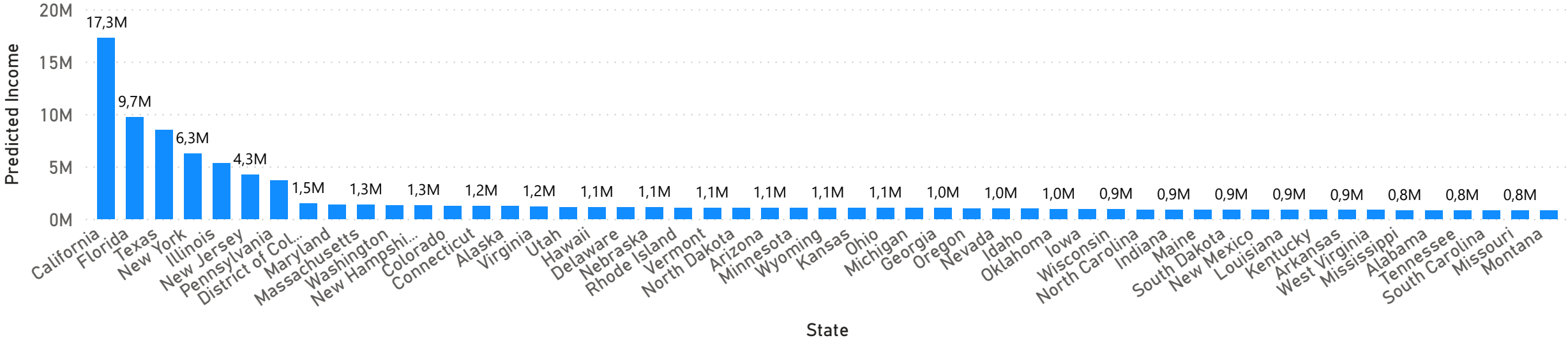
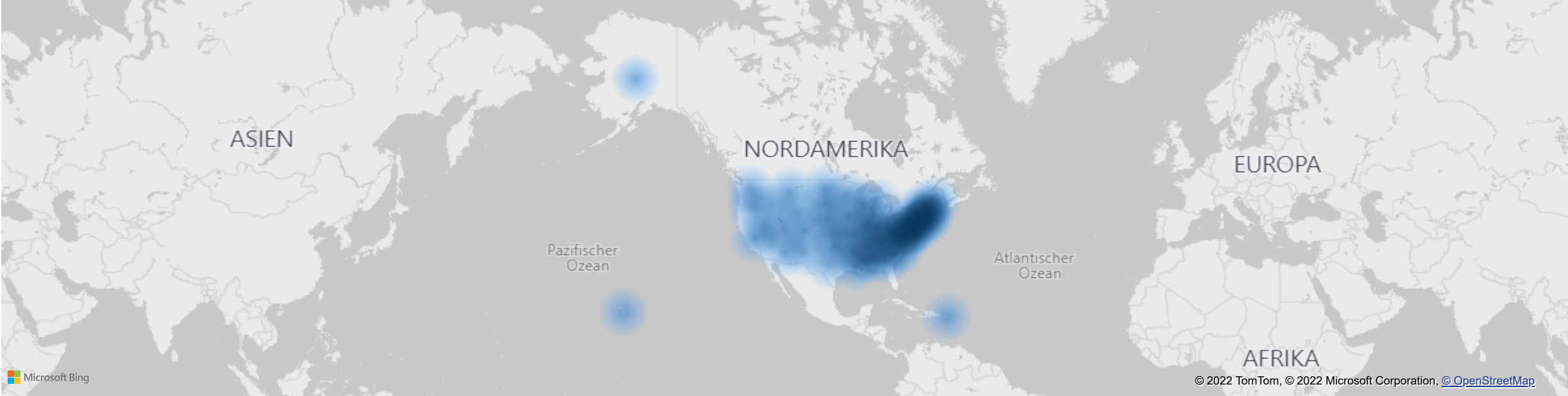


