Viewpoints on obtaining aggregated value sets

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Abstract: - In many economic analyses, situations occur when we need to obtain aggregated values. For n fields (used for grouping) from a database, we can obtain 2^n aggregation types - the maximal set possible. For economic reasons, some from these aggregation types are important, other, probably are not. In this paper we are focused on presenting algorithms with which the user can obtain any subsets of aggregation types from the maximal set. The selection of aggregation types is made according to the economic problem.

Key-Words: aggregated value sets, economic analyses, relational databases, programming environment

1 Introduction

Data analysis is used in more departments or sectors like finance departments, marketing departments, the manufacturing sector, sales departments etc. Data analysis applications typically aggregate data across many dimensions (n>=0). Many analyses can be very complex and can concern a considerable number of aggregation types.

In order to illustrate the importance of this subject and its practical applicability, in this paper we consider as example data corresponding to the Monoprix supermarket network. For analysis, we use information from the web site www.monoprix.fr. The database structure corresponding to the supermarkets network is presented in *Figure 1*.



Fig. 1: Database structure, for a supermarket network

In the Monoprix supermarkets network we find the following product categories: Mode & Accessories (subcategories: Skirts, Shirts, Tops, Accessories, Uenderwear, T-Shirt, Dress, Trousers, Jacket/Waistcoat &Winter coat); Beauty & Care (subcategories: Body Care, Face Care, Make-up); House & Leisure (subcategories: Pieces of furniture, Accessories, Decoration Kitchen Materials. Stationery); Food/Maintenance (subcategories: Soft drinks, Breadpastry, Maintenance, Fruits,

Vegetables, Breakfast, Cooked dishes, Fish, dairy product, Dry Products, Frozen, Meat, Alcoholic drinks, ice cream, sausages).

Starting from the database presented in *Figure 1*, we can make many analyses concerning the product sales. These analyses can concern the sales at country, department, city, district or shop level, etc. In order to simplify the presentation, we present a possible analysis type at shop level.

2 Aggregation types and their specification

2.1. Problem presentation

Now, we consider the following situation:

We fix the values for the following fields *Shop_name, Category, Subcategory* and *year*. This implies an analysis at the shop level for a certain subcategory of products and for a certain year.

We consider as maximal set for grouping the following fields *Sub_subcategory*, *Brand*, *Consumer_type*, *Product_name*, *Promotion*, *Date*, *Month*, *Day*, *Day_of_week* and we want to calculate the total Euro value for corresponding sales.

We have nine fields which can be used for grouping. All result tables will have the same header. We can use any subset of this set of fields, and this means 2^9 = 512 possibilities for grouping. However, from this maximal set with 512 aggregation types, only a part has economic significance (see *Subsection 2.3.*). For each aggregation type, this means obtaining the same result as in the case of *SQL* statement with the following form:

SELECT subset_of_fields_used_for_grouping, SUM(value) as Total value FROM Shops INNER JOIN (Products INNER JOIN (Dates INNER JOIN) Sales *ON Dates.Date* = *Sales.Date*) ONProducts.Product_code = Sales.Product_code) ON Shops.Shop_code = Sales.Shop_code WHERE Year = *value_of_year* and Shop name =value_of_shop_name and Category = value of category and Subcategory = value of subcategory GROUP BY subset_of_fields_used_for_grouping

2.2. A method used to specify the aggregation types

In Subsection 2.3. we present a way in which we can make very complex analyses concerning the sales, but before that we recall how we want to refer to the sets of aggregation types (see [6] and [7]). In order to specify the aggregation types, we propose that the user make specifications, which contain combinations of "m" and/or "f" and/or "u", where:

f – means one field used for grouping,

u – means one field not used for grouping,

m – means zero, one or more fields not used for grouping.

Now, we consider the table presented in *Figure*. 2. Here, the fields *field1*, *field2*, *field3*, *field4*, *field5* form the maximal set used for grouping and the field *fvalue* is used for aggregation.

🖩 Table1 : Table											
	field1	field2	field3	field4	field5	fvalue 🔺					
•	c11	c12	c13	c14	c15	1					
Record: 14 4 1 1 + 1 +* of 1											
	Fig. 2 An initial table										

The specification m f m produces the results presented in *Figure 3* (which correspond to five aggregation types).

