```
GET DATA
  /TYPE=TXT
  /FILE="C:\Users\Hp\OneDrive\Belgeler
\SuperMarket_fixed.csv"
  /ARRANGEMENT=DELIMITED
  /DELCASE=LINE
  /FIRSTCASE=2
  /DELIMITERS=","
  /VARIABLES=
    Invoice_ID A11
    Branch A5
    City A9
    Customer_type A6
    Gender A6
    Product_line A22
    Unit_price F5.1
    Quantity F2.0
    Tax_5 F7.3
    Sales F8.3
    Date ADATE9
    Time A11
    Payment A11
    cogs F6.1
    gross_margin_percentage F11.9
    gross_income F7.3
    Rating F3.0.

VARIABLE LEVEL Invoice_ID (SCALE).

VARIABLE ALIGNMENT Invoice_ID (RIGHT).

VARIABLE WIDTH Invoice_ID (8).

VARIABLE LEVEL Branch (SCALE).

VARIABLE ALIGNMENT Branch (RIGHT).
```

```
VARIABLE WIDTH Branch (8).

VARIABLE LEVEL City (SCALE).

VARIABLE ALIGNMENT City (RIGHT).

VARIABLE WIDTH City (8).

VARIABLE LEVEL Customer_type (SCALE).

VARIABLE ALIGNMENT Customer_type (RIGHT).

VARIABLE WIDTH Customer_type (8).

VARIABLE LEVEL Gender (SCALE).

VARIABLE ALIGNMENT Gender (RIGHT).

VARIABLE WIDTH Gender (8).

VARIABLE LEVEL Product_line (SCALE).

VARIABLE ALIGNMENT Product_line (RIGHT).

VARIABLE WIDTH Product_line (8).

VARIABLE LEVEL Time (SCALE).

VARIABLE ALIGNMENT Time (RIGHT).

VARIABLE WIDTH Time (8).

VARIABLE LEVEL Payment (SCALE).

VARIABLE ALIGNMENT Payment (RIGHT).
```

```
VARIABLE WIDTH Payment (8).

SAVE OUTFILE="SuperMarket_fixed.csv.sav".

DESCRIPTIVES
    /VARIABLES= Unit_price Rating Quantity
gross_income.
```