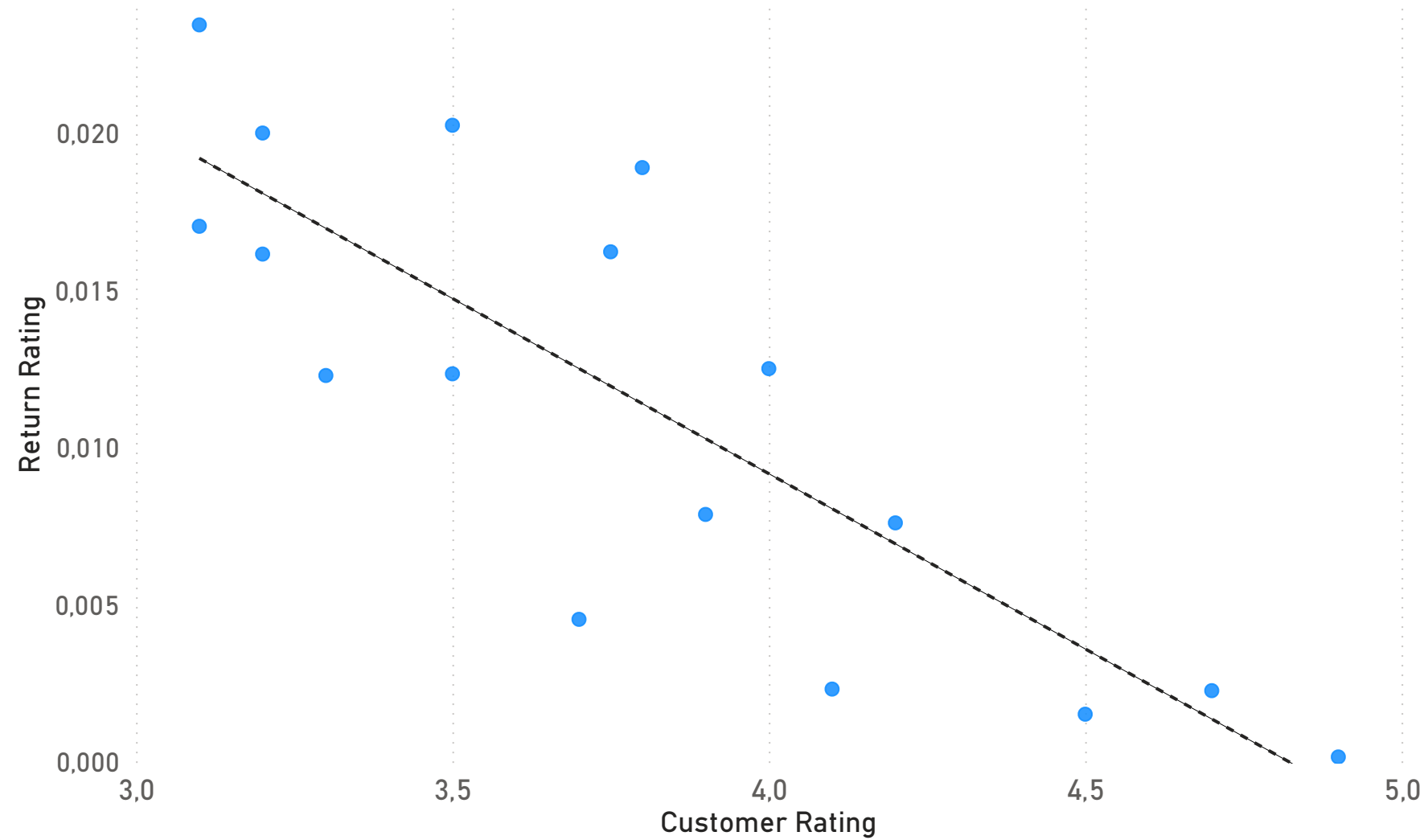
Predicted Income by State



Incomes by State



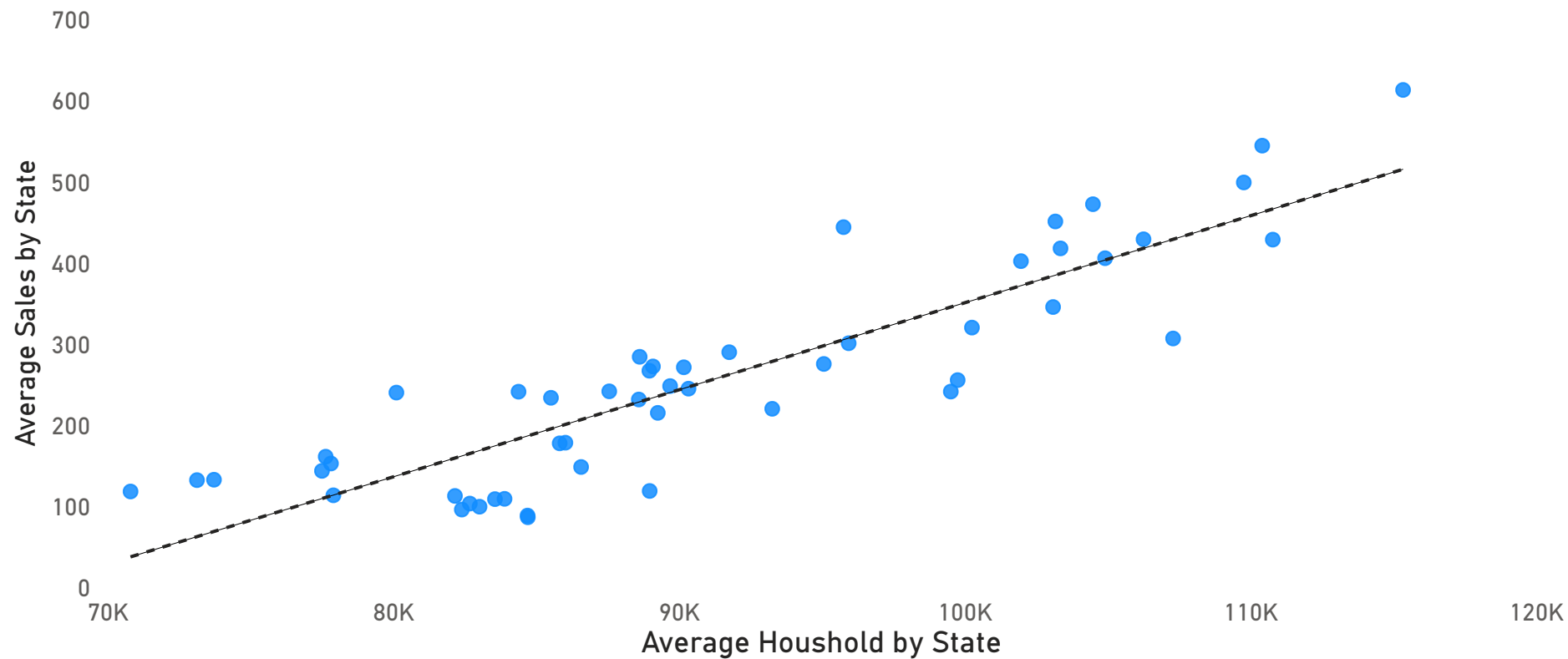
Customer Rating vs Return Rating



0,69

Customer Rating and Return
Rating correlation for Return
Rating

Average Houshold by State and Average Sales by State



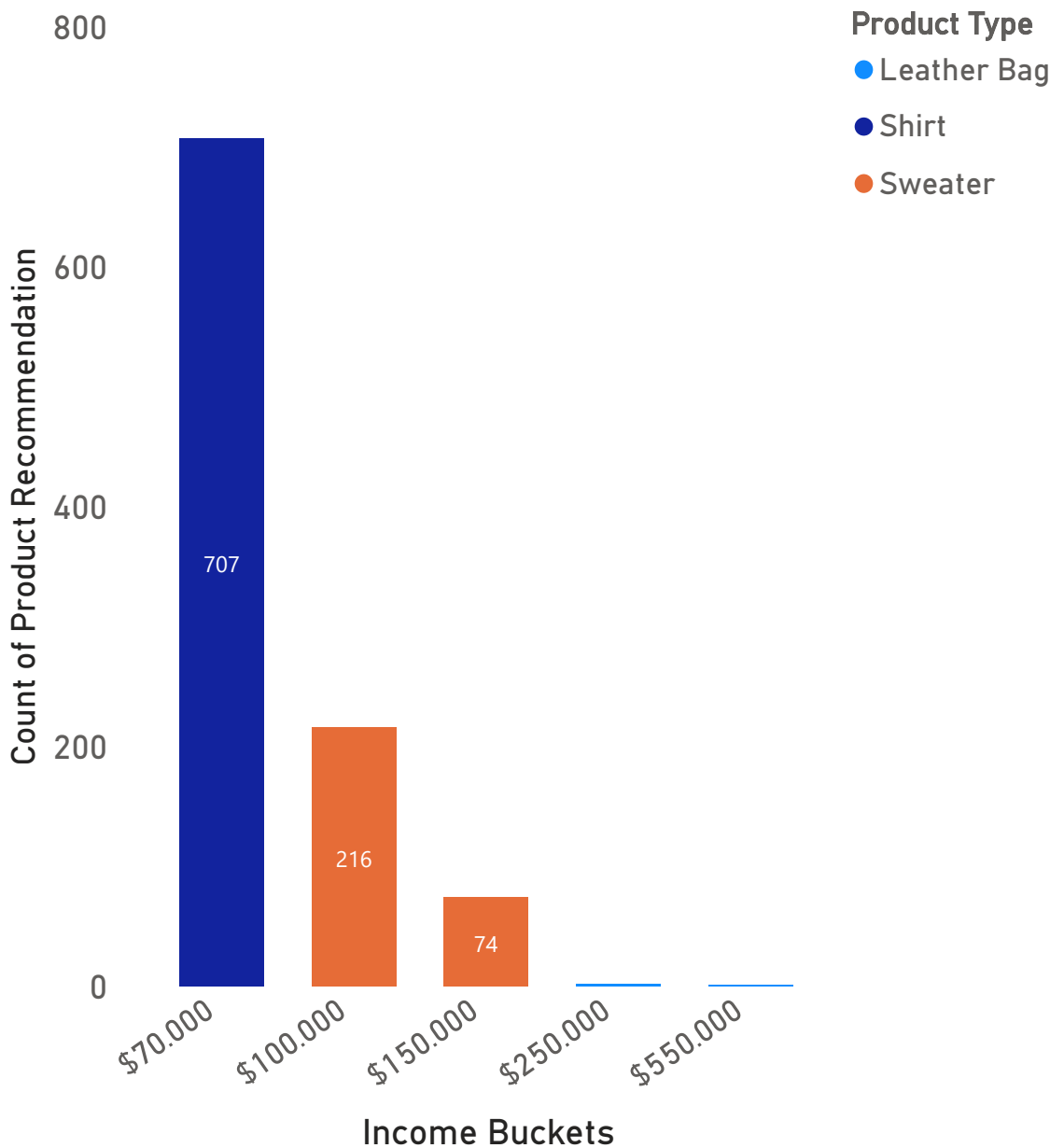
0,78

Avg Income and Average Sales
correlation for Average Sales

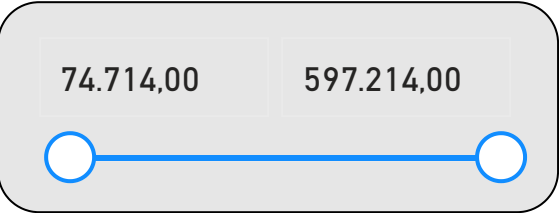
$$y = 0.01x - 722.14$$

Final Formula

Product Recommendation by Income Buckets



