

% This file describes the programs, datasets, and how replication can be conducted of "The Competitive Effects of Entry: Evidence from Supercenter Expansion"

% Note that no IRI data are included (though programs that 1) extract the transactions records and create main variables and 2) construct IRI stores' exposure to Supercenters are)

% John D. Singleton, 6/14/2019

% The top folder contains two subfolders, "Data" and "Programs"

%%% Data

% This folder contains three files, including the Walmart location and opening data

 cpi.csv - monthly Consumer Price Index normalized to January 2001

 dates.sas7bdat - SAS dataset of year, quarter, month IDs by week beginning with January 1, 2001

 WMopeningdates_update_latlon.csv - dataset of Supercenter opening dates and lat/lon

%%% Programs

%% Data Construction

% This folder contains programs that extract the IRI data and construct IRI stores' exposure to Supercenters

% Programs are indexed in order they should be run to construct dataset

 [1] iri_external.sas - extracts IRI transactions data, creates universe of sales for each product category and revenue and assortment data

 [2] upc.sas - restricts transactions for specified categories (carbbev, margbutr, peanbutr, saltsnck) to top UPCs by volume

 [3] wm_iri_distance.sas - combines Walmart locations with IRI store locations to create dataset indexing Walmart exposures within 15 crow's flight miles for each IRI store

 [4] driving_times.do - uses matched IRI stores' and Supercenters' lat/lons to lookup driving distance

 [5] entries.do - uses driving distances between IRI stores and Supercenters to create store-by-week panel of exposure (with treatment distance and Walmart ID)

%% Summaries and Estimates

% This folder contains programs that generate the tables and figures in the paper
% Programs do not need to be ran in any specific order unless noted; they are listed according to which table/figure the output corresponds to

Tables 1, 2, 3, 4, and Appendix Table A1
final_sumstats.do - generates summary tables

Table 5
final_rev.do - revenue results

Table 6
final_price.do - price results

Table 7
final_fe.do - predicted prices decomp; must be ran AFTER
final_rev.do and final_price.do

Table 8 and Appendix Table A2
final_assort.do - assortment summaries and results

Table 9 and Online Appendix Table A3
final_carbbev.do - UPC-level price results, whether on sale
final_margbutr.do
final_peanbutr.do
final_saltsnck.do
final_20nonmissing.do - must be ran AFTER above four programs

Table 10, Figure 3 (and Online Appdenix Tables A4-A10)
final_fzpizza.do - heterogeneity by brand summaries and
results
final_coffee.do
final_fzdinent.do
final_spagsauc.do

Table 11 and Online Appendix Table A11
final_private.do - private vs. branded results
final_het.do - supermarket type results, order of entry
results

Figure 1 (and Online Appendix Table A1)
final_trends.do - panel (a): trends in revenue effect
final_trends2.do - panel (b): trends by distance band

Figure 2 (and Online Appendix Table A2)
final_price_trends.do - panel (a): trends in price effect
final_price_trends2.do - panel (b): trends by distance band