

Tilbudsdata – Excel Column Descriptions

This is a description of the columns in the Excel-file
extracted from Tilbudsdata.



Column A – Foto-annonce

The URL of the add in the leaflet

Column B – Foto-siden

The URL to the leaflet page

Column C – Kategori

The category the promotions is in.

Column D – Underkategori

The subcategory the promotion is in.

Column E – Produkt

The product on the promotion

Column F – Beskrivelse

Description of the product on the promotion.

Column G – Mærkevarehaver

The company connected with the promotion.

Column H – Mærke

The brands on the promotion.

Column I – Mængde

Accepted number format 1000,000

The amount of the product on the promotion.

Column J – Mål

The measure the amount is in.

Column K – Tilbudsmængde

Column L – Tilbuds-type

The promotion mechanism.

Column M – Tilbuds-pris

Accepted number format 1000,000

The promotions selling price.

Column N – Pris/Mål

Accepted number format 1000,000

Column O – Pris/Stk

Accepted number format 1000,000

Column P – Kæde-kategori

Column Q – Butik

The chain in which the promotion runs.

Column R – År

The year

Column S – Uge

The week

Column T – Gælder fra

Accepted date format dd-dd-yyyy

Column U – Gælder til

Accepted date format dd-dd-yyyy

Column V – Side

Page your promotion is on in the leaflet

Column X – Total side

Total number of pages in the leaflet

Column Y – Andel af annonce

Accepted number format 1000,000

Column Z – Annoncestørrelse

Accepted number format 1000,000

Column AA – Medie

Column AB – Økologisk

Column AC – Fairtrade

Column AD – Nøglehullet