

Grocery data was received from 6 supermarket chains (with a total of 27 branches) as described below:

Data set No	Supermarket name	Branch name	County	Sub-county	Transaction date: from	Transaction date: to	Customers
1	A	A1	Nakuru	Gilgil	07/11/2020	31/12/2023	loyalty + non-loyalty
2	A	A6	Kajiado	Isinya	04/11/2021	31/12/2023	loyalty + non-loyalty
3	A	A7	Nairobi	Starehe	31/10/2021	31/12/2023	loyalty + non-loyalty
4	A	A8	Kajiado	Kajiado Central	08/11/2021	31/12/2023	loyalty + non-loyalty
5	A	A5	Kirinyaga	Kirinyaga Central	12/11/2021	31/12/2023	loyalty + non-loyalty
6	A	A2	Nairobi	Starehe	28/10/2021	31/12/2023	loyalty + non-loyalty
7	A	A3	Nairobi	Starehe	24/10/2021	31/12/2023	loyalty + non-loyalty
8	A	A9	Nairobi	Kamukunji	19/10/2021	31/12/2023	loyalty + non-loyalty
9	A	A10	Machakos	Matungulu	14/10/2021	31/12/2023	loyalty + non-loyalty
10	A	A4	Kirinyaga	Mwea East	02/12/2021	31/12/2023	loyalty + non-loyalty
11	B	B1	Kiambu	Thika West	30/05/2022	31/12/2023	loyalty + non-loyalty
12	B	B2	Nyeri	Nyeri Central	17/07/2022	31/12/2023	loyalty + non-loyalty
13	B	B3	Murang'a	Murang'a East	27/06/2022	31/12/2023	loyalty + non-loyalty
14	B	B4	Nyeri	Mathira East	14/07/2022	31/12/2023	loyalty + non-loyalty
15	B	B5	Nairobi	Starehe	30/07/2022	31/12/2023	loyalty + non-loyalty
16	B	B6	Embu	Embu West	06/07/2022	31/12/2023	loyalty + non-loyalty
17	B	B7	Embu	Embu West	21/07/2022	31/12/2023	loyalty + non-loyalty
18	B	B8	Kiambu	Thika West	20/06/2022	31/12/2023	loyalty + non-loyalty
19	B	B9	Nyeri	Nyeri Central	17/07/2022	31/12/2023	loyalty + non-loyalty
20	B	B10	Kiambu	Thika West	08/06/2022	31/12/2023	loyalty + non-loyalty
21	B	B11	Embu	Embu West	04/07/2022	31/12/2023	loyalty + non-loyalty
22	C	C1	Nairobi	Kamukunji	12/01/2018	31/12/2023	no loyalty system
23	D	D1	Nairobi	Kamukunji	03/11/2018	31/12/2023	no loyalty system
24	E	E1	Garissa	Garissa	01/12/2021	31/12/2023	no loyalty system
25	F	F1	Nairobi	Kasarani	18/06/2022	31/12/2023	loyalty + non-loyalty
26	F	F2	Nairobi	Kasarani	19/08/2022	31/12/2023	loyalty + non-loyalty
27	F	F3	Kiambu	Thika West	09/06/2022	31/12/2023	no loyalty system

Note

No identifiers (Gender and date of birth) for Non-loyalty customers/no loyalty system.