Market Analysis Report for National Clothing Chain

32.45K
Incomes Standard Deviation

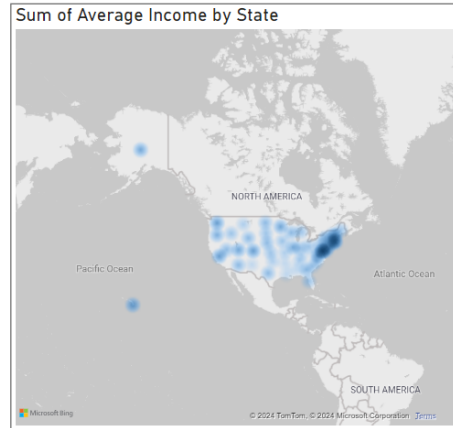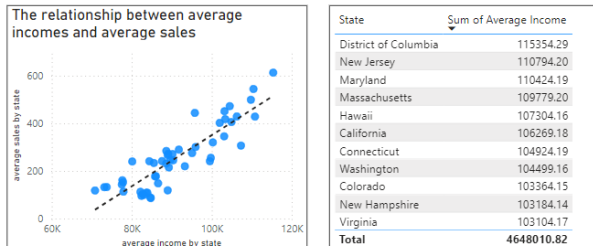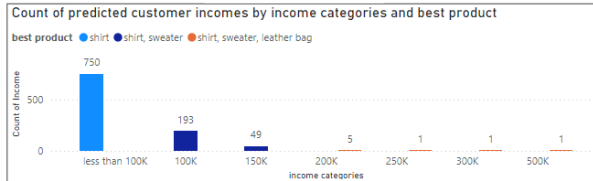**Jon Little**
customer with highest income

0.78
Income and sales correlation for sales

X=-722.14 - y / -0.01
Final formula

Count of predicted customer incomes by income categories and best product

best product ● shirt ● shirt, sweater ● shirt, sweater, leather bag

Count of Income

- 750 — less than 100K
- 193 — 100K
- 49 — 150K
- 5 — 200K
- 1 — 250K
- 1 — 300K
- 1 — 500K

income categories

The relationship between average incomes and average sales

average sales by state vs average income by state (60K–120K)

State	Sum of Average Income
District of Columbia	115354.29
New Jersey	110794.20
Maryland	110424.19
Massachusetts	109779.20
Hawaii	107304.16
California	106269.18
Connecticut	104924.19
Washington	104499.16
Colorado	103364.15
New Hampshire	103184.14
Virginia	103104.17
Total	**4648010.82**

Sum of Average Income by State

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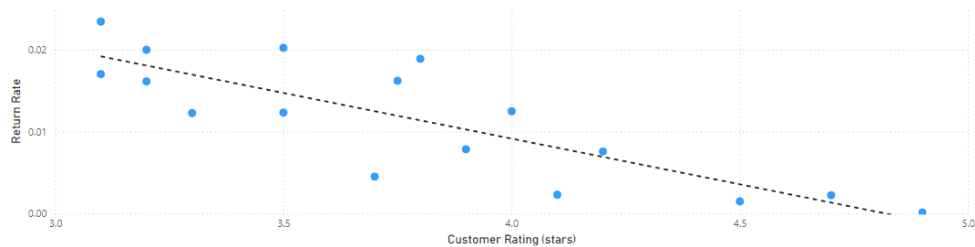
0.01
Average of Return Rate
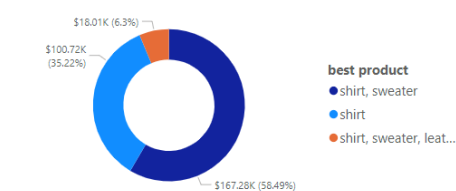
3.79
Average of Customer Rating (stars)

0.69
Customer Rating (stars) and Return Rate correla...

Customer Rating (stars) and Return Rate

Return Rate (0.00–0.02) vs Customer Rating (stars) (3.0–5.0)

Market Analysis Report for National Clothing Chain

Sum of Last 6 Months Purchases by best product

$18.01K (6.3%)
$100.72K (35.22%)
$167.28K (58.49%)

best product
● shirt, sweater
● shirt
● shirt, sweater, leat...

Sum of Purchases by Year, Quarter, Month and Day

Sum of Purchases (0K–20K), Sep 2020 – Mar 2021

State	predicted custo...	best product
New Jersey	205681.43854415644	
California $64,328.57	232673.76 $1,773.52	
Texas $24,332.40	229175.72 $1,736.00	
Illinois $20,415.00	205681.44 $1,484.00	shirt, sweater, leather ... $1,484.00
Florida $19,239.70	204062.94 $1,466.64	
New Jersey $15,651.52	202601.08 $1,450.96	
New York $15,675.00	160557.49 $1,000.00	
Pennsylvania $9,300.00	158394.53 $976.80	
District of Columbia $6,741.96	153844.84 $928.00	

Sum of Last 6 Month... $286,015.80