

NOVANIMAL

Innovations for a future-oriented consumption and animal production

DESCRIPTION OF VARIABLES FOR THE DATA SET „GÄSTEDATEN“ (INDIVIDUAL DATA SET)

Name of variable	Description of variable	Categories of variable	Example
transaction_id	Transaction number generated by the POS system	-	2315908
trans_date	Time stamp of the transaction	-	2017-10-02 11:29:50
date	-	-	2017-10-02
article_description	Name of the article	Favorite, Hot and Cold, Kitchen, Local Favorite, Local Kitchen, Local World, World	Favorite
art_code	Number for the article	-	A10001
qty_weight	Number of purchases or weight 1. number, when purchasing a menu (integer, single precision) 2. kg, when purchasing a „Hot & Cold“ plate (double precision)	-	1
rab_description	Description of the internal discounts	Mitarbeitende, Spezialkarten, Studierende	Studierende
total_amount	Total costs	-	8.50 (CHF)
price_article	Single price of article	-	7.00 (CHF)
pay_description	Description of the payment	Badge (Debit), Bargeld CHF, Subvention Internat	Badge (Campus-Card)
shop_description	Name of the canteen location	Grüntal, Vista	Grüntal Mensa
week	calendar week	-	44
year	-	-	2017
cycle	cycle of the canteen	1, 2	1
condition	Experimental weeks: Base or intervention week	Basis, Intervention	Interventionswoche
label_content	Description of the menu contents: meat, chicken, fish, vegan, vegetarian and Hot & Cold	Fleisch, Fisch, Geflügel, Hot and Cold ¹ , Pflanzlich ² , Pflanzlich+ ³ , Vegetarisch	Vegetarisch
meal_name	name of the menu	-	Appenzeller Käsehörnli

Note. ¹ „Hot and Cold“ means meals from a buffet with cold and warm dishes
² „Pflanzlich“ means vegan meals with meat substitutes e.g. Vegan Burger
³ „Pflanzlich+“ means authentic vegan meals e.g. Lentil Dal

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ccrs	Unique and pseudonymous identification number per person	-	1000609972
gender	-	F, M	F
member	Hochschulangehörigkeit	Mitarbeitende, Studierende, Spezialkarten	Mitarbeitende
age_group	age groups	15 bis 25-jährig, 26 bis 34-jährig, 35 bis 49-jährig, 50 bis 64-jährig, keine An- gaben	26 bis 34-jährig