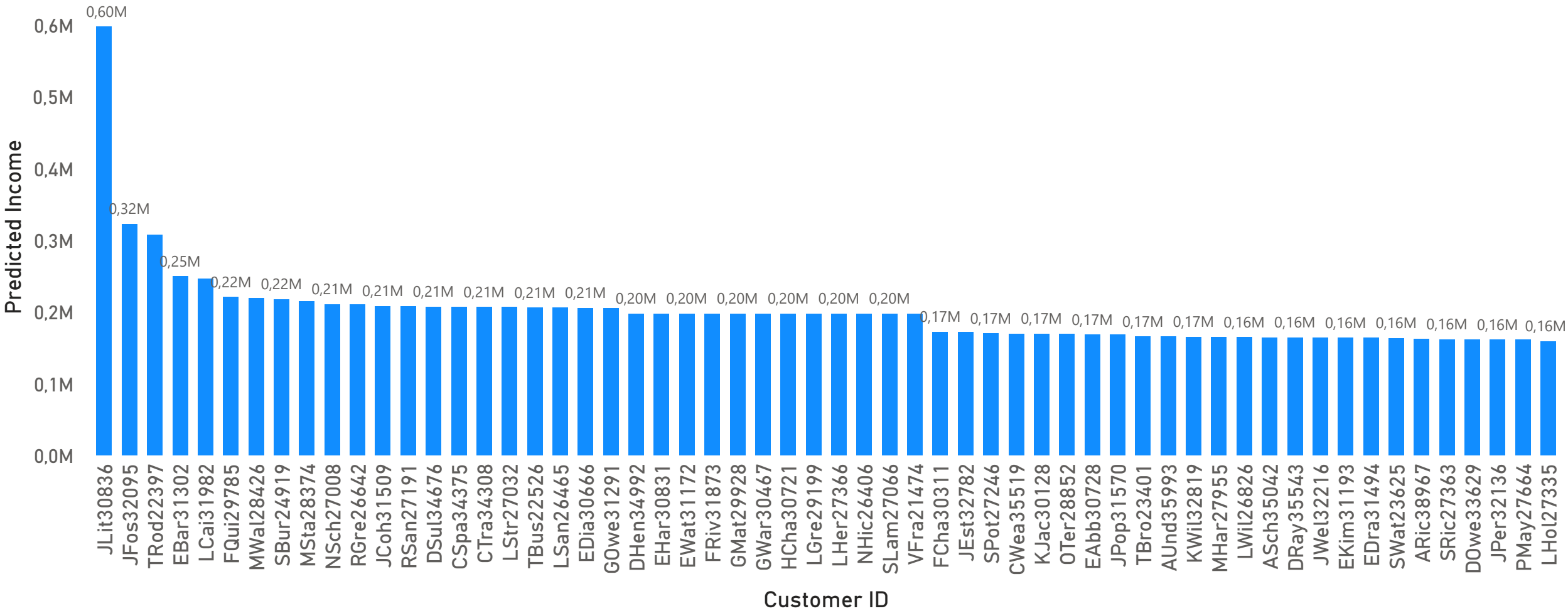
First Name	Last Name	Customer ID	Product	State	Income Buckets
Jon	Little	JLit30836	Leather Bag	Illinois	\$550.000
Jody	Foster	JFos32095	Leather Bag	Illinois	\$250.000
Tonya	Rodriguez	TRod22397	Leather Bag	Illinois	\$250.000
Alton	Rice	ARic38967	Sweater	California	\$150.000
Archie	Schwartz	ASch35042	Sweater	Maryland	\$150.000
Arlene	Underwood	AUnd35993	Sweater	California	\$150.000
Arlene	Warner	AWar35334	Sweater	New Jersey	\$150.000
Beth	Clarke	BCla34739	Sweater	California	\$150.000