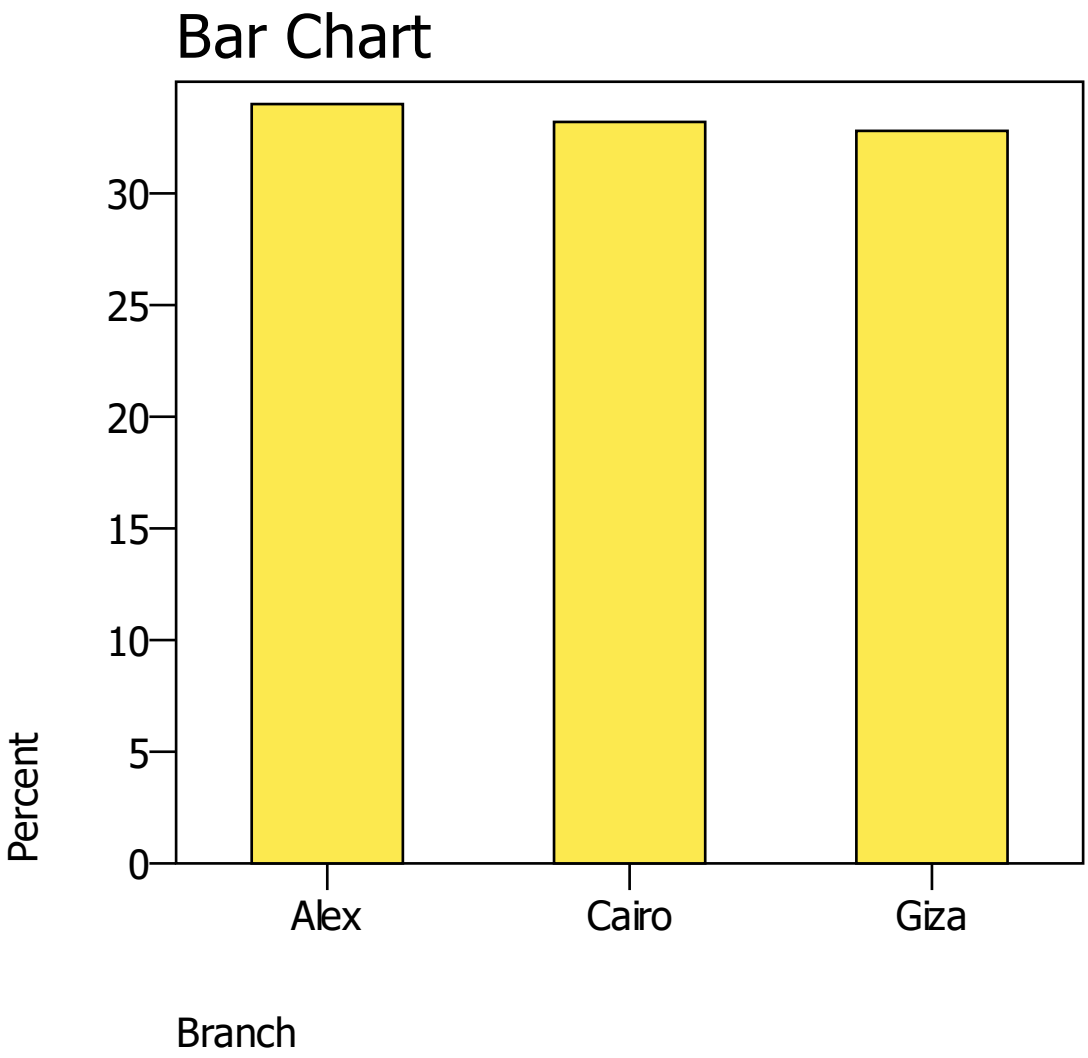
Descriptive Statistics

	N	Mean	Std Dev	Minimum	Maximum
Unit_price	1000	55.67	26.49	10.1	100.0
Rating	1000	6.97	1.72	4	10
Quantity	1000	5.51	2.92	1	10
gross_income	1000	15.38	11.71	.509	49.650
Valid N (listwise)	1000				
Missing N (listwise)	0				

```
FREQUENCIES
        /VARIABLES= Branch Gender Product_line
Customer_type Payment
        /FORMAT=AVALUE TABLE
        /MISSING=INCLUDE
        /BARCHART= PERCENT.
```