	Table	Tabl	Tabl	Tabl	Tabl	mii	P
•	c11					1	
86		c12				1	
			c13			1	f
				c14		1	
					c15	1	
*							
Re	cord:	4	1		1	11	6

Fig. 3 The result for mfm

The specification m f u f m produces the results presented in *Figure 4* (which correspond to three aggregation types).

The specification f m f m produces the results presented in *Figure 5* (which correspond to four aggregation types).

In such specifications we can also eliminate some fields for a certain f.



The user must specify the n fields used for grouping. Using specifications, which are composed of "f" or/and "m" or/and "u", the user can obtain any wanted subsets of aggregation types for the n specified fields.

	Tabl	Tabl	Tab	Tabl	Tab	mir	
	c11	c12				1	
36	c11		c13			1	
	c11			c14		1	
	c11				c15	1	
*							-
Re	cord:	14		1		PI D	

2.3. Sales analysis – aggregation types and their specification

In all our cases, the result tables will have the following header: *Sub_subcategory*, *Brand*, *Consumer_type*, *Product_name*, *Promotion*, *Date*, *Month*, *Day*, *Day_of_week*, *Total_value*.

In *Sub_subcategory* we have a general name for a product. *Consumer_type* can be a value like *women, men, children* or *all. Product_name* refers to the name with all necessary details in order to classify the different products, corresponding to the same sub-subcategory. The field *Promotion* is used to find out the sales differences in the case of consumer sales promotions.

The fields *Date* and *Month* are used to observe the days and months of a year in which considerable differences in sales can be noticed (eg. Holidays, the seasons, etc.).

The field *Day*, which refers to a particular date of each month, is used to observe if there is an increase in sales during a certain period of the month.

The field *Day_of_week*, which refers to the days of the week, is used in order to observe if the consumers have a preference for shopping at a particular time during the week. This can be important especially for perishable products.

According to the position of fields in the header, we will construct our specifications of aggregation types. Now we present possible types of aggregations using different numbers of fields for grouping.

Case 1 – one field used for grouping – 9 aggregation types						
Sub_subcategory; Brand; Consumer_type; Product_name;						
Promotion; Date; Month; Day; Day_of_week						
Case 2 – two fields used for grouping – 30 aggregation types						
Case 2.1.	Case 2.2.					
Sub_subcategory, Brand	Brand, Consumer_type					
Sub_subcategory, Consumer_type	Brand, Product_name					
Sub_subcategory, Product_name	Brand, Promotion					
Sub_subcategory, Promotion	Brand, Date					
Sub_subcategory, Date	Brand, Month					
Sub_subcategory, Month	Brand, Day					
Sub_subcategory, Day	Brand, Day_of_week					
Sub_subcategory, Day_of_week						
Case 2.3	Case 2.4					
Consumer type Product name	Product name Promotion					
Consumer_type, Product_name	Product_name_Date					
Consumer type Date	Product_name_Month					
Consumer_type, Date	Product_name_Day					
Consumer type, Day	Product name Day of week					
Consumer type, Day of week	rioduct_name, Duy_01_week					
Case 2.5.						
Promotion. Date						
Promotion Month						
Promotion Day						
Promotion, Day of week						
Case 3 – three fields used for grouning – 50 aggregation types						
Case 3.1.						
Sub subcategory, Brand, Consumer type						
Sub subcategory, Brand, Product name						
Sub subcategory, Brand, Promotion						
Sub_subcategory, Brand, Promotion						
Sub_subcategory, Brand, Month						
Sub subcategory, Brand, Day						
Sub subcategory, Brand, Day of wee	ek					
Case 3.2.						
Sub_subcategory, Consumer_type, Pro-	oduct_name					
Sub_subcategory, Consumer_type, Pr	omotion					
Sub_subcategory, Consumer_type, Da	ite					
Sub subcategory, Consumer type, M	onth					
Sub subcategory, Consumer type, Da	ıy					
Sub_subcategory, Consumer_type, Da	y_of_week					
Case 3.3.						
Sub_subcategory, Product_name, Pro	motion					
Sub_subcategory, Product_name, Date	e					
Sub_subcategory, Product_name, Mon	nth					
Sub_subcategory, Product_name, Day	7					
Sub_subcategory, Product_name, Day	of_week					
Case 3.4.						