Charlene	Sparks	CSpa34375	Sweater	California	\$150.000
Craig	Tran	CTra34308	Sweater	California	\$150.000
Cesar	Weaver	CWea35519	Sweater	California	\$150.000
Darlene	Henry	DHen34992	Sweater	Texas	\$150.000
Delia	Hines	DHin33455	Sweater	California	\$150.000
Dominic	Obrien	DObr30677	Sweater	California	\$150.000
Danielle	Ortega	DOrt33576	Sweater	Connecticut	\$150.000
Darrel	Owen	DOwe33629	Sweater	California	\$150.000
Dean	Ray	DRay35543	Sweater	California	\$150.000
Damon	Sullivan	DSul34676	Sweater	California	\$150.000
Ernestine	Abbott	EAbb30728	Sweater	California	\$150.000
Edna	Barnett	EBar31302	Sweater	New Jersey	\$150.000
Ed	Diaz	EDia30666	Sweater	California	\$150.000
Edith	Drake	EDra31494	Sweater	California	\$150.000
Estelle	Harrington	EHar30831	Sweater	Texas	\$150.000
Elvira	Kim	EKim31193	Sweater	California	\$150.000
Erik	Watson	EWat31172	Sweater	Texas	\$150.000
Frank	Chandler	FCha30311	Sweater	Illinois	\$150.000
Floyd	Quinn	FQui29785	Sweater	New Jersey	\$150.000
Total					\$83.240.000