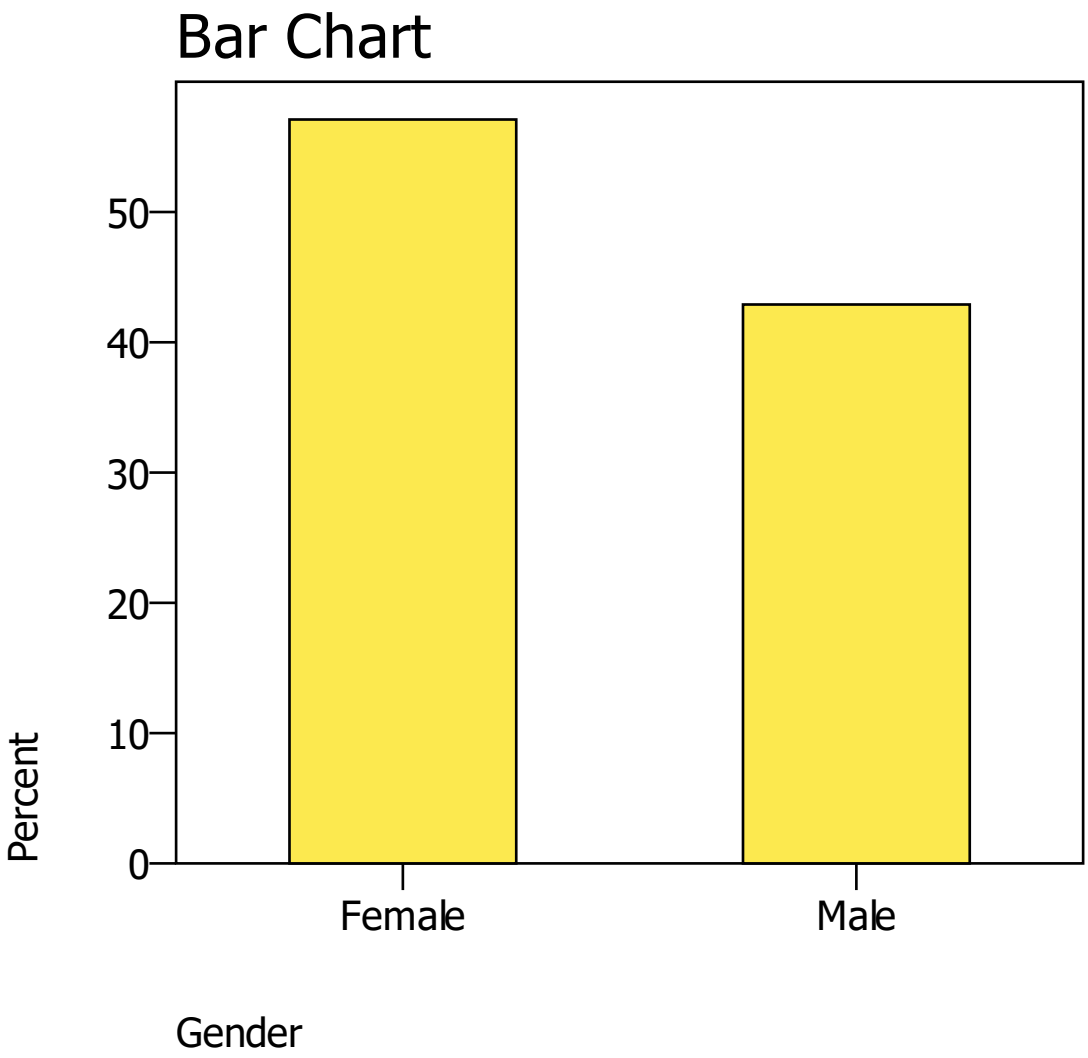
Branch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alex	340	34.0%	34.0%	34.0%
	Cairo	332	33.2%	33.2%	67.2%
	Giza	328	32.8%	32.8%	100.0%
Total		1000	100.0%		