Sub_subcategory, Promotion, Date
Sub_subcategory, Promotion, Month
Sub_subcategory, Promotion, Day
Sub_subcategory, Promotion, Day_of_week
Case 3.5.
Brand, Consumer_type, Product_name
Brand, Consumer_type, Promotion
Brand, Consumer_type, Date Brand, Consumer_type, Month
Brand Consumer type, Day
Brand Consumer type, Day of week
Case 3.6
Brand, Product name, Promotion
Brand, Product name, Date
Brand, Product_name, Month
Brand, Product_name, Day
Brand, Product_name, Day_of_week
Case 3.7.
Brand, Promotion, Date
Brand, Promotion, Month
Brand, Promotion, Day
Brand, Promotion, Day_of_week
Carse 3.3.
Consumer type Product name Date
Consumer_type, Product_name, Date
Consumer type, Product name, Day
Consumer type, Product name, Day of week
Case 3.9.
Consumer_type, Promotion, Date
Consumer_type, Promotion, Month
Consumer_type, Promotion, Day
Consumer_type, Promotion, Day_of_week
Case 3.10.
Product_name, Promotion, Date
Product_name, Promotion, Nonth
Product name, Promotion, Day of week
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Case o- six fields used for grouping - 4 aggregation types Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Date Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Month Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Day Sub_subcategory, Brand, Consumer_type, Product_name,	Brand, Consumer type, Product name, Promotion, Day of week
Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Date Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Month Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Day	Case o- six fields used for grouping – 4 aggregation types
Promotion, Date Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Month Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Day Sub_subcategory, Prand_Consumer_type, Product_name,	Sub_subcategory, Brand, Consumer_type, Product_name,
Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Month Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Day	Promotion, Date
Promotion, Month Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Day	Sub_subcategory, Brand, Consumer_type, Product_name,
Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Day	Pionouon, Monin
Sub subsetegery Prend Consumer type Product name	Promotion Day
	Sub subcategory Brand Consumer type Product name
Promotion, Day of week	Promotion Day of week

In the *cases 1-6* we have 159 aggregation types from 512 possible using the nine fields (*Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Date, Month, Day, Day_of_week*). In our analysis we can use any subset of aggregation types from the set presented above.

Now, starting from the model proposed in *Subsection 2.2.*, we present ways in which we can specify aggregation types, using our notations "f", "u" and "m". If we want to use only one specification for each presented case, we can use the

following forms of specifications:

Case 1 - m f m; Case 2.1. - f m f m; Case 2.2. - u f m f m; Case 2.3. - u u f m f m; Case 2.4. - u u u f m f m; Case 2.5. - u u u u f m f m; Case 3.1. - f f m f m; Case 3.2. - f u f m f m; Case 3.3. - f u u f m f m; Case 3.4. - fuuufmfm; Case 3.5. - uffmfm; Case 3.6. - u f u f m f m; Case 3.7. - u f u u f m f m; Case 3.8. - u u f f m f m; Case 3.9.- u u f u f m f m; Case 3.10. - u u u ffm fm; Case 4.1. - fffm fm; Case 4.2. - ffufmfm; Case 4.3. - ffuufmfm; Case 4.4. - f u f f m f m; Case 4.5. - f u f u f m f m; Case 4.6.-fuuf fmfm; Case 4.7. - ufffmfm; Case 4.8. - u f f u f m f m; Case 4.9. - u f u f f m f m; Case 4.10. -u u f f fm fm; Case 5.1. - f f ffm fm; Case 5.2. - f f f u f m f m; Case 5.3. - f f u f f m fm; Case 5.4. - fu f f fm fm; Case 5.5. - u f f ff mfm; Case 6 – f f ff fmfm.

We can formulate other specifications concerning the presented types of aggregation. For example, if we want only one specification for the *Cases 2.2 and* 2.3 we can use the specification m f m f m, where for the first f we use only the fields *Brand* and *Consumer_type*.