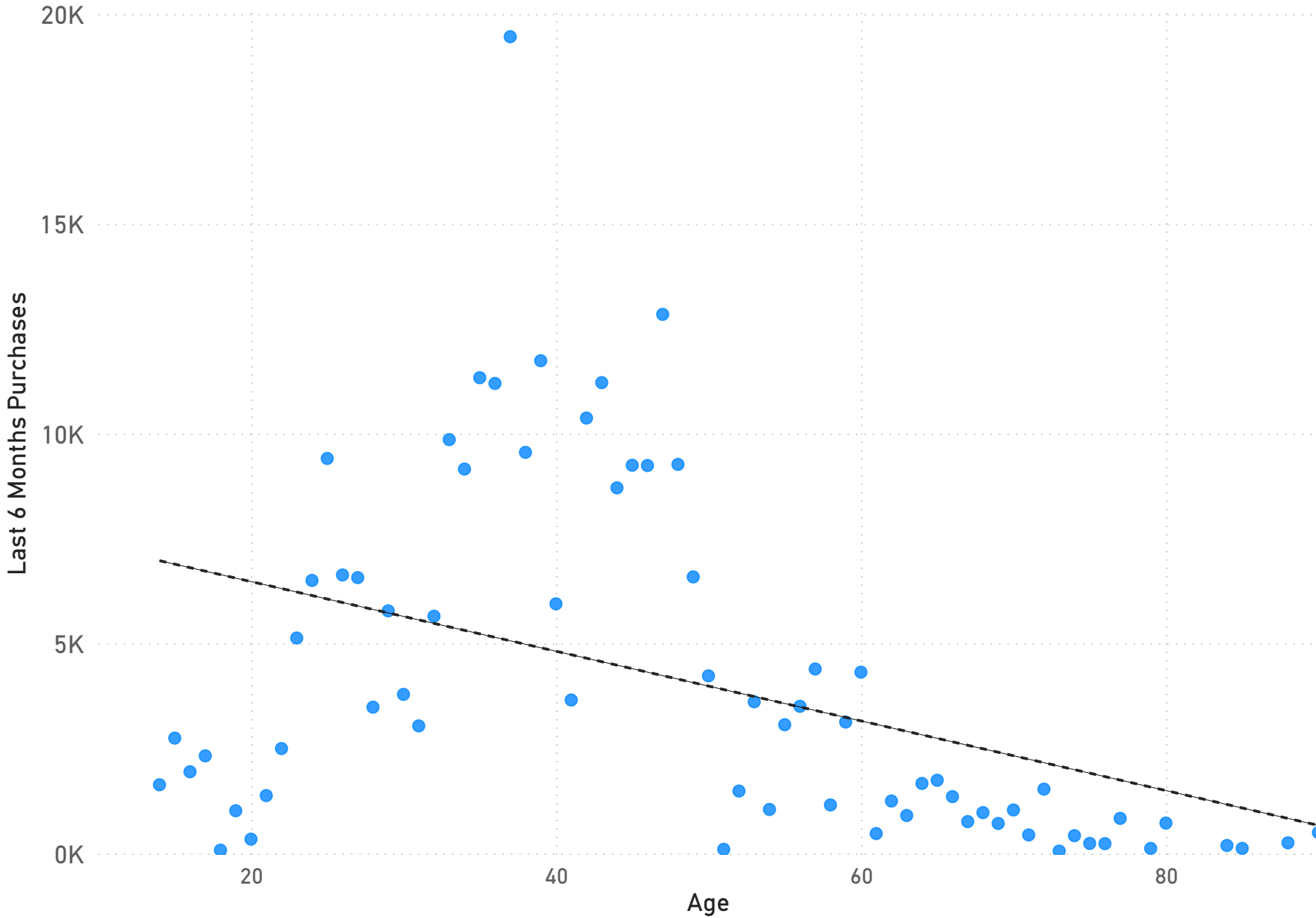
State, Customer ID

All

Predicted Income by Customer



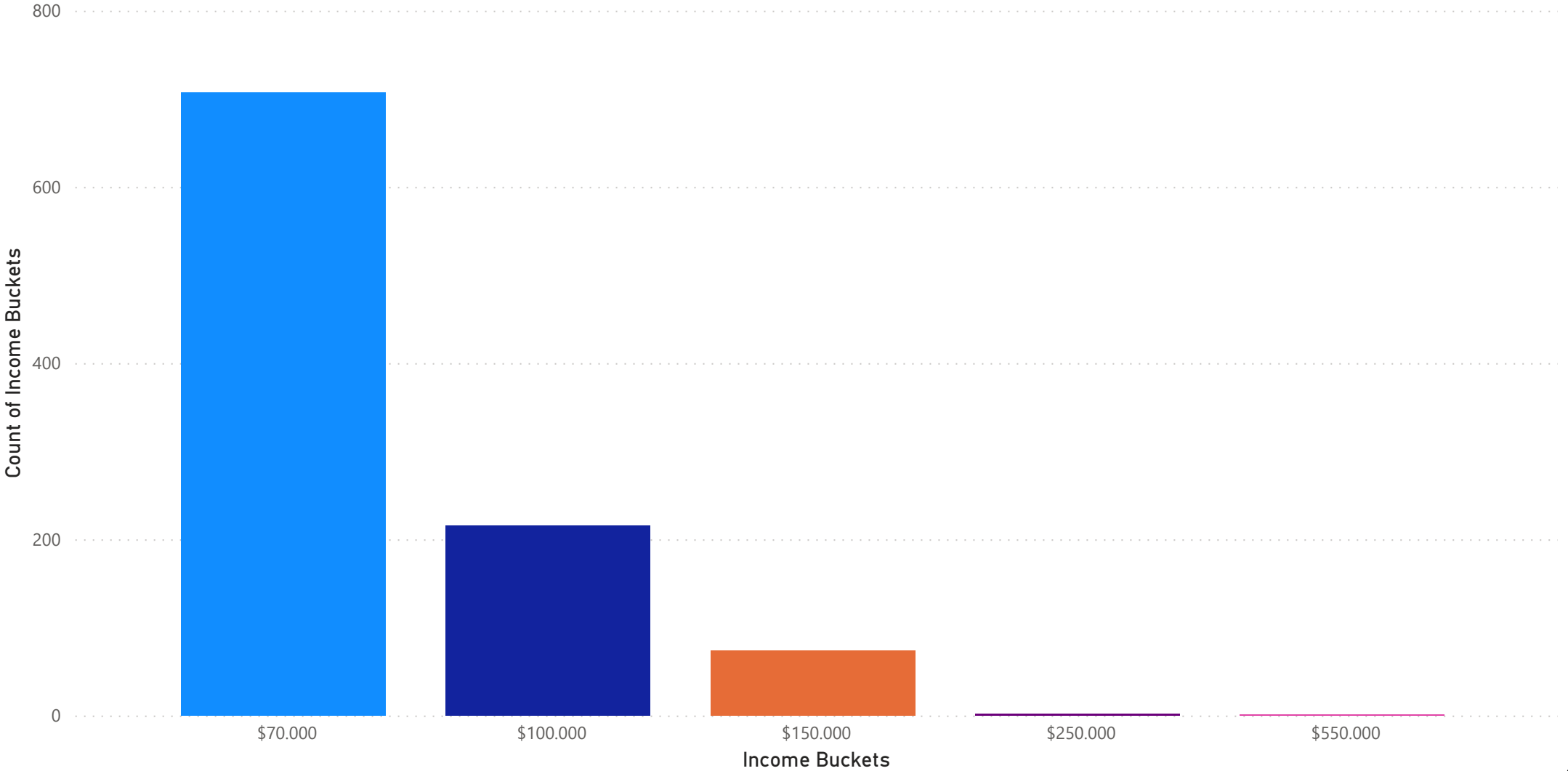
Last 6 Months Purchases by Age