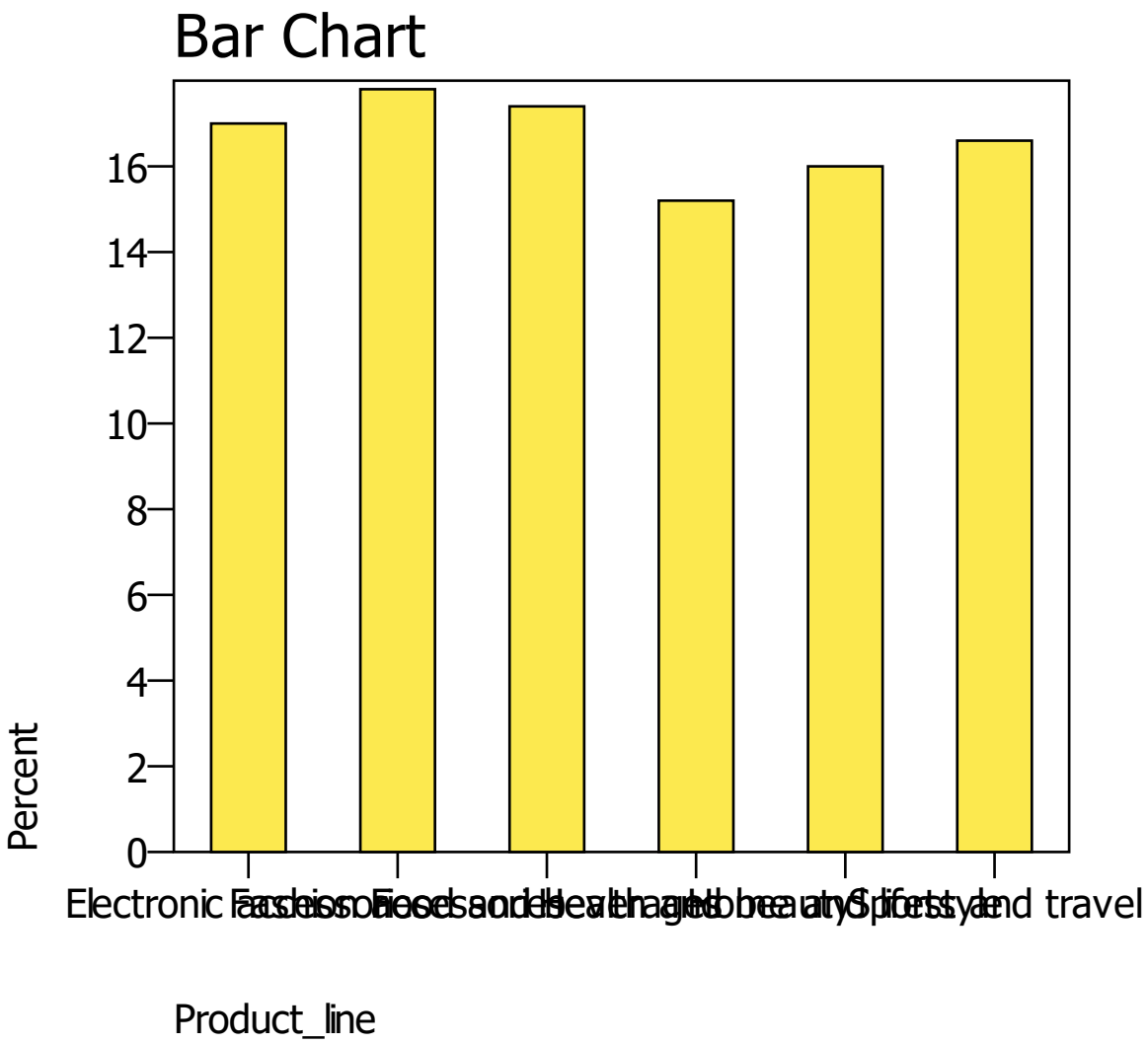
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	571	57.1%	57.1%	57.1%
	Male	429	42.9%	42.9%	100.0%
Total		1000	100.0%		



