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 – Tilbudstype
The mechanism of the Promotion

Column F – Produkt
The product on the promotion

Column G – Beskrivelse
Description of the product on the promotion.

Column H – Mærkevarehaver
The company connected with the promotion.

Column I – Mærke
The brands on the promotion.

Column J – Mængde
Accepted number format 1000,000
The amount of the product on the promotion.

Column K – Mål

The measure the amount is in.

Column L – Tilbudsmængde

The pieces in the offer

Column M – Tilbuds-type

The container of the product of offer.

Column N – Tilbuds-pris

Accepted number format 1000,000

The promotions selling price.

Column O – Pris/Mål

Accepted number format 1000,000

Column P – Pris/Stk

Accepted number format 1000,000

Column Q – Kæde-Kategori

The Category of the Chain

Column R – Butik

The chain in which the promotion runs.

Column S – År

The year

Column T – Uge

The week

Column U – Gælder fra
Accepted date format dd-dd-yyyy

Column V – Gælder til
Accepted date format dd-dd-yyyy

Column X – Side
Page your promotion is on in the leaflet

Column Y – Total side
Total number of pages in the leaflet

Column Z – Andel af annonce
Accepted number format 1000,000

Column AA – Annoncestørrelse
Accepted number format 1000,000

Column AB – Medie

Column AC – Økologisk

Column AD – Fairtrade

Column AE – Nøglehullet