value** |
| MARKET\_DESC | Text description of the sales market | South Census TA |
| PERIOD Table | Description | Example |
| PERKEY | Specific time period identifier for when products were sold (Period Key) | 2012012101 |
| PERIOD\_LONG\_DESC | Text defining the Period Key | WEEK ENDING 2012-01-21 |
| PERIOD\_SHORT\_DESC | Date when the Period Key ends | 1/21/12 |
| PERIOD\_LEVEL | Length of the Period Key | 1 WEEK |
| WEEK\_END\_DATE | Ending day of the Period Key | 1/21/12 |
| FOURWEEK\_KEY | Four-week long Period Key identifiers | 2012012104 |
| FOURWEEK\_END\_DATE | Ending day of the four-week long Period Key | 1/21/12 |
| THIRTEENWEEK\_KEY | Thirteen-week long Period Key identifiers | 2012020413 |
| THIRTEENWEEK\_END\_DATE | Ending day of the thirteen-week long Period Key | 1/21/12 |
| TWENTYSIXWEEK\_KEY | Ending day of the twenty-six-week long Period Key | 2012020426 |
| TWENTYSIXWEEK\_END\_DATE | Ending day of the twenty-six-week long Period Key | 1/21/12 |
| FIFTYTWO\_WEEK\_KEY | Identifier of the given Period Key in the previous year period | 2012080452 |
| FIFTYTWO\_WEEK\_END\_DATE | Ending day of the fifty-two-week long Period Key | 1/21/12 |
| PREVIOUS\_YEAR | Fifty-two-week long Period Key identifiers | 2011012201 |
| PRODUCT Table | Description | Example |
| PRODKEY | Unique identifier for consumer products | 3,777,132 |
| PRODUCT\_CODE | Unique identifier company code for products | 7124917430 |
| PROD\_SHORT\_DESC | Text description of products | Tyson Meat 80 Ounce |
| PROD\_BRANK\_KEY | Unique identifier for the brand to which a product belongs | 1,695,403,212 |
| PROD\_BRAND\_DESC | Text name of a product’ brand | Tyson |
| BASE\_SIZE | Numeric size of a given product | 80 |
| BASE\_SIZE\_DESC | Unit used for quantifying a product unit’s size | Ounce |
| PACKAGE\_DESC | Text code for the type of container used for the product | TRY IN WRP PLSTC |
| PACKAGE\_SHAPE | Specific product container type | Tray in Wrap |
| LEVEL1\_KEY | Unique product group identifier, Level 1 | 28 |
| **FACT\_MKT\_Tables** | **Description** | **Example Value** |
| LEVEL1\_DESC | Text description of the first level product group | Meat |
| LEVEL2\_KEY | Text description of the second level product subgroup | 307 |
| LEVEL2\_DESC | Unique product group identifier, Level 2 | MEAT OFFALL |
| LEVEL3\_KEY | Unique product group identifier, Level 3 | 1,492 |
| LEVEL3\_DESC | Text description of the third level product subgroup | POULTRY OFFALL |
| BRAND\_OWNER\_KEY | Unique identifier for the company owning the product’s brand | 459,840,321 |
| BRAND\_OWNER\_DESC | Text name of the company owning the product’s brand | Tyson Foods Inc |
| PARENT\_COMPANY\_KEY | Unique identifier for the brand owner’s parent company | 459,840,321 |
| PARENT\_COMPANY\_DESC | Text name of the brand owner’s parent company | Tyson Foods Inc |
| BRAND\_HI\_KEY | Unique Identifier for the brand owner’s common name | 1,695,403,212 |
| BRAND\_HI\_DESC | Text name for the brand owner’s common name | Tyson Foods Inc |
| BRAND\_TYPE\_IND | Binary indicator to indicate externally or internally produced products (0=External, 1=Internal) | 0 |