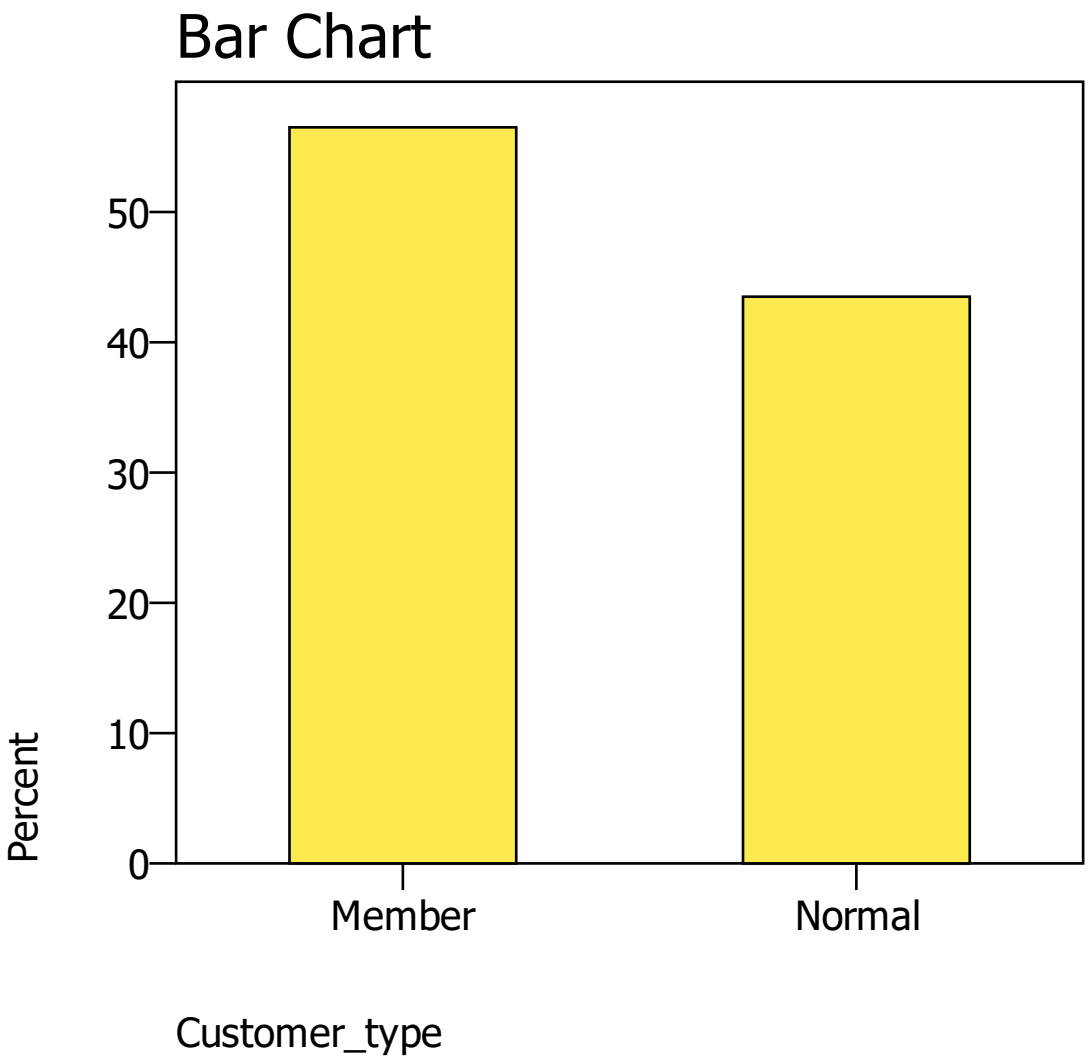
Product_line

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electronic accessories	170	17.0%	17.0%	17.0%
	Fashion accessories	178	17.8%	17.8%	34.8%
	Food and beverages	174	17.4%	17.4%	52.2%
	Health and beauty	152	15.2%	15.2%	67.4%
	Home and lifestyle	160	16.0%	16.0%	83.4%
	Sports and travel	166	16.6%	16.6%	100.0%
Total		1000	100.0%		