The *Cases* 1 - 6 concern distinct possible aggregation types, but we can use many other formulations for the same header of result tables. For example we consider the following case

Sub_subcategory, Promotion Brand, Promotion Consumer_type, Promotion Product_name, Promotion Promotion, Date Promotion, Date Promotion, Day Promotion, Day of_week

which is a combination of sub-cases of *Case 2*. For this new case we can use two specifications: mfmf m – where the last f is the field *Promotion* and mf mfm – where the first field is *Promotion*.

The formulation of specification, generally, is not unique. For example, for this last new case, we can use other two specifications, like in the following way: m f m f u u u u – where the last f automatically means the field *Promotion*, because to the right (in the header) we have four fields which will not be used for grouping and u u u u f m f m - where the first f automatically means the field *Promotion*, because to the left (in the header) we have four fields which will not be used for grouping.

3 Implementation and results 3.1. Problem presentation

In order to easily observe the implementation of this algorithm and the results tables we fix the values for the following fields: *Shop_name* (eg. Monoprix Convention), *Category* (eg. Beauty&Care),

Subcategory (Body_Care) and year (eg. 2006). In this case we can consider for grouping, only the fields Sub_subcategory, Brand, Consumer_type, Product_name, Promotion, Date, Month. Now we present the types of aggregations and their specifications.

Case 2.1 ffm
Sub_subcategory, Brand
Case 3.1. - ffmfm
Sub_subcategory, Brand, Consumer_type
Sub_subcategory, Brand, Product_name
Sub_subcategory, Brand, Promotion
Sub_subcategory, Brand, Date
Sub_subcategory, Brand, Month
Case 4.1 fffmfm
Sub_subcategory, Brand, Consumer_type, Product_name
Sub_subcategory, Brand, Consumer_type, Promotion
Sub_subcategory, Brand, Consumer_type, Date
Sub_subcategory, Brand, Consumer_type, Month
Case 4.2 ff ufmfm
Sub subcategory, Brand, Product name, Promotion
Sub subcategory, Brand, Product name, Date
Sub_subcategory, Brand, Product_name, Month
Case 43 - ff uu fm fm
Sub subcategory Brand Promotion Date
Sub_subcategory, Brand, Promotion, Month
<u>Correct 1 6666 m 6 m</u>
Case 5.1 1111 m 1 m
Sub_subcategory, Brand, Consumer_type, Product_name, Promotion
Sub_subcategory, Brand, Consumer_type, Product_name, Date
Sub_subcategory, Brand, Consumer_type, Froduct_name, Month
Case 5.2 ff fu fm fm
Sub_subcategory, Brand, Consumer_type, Promotion, Date
Sub_subcategory, Brand, Consumer_type,
Promotion, Month
Case 5.3 11 uffmfm
Sub_subcategory, Brand, Product_name, Promotion, Date
Sub_subcategory, Brand, Product_name,
Promotion, Month
Case 6 - ff fffmfm
Sub_subcategory, Brand, Consumer_type, Product_name,
Promotion, Date
Sub_subcategory, Brand, Consumer_type, Product_name,
Promotion, Month

3.2. Implementation presentation

We select the tables and the fields, we specify the relationships, criteria and the aggregation functions like in *Figure 6*.

We specify the aggregation types and for each f we confirm the fields which will be used for grouping like in *Figure 7*.

For obtaining result tables we can select all specifications of aggregation types or only some of them, like in *Figure 8*.

In the case in which we select all specifications of aggregation types, we will obtain the result presented in *Figure 10*. If we select only the two first specifications of aggregation types (like in *Figure 8*), we will obtain the results presented in *Figure 9*. In both result tables (see *Figures 9* and *10*) the result presentation is affected by the order in which we introduce the specifications of aggregation

types (see *Figures 8*). According to the situation, we can choose the intended order of specifications.







