Nielsen1 Dataset Data Dictionary

Data Dictionary

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

Nielsen1 Dataset Data Dictionary

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

Nielsen1 Dataset Data Dictionary

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

Nielsen1 Dataset Data Dictionary

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