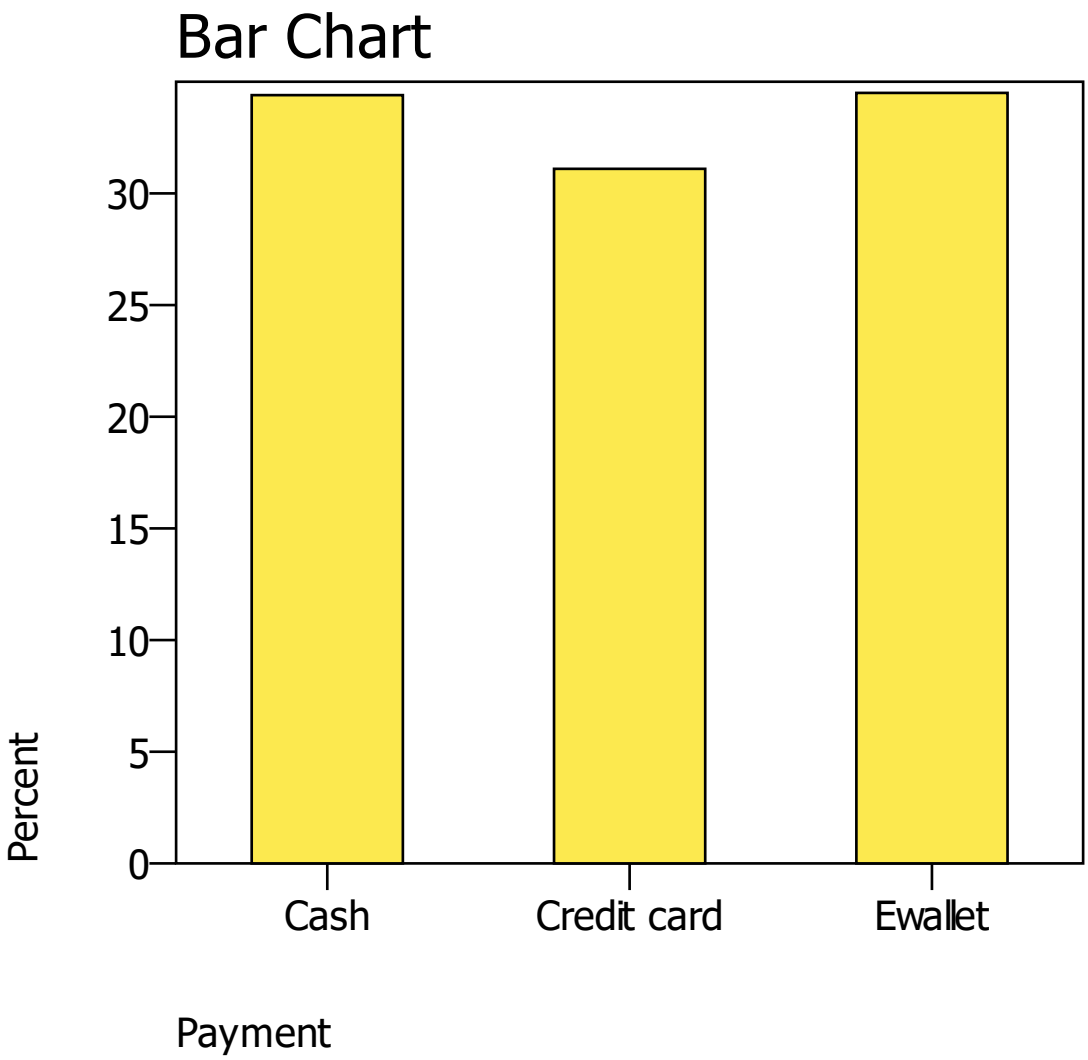
Customer_type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Member	565	56.5%	56.5%	56.5%
	Normal	435	43.5%	43.5%	100.0%
Total		1000	100.0%		



Payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	344	34.4%	34.4%	34.4%
	Credit card	311	31.1%	31.1%	65.5%
	Ewallet	345	34.5%	34.5%	100.0%
Total		1000	100.0%		




```
GET FILE="C:\Users\Hp\OneDrive\Desktop
\SuperMarket_fixed.csv.sav".

CROSSTABS
        /TABLES= Gender BY       Product_line
        /FORMAT=AVALUE TABLES PIVOT
        /STATISTICS=CHISQ PHI
        /CELLS=COUNT ROW.
```

Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender × Product_line	1000	100.0%	0	.0%	1000	100.0%

Gender × Product_line

			Product_line						
			Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel	Total
Gender	Female	Count	94	108	98	77	91	103	571
		Row %	16.5%	18.9%	17.2%	13.5%	15.9%	18.0%	100.0%
	Male	Count	76	70	76	75	69	63	429
		Row %	17.7%	16.3%	17.7%	17.5%	16.1%	14.7%	100.0%
Total		Count	170	178	174	152	160	166	1000
		Row %	17.0%	17.8%	17.4%	15.2%	16.0%	16.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	5.44	5	.365
Likelihood Ratio	5.44	5	.365
N of Valid Cases	1000		