Fig. 7 Specification of aggregation types





Sub_subcategory	Brand	Consumer_type	Product_name	Promotion	Date	Month	Total_valu
Shower gel	Calvin Klein						
Shower gel	Lancome						
Shower gel	Calvin Klein	men					
Shower gel	Calvin Klein	women					
Shower gel	Lancome	women					
Shower gel	Calvin Klein		Contradiction 200				
Shower gel	Calvin Klein		Euphoria 200 M				
Shower gel	Lancome		Tresor 6.7 OZ				
Shower gel	Calvin Klein			No			
Shower gel	Calvin Klein			Yes			
Shower gel	Lancome			No			
Shower gel	Lancome			Yes			
Shower gel	Calvin Klein				3/8/2006		
Shower gel	Calvin Klein				3/9/2006		
Shower gel	Lancome				3/8/2006		
Shower gel	Lancome				3/9/2006		
Shower gel	Calvin Klein					3	
Shower gel	Lancome					3	
ecord: I4	1	1 + of 18				1	

Fig. 9 Result table corresponding to the specifications ffm and ffmfm

	result_table1 : Ta	ble			Contraction of the			
	Sub_subcategory	Brand	Consumer_type	Product_name	Promotion	Date	Month	Total_value
100	Shower gel	Calvin Klein						68
1000	Shower gel	Lancome						60
1000	Shower ael	Calvin Klein	men					48
1. Sec	Shower gel	Calvin Klein	women					20
100	Shower gel	Lancome	women					60
	Shower gel	Calvin Klein	in onion	Contradiction 20				20
1000	Shower gel	Calvin Klain		Europerie 200 MI				40
I COLOR	Shower gel	Langerne		Tracer 67.07				40
1244	Shower gei	Caliconie		Tresor 6.7 OZ				00
1527	Showergei	Calvin Klein			NO			40
12105	Shower gel	Calvin Klein			Yes			20
	Shower gel	Lancome			No			24
120	Shower gel	Lancome			Yes			36
62	Shower gel	Calvin Klein				3/8/2006		20
20	Shower gel	Calvin Klein				3/9/2006		48
100	Shower gel	Lancome				3/8/2006		36
	Shower gel	Lancome				3/9/2006		24
	Shower gel	Calvin Klein					3	68
200	Shower gel	Lancome					3	60
1000	Shower gel	Calvin Klein	men	Euphoria 200 MI				48
1.00	Shower ael	Calvin Klein	women	Contradiction 20				20
1992	Shower gel	Lancome	women	Tresor 6.7 OZ				60
120	Shower gel	Calvin Klein	men		No			48
	Shower del	Calvin Klein	women		Yes			20
	Shower rel	Lancome	women		No			20
and the second	Shower col	Lancome	women		Vec			24
1000	Charmen der	Caluda 10.1	women		100	000000		
	Snower gel	Calvin Klein	men			3/9/2006		48
1000	Snower gel	Calvin Klein	women			3/8/2006		20
Colorado Parter	Snower gel	Lancome	women			3/8/2006		36
100	Shower gel	Lancome	women			3/9/2006		24
	Shower gel	Calvin Klein	men				3	48
100	Shower gel	Calvin Klein	women				3	20
	Shower gel	Lancome	women				3	60
	Shower gel	Calvin Klein		Contradiction 20	Yes			20
100	Shower gel	Calvin Klein		Euphoria 200 MI	No			48
22	Shower del	Lancome		Tresor 6.7 OZ	No			24
	Shower gel	Lancome		Tresor 67 OZ	Yes			36
100	Shower gel	Calvin Klein		Contradiction 20		3/8/2006		20
12.2	Shower gel	Calvin Klein		Europoria 200 MI		3/9/2006		48
	Shower gel	Lancome		Trecor 67.07		3/9/20006		36
1000	Shower gel	Lancomo		Trecor 67.07		2/0/2000		34
	Shower gei	Californie		Great and a track of the		3/3/2000	0	24
0.000	Showergei	Calvin Klein		Contradiction 20			3	20
	Shower gel	Calvin Klein		Euphona 200 Mi			3	40
	Shower gel	Lancome		Tresor 6.7 OZ			3	60
100	Shower gel	Calvin Klein			No	3/9/2006		48
1	Shower gel	Calvin Klein			Yes	3/8/2006		20
100	Shower gel	Lancome			No	3/9/2006		24
	Shower gel	Lancome			Yes	3/8/2006		36
	Shower gel	Calvin Klein			No		3	48
	Shower gel	Calvin Klein			Yes		3	20