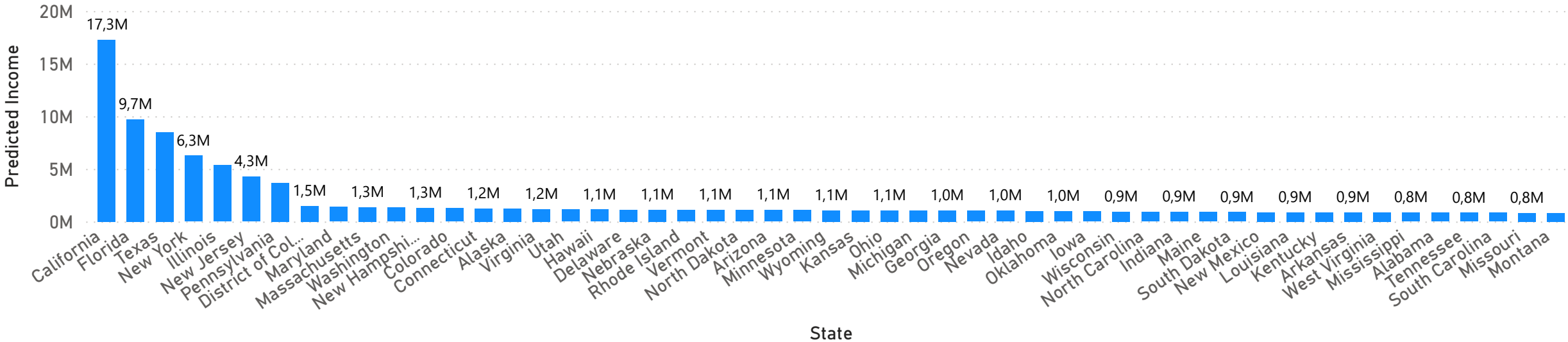
0,29
r²

The most advertised Product by Income Buckets

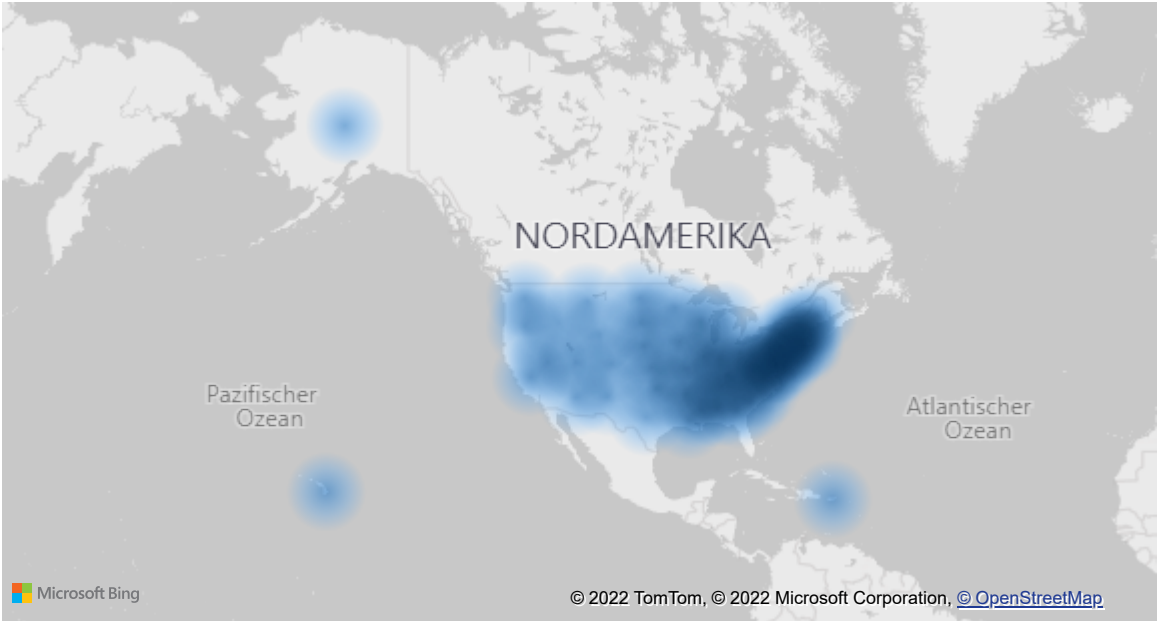
Income Buckets ● \$70.000 ● \$100.000 ● \$150.000 ● \$250.000 ● \$550.000



Predicted Income by State



Incomes by State



Average Household by State and Average Sales by State