Symmetric Measures

		Value
Nominal by Nominal	Phi	.07
	Cramer's V	.07
N of Valid Cases		1000

```
CROSSTABS
        /TABLES= Gender BY       Payment
        /FORMAT=AVALUE TABLES PIVOT
        /STATISTICS=CHISQ PHI
        /CELLS=COUNT ROW.
```

Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender × Payment	1000	100.0%	0	.0%	1000	100.0%

Gender × Payment

			Payment			
			Cash	Credit card	Ewallet	Total
Gender	Female	Count	205	183	183	571
		Row %	35.9%	32.0%	32.0%	100.0%
	Male	Count	139	128	162	429
		Row %	32.4%	29.8%	37.8%	100.0%
Total		Count	344	311	345	1000
		Row %	34.4%	31.1%	34.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	3.58	2	.167
Likelihood Ratio	3.57	2	.168
N of Valid Cases	1000		

Symmetric Measures

		Value
Nominal by Nominal	Phi	.06
	Cramer's V	.06
N of Valid Cases		1000

```
CROSSTABS
        /TABLES= Customer_type  BY        Payment
        /FORMAT=AVALUE TABLES PIVOT
        /STATISTICS=CHISQ PHI
        /CELLS=COUNT ROW.
```

Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Customer_type × Payment	1000	100.0%	0	.0%	1000	100.0%

Customer_type × Payment

			Payment			Total
			Cash	Credit card	Ewallet	
Customer_type	Member	Count	192	187	186	565
		Row %	34.0%	33.1%	32.9%	100.0%
	Normal	Count	152	124	159	435
		Row %	34.9%	28.5%	36.6%	100.0%
Total		Count	344	311	345	1000
		Row %	34.4%	31.1%	34.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	2.67	2	.263
Likelihood Ratio	2.68	2	.262
N of Valid Cases	1000		

Symmetric Measures

		Value
Nominal by Nominal	Phi	.05
	Cramer's V	.05
N of Valid Cases		1000

```
CROSSTABS
        /TABLES= Branch BY       Product_line
        /FORMAT=AVALUE TABLES PIVOT
        /STATISTICS=CHISQ PHI
        /CELLS=COUNT ROW.
```

Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Branch × Product_line	1000	100.0%	0	.0%	1000	100.0%

Branch × Product_line

			Product_line						
			Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel	Total
Branch	Alex	Count	60	51	58	47	65	59	340
		Row %	17.6%	15.0%	17.1%	13.8%	19.1%	17.4%	100.0%
	Cairo	Count	55	62	50	53	50	62	332
		Row %	16.6%	18.7%	15.1%	16.0%	15.1%	18.7%	100.0%
	Giza	Count	55	65	66	52	45	45	328
		Row %	16.8%	19.8%	20.1%	15.9%	13.7%	13.7%	100.0%
Total		Count	170	178	174	152	160	166	1000
		Row %	17.0%	17.8%	17.4%	15.2%	16.0%	16.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	11.56	10	.316
Likelihood Ratio	11.61	10	.312
N of Valid Cases	1000		

Symmetric Measures

		Value
Nominal by Nominal	Phi	.11
	Cramer's V	.08
N of Valid Cases		1000

```
CORRELATION
        /VARIABLES =  Rating gross_income
Unit_price Quantity
        /PRINT = TWOTAIL NOSIG.
```