	Shower ael	Lancome			No		3	24
33	Shower del	Lancome			Yes		3	36
Sec.	Shower gel	Calvin Klein	men	Euphoria 200 MI	No			48
ETC.	Shower gel	Calvin Klein	women	Contradiction 20	Yes			20
243	Shower gel	Lancome	women	Tresor 67.07	No			24
	Shower rel	Lancome	women	Tresor 67.07	Ves			36
a second	Shower get	Calvin Klain	men	Euphorie 200 M		3/0/0000		49
	Shower col	Calvin Klein	women	Contradiction 20		3/8/2006		40
ALC: N	Shower get	Carvin Kieln	women	Transer 07.07		3/0/2006		20
	Shower gel	Lancome	wonien	Treeser 0.7.0Z		3/0/2006		30
	Snower gel	Lancome	women	Tresor 6.7 OZ		3/9/2006		24
	Snower gel	caivin Klein	men	⊏upnoria 200 MI			3	48
	Shower gel	Calvin Klein	women	Contradiction 20			3	20
1	Shower gel	Lancome	women	Tresor 6.7 OZ			3	60
PE	Shower gel	Calvin Klein	men		No	3/9/2006		48
120	Shower gel	Calvin Klein	women		Yes	3/8/2006		20
	Shower gel	Lancome	women		No	3/9/2006		24
	Shower gel	Lancome	women		Yes	3/8/2006		36
80	Shower gel	Calvin Klein	men		No		3	48
138	Shower gel	Calvin Klein	women		Yes		3	20
	Shower gel	Lancome	women		No		3	24
	Shower gel	Lancome	women		Yes		3	36
1	Shower gel	Calvin Klein		Contradiction 20	Yes	3/8/2006		20
14	Shower gel	Calvin Klein		Euphoria 200 MI	No	3/9/2006		48
	Shower gel	Lancome		Tresor 6707	No	3/9/2006		24
1	Shower gel	Lancome		Tresor 67.07	Yes	3/8/2006		36
1	Shower del	Calvin Klein		Contradiction 20	Yes		3	20
	Shower cel	Calvin Klain	I	Contradiction 20	Vec		3	20
1000	Shower ad	Caluis Mein		Europerio 200 t."	nos No		3	40
	Shower gel	Calvin Klein		Euprioria 200 MI	Ne		3	48
	Snower gel	Lancome		iresor 6.7 OZ	N0		3	24
100	Shower gel	Lancome		Tresor 6.7 OZ	Yes		3	36
	Shower gel	Calvin Klein	men	Euphoria 200 MI	No	3/9/2006		48
	Shower gel	Calvin Klein	women	Contradiction 20	Yes	3/8/2006		20
	Shower gel	Lancome	women	Tresor 6.7 OZ	No	3/9/2006		24
	Shower gel	Lancome	women	Tresor 6.7 OZ	Yes	3/8/2006		36
	Shower gel	Calvin Klein	men	Euphoria 200 MI	No		3	48
	Shower gel	Calvin Klein	women	Contradiction 20	Yes		3	20
	Shower gel	Lancome	women	Tresor 6.7 OZ	No		3	24
124	Shower gel	Lancome	women	Tresor 6.7 OZ	Yes		3	36 💌
Re	cord: 14 4	75	▶1 ▶* of 86					States and the second second second

Fig. 10 Result table corresponding to all specification of aggregation types

4 Conclusions

This algorithm can be used for any type of relational databases. In the programming environment we use *SQL* statements to exploit the

database. Here we have worked with databases from *Access*. We have presented the implementation in *Delphi*, but the implementation can also be made in other programming environments.

For *n* fields (used for grouping) from a database, we can obtain 2^n aggregation types. With our algorithms, we can obtain any subsets of aggregation types. We can specify any set of aggregation types, we can choose the presentation order in the result tables and for a set of specifications of aggregation types we can also obtain result tables corresponding to the subsets of specifications (see *Figures 9* and *10*).

Our algorithm can be used in many other economic situations, as well. We have presented a situation at shop level but the analysis can be used in more departments or sectors such as finance departments, marketing departments, manufacturing sector, tourism etc.

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