Correlations

		Rating	gross_income	Unit_price	Quantity
Rating	Pearson Correlation	1.000	-.036	-.009	-.016
	Sig. (2-tailed)		.250	.782	.617
	N	1000	1000	1000	1000
gross_income	Pearson Correlation	-.036	1.000	.634[a]	.706[a]
	Sig. (2-tailed)	.250		.000	.000
	N	1000	1000	1000	1000
Unit_price	Pearson Correlation	-.009	.634[a]	1.000	.011
	Sig. (2-tailed)	.782	.000		.734
	N	1000	1000	1000	1000
Quantity	Pearson Correlation	-.016	.706[a]	.011	1.000
	Sig. (2-tailed)	.617	.000	.734	
	N	1000	1000	1000	1000

a. Significant at .05 level

```
ONEWAY /VARIABLES= Rating BY Branch
       /STATISTICS=DESCRIPTIVES HOMOGENEITY .
```

Descriptives

						95% Confidence Interval for Mean			
	Branch	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Rating	Alex	340	7.03	1.73	.09	6.84	7.21	4.00	10.00
	Cairo	332	6.82	1.71	.09	6.63	7.00	4.00	10.00
	Giza	328	7.07	1.70	.09	6.89	7.26	4.00	10.00
	Total	1000	6.97	1.72	.05	6.87	7.08	4.00	10.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Rating	.03	2	997	.974

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Rating	Between Groups	12.23	2	6.12	2.08	.126
	Within Groups	2938.33	997	2.95		
	Total	2950.56	999			

```
ONEWAY /VARIABLES= Rating BY Product_line
       /STATISTICS=DESCRIPTIVES HOMOGENEITY .
```

Descriptives

						95% Confidence Interval for Mean			
	Product_line	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Rating	Electronic accessories	170	6.92	1.70	.13	6.67	7.18	4.00	10.00
	Fashion accessories	178	7.03	1.71	.13	6.78	7.28	4.00	9.90
	Food and beverages	174	7.11	1.72	.13	6.86	7.37	4.00	9.90
	Health and beauty	152	7.00	1.76	.14	6.72	7.29	4.00	10.00

	Product_line	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
	Home and lifestyle	160	6.84	1.72	.14	6.57	7.11	4.10	9.90
	Sports and travel	166	6.92	1.71	.13	6.65	7.18	4.00	10.00
	Total	1000	6.97	1.72	.05	6.87	7.08	4.00	10.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Rating	.34	5	994	.887

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Rating	Between Groups	7.99	5	1.60	.54	.746
	Within Groups	2942.57	994	2.96		
	Total	2950.56	999			

```
ONEWAY /VARIABLES= Rating BY Payment
       /STATISTICS=DESCRIPTIVES HOMOGENEITY .
```

Descriptives

	Payment	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Rating	Cash	344	6.97	1.69	.09	6.79	7.15	4.00	9.90
	Credit card	311	7.00	1.75	.10	6.81	7.20	4.00	10.00
	Ewallet	345	6.95	1.73	.09	6.77	7.13	4.00	10.00
	Total	1000	6.97	1.72	.05	6.87	7.08	4.00	10.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Rating	.59	2	997	.553

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Rating	Between Groups	.51	2	.25	.09	.918
	Within Groups	2950.06	997	2.96		
	Total	2950.56	999			

```
REGRESSION
       /VARIABLES= gross_income Unit_price
Quantity
       /DEPENDENT= Rating
       /METHOD=ENTER
       /STATISTICS=COEFF R ANOVA.
```

Model Summary (Rating)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.06	.00	.00	1.72

ANOVA (Rating)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.58	3	3.86	1.31	.270
Residual	2938.98	996	2.95		
Total	2950.56	999			

Coefficients (Rating)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	6.64	.27	.00	24.58	.000
gross_income	-.03	.01	-.18	-1.90	.058
Unit_price	.01	.00	.10	1.55	.121
Quantity	.07	.04	.11	1.50	.134

```
SAVE OUTFILE="C:\Users\Hp\OneDrive\Belgeler
\SuperMarket_Analysis_Data.sav".
```


```
SAVE OUTFILE="C:\Users\Hp\OneDrive\Belgeler
\SuperMarket_Analysis_Data.sav".
```