

Case: Pelican Stores

Pelican Stores is a chain of women’s apparel stores operating throughout country. The chain recently ran a promotional campaign in which discount coupons were sent to the customers of related stores. Data collected for a sample 100 in-store credit card transactions during one day are gathered and presented in the following table. A nonzero amount for the discount variable indicates that the customer brought in the promotional coupons and used them. For a very few customers, the discount is actually greater than the sales amount (see customer 4). The sales amount is net of returns.

Pelican’s management would like to use this sample data to learn about its customer base and to evaluate the promotion involving discount coupons. Comment on your findings that appear interesting and of potential value to the management.

Data for Pelican Stores

Customer	Method of Payment	Items	Discount	Sales	Gender	Marital Status	Age
1	Discover	1	0.00	39.50	Male	Married	32
2	Proprietary Card	1	25.60	102.40	Female	Married	36
3	Proprietary Card	1	0.00	22.50	Female	Married	32
4	Proprietary Card	5	121.10	100.40	Female	Married	28
5	Mastercard	2	0.00	54.00	Female	Married	34
6	Mastercard	1	0.00	44.50	Female	Married	44
7	Proprietary Card	2	19.50	78.00	Female	Married	30
8	Visa	1	0.00	22.50	Female	Married	40
9	Proprietary Card	2	22.48	56.52	Female	Married	46
10	Proprietary Card	1	0.00	44.50	Female	Married	36
11	Proprietary Card	1	0.00	29.50	Female	Married	48
12	Proprietary Card	1	7.90	31.60	Female	Married	40
13	Visa	9	103.60	160.40	Female	Married	40
14	Visa	2	24.50	64.50	Female	Married	46
15	Visa	1	0.00	49.50	Male	Single	24
16	Proprietary Card	2	12.60	71.40	Male	Single	36
17	Proprietary Card	3	53.00	94.00	Female	Single	22
18	Discover	3	0.00	54.50	Female	Married	40
19	Mastercard	2	19.00	38.50	Female	Married	32
20	Proprietary Card	6	32.20	44.80	Female	Married	56
21	Proprietary Card	1	7.90	31.60	Female	Single	28
22	Proprietary Card	4	29.67	70.82	Female	Married	38
23	American Express	7	66.50	266.00	Female	Married	50
24	Proprietary Card	2	0.00	74.00	Female	Married	42
25	Visa	2	14.50	39.50	Male	Married	48
26	Proprietary Card	1	9.48	30.02	Female	Married	60
27	Proprietary Card	1	0.00	44.50	Female	Married	54

28	Proprietary Card	5	48.20	192.80	Female	Single	42
29	Proprietary Card	3	37.30	71.20	Female	Married	32
30	Proprietary Card	1	4.50	18.00	Female	Married	70
31	Mastercard	2	15.80	63.20	Female	Married	28
32	Proprietary Card	1	0.00	75.00	Female	Married	52
33	Proprietary Card	3	15.80	63.20	Female	Married	44
34	Proprietary Card	1	0.00	40.00	Female	Married	34
35	Mastercard	5	10.00	105.50	Female	Married	56
36	Mastercard	1	0.00	29.50	Male	Single	36
37	Visa	2	0.00	102.50	Female	Single	42
38	Proprietary Card	6	14.50	117.50	Female	Married	50
39	Proprietary Card	5	25.02	13.23	Female	Married	44
40	Proprietary Card	2	0.00	52.50	Female	Married	58
41	Proprietary Card	13	62.70	198.80	Female	Married	42
42	Visa	4	16.50	19.50	Female	Married	46
43	Proprietary Card	2	0.00	123.50	Female	Married	48
44	Proprietary Card	1	15.60	62.40	Female	Married	54
45	Proprietary Card	2	35.20	23.80	Female	Married	38
46	Proprietary Card	2	19.40	39.60	Female	Married	60
47	Mastercard	1	0.00	25.00	Female	Married	46
48	Proprietary Card	3	20.11	63.64	Female	Married	30
49	Proprietary Card	1	4.68	14.82	Female	Married	32
50	Mastercard	9	94.30	145.20	Female	Married	46
51	Proprietary Card	6	58.88	176.62	Female	Married	38
52	Proprietary Card	5	51.70	118.80	Male	Married	68
53	Discover	1	0.00	58.00	Female	Single	78
54	Visa	2	0.00	74.00	Female	Single	20
55	Mastercard	2	0.00	49.50	Female	Married	32
56	Proprietary Card	3	35.40	141.60	Female	Married	38

57	Proprietary Card	6	56.40	123.10	Female	Married	54
58	Proprietary Card	2	20.10	80.40	Female	Married	48
59	Mastercard	4	28.30	65.20	Female	Married	46
60	Proprietary Card	4	19.50	113.00	Female	Single	50
61	Proprietary Card	1	19.20	108.80	Female	Married	46
62	Proprietary Card	3	91.48	59.91	Female	Single	30
63	Proprietary Card	5	37.40	53.60	Female	Married	54
64	Proprietary Card	1	7.90	31.60	Female	Single	42
65	Proprietary Card	2	9.50	49.50	Female	Married	48
66	Proprietary Card	1	9.90	39.60	Female	Married	62
67	Proprietary Card	2	29.50	59.50	Female	Married	34
68	Proprietary Card	5	36.70	146.80	Female	Married	28
69	Proprietary Card	2	11.80	47.20	Male	Married	46
70	Proprietary Card	8	18.95	95.05	Female	Married	54
71	Proprietary Card	5	57.18	155.32	Female	Married	30
72	Mastercard	4	10.00	58.00	Female	Married	32
73	Proprietary Card	1	0.00	69.00	Female	Single	22
74	Proprietary Card	2	15.50	46.50	Female	Married	32
75	Proprietary Card	2	14.28	45.22	Female	Married	74
76	Proprietary Card	4	46.26	84.74	Female	Married	62
77	Proprietary Card	2	0.00	39.00	Female	Married	42
78	Proprietary Card	4	35.11	111.14	Female	Married	28
79	Proprietary Card	3	31.20	86.80	Female	Married	38
80	Discover	2	0.00	89.00	Female	Married	54
81	Mastercard	2	19.50	78.00	Female	Married	68
82	Proprietary Card	6	29.31	53.20	Female	Single	30
83	Visa	4	14.50	58.50	Female	Married	36
84	Proprietary Card	3	19.50	46.00	Female	Married	44
85	Visa	2	0.00	37.50	Female	Married	44

86	Proprietary Card	1	5.20	20.80	Female	Married	62
87	Mastercard	6	0.00	144.00	Female	Single	48
88	Proprietary Card	4	0.00	107.00	Female	Married	36
89	Proprietary Card	1	7.90	31.60	Female	Single	20
90	Proprietary Card	6	46.40	57.60	Female	Married	42
91	Proprietary Card	4	158.30	95.20	Female	Married	54
92	Proprietary Card	1	7.08	22.42	Female	Married	54
93	Proprietary Card	5	0.00	159.75	Female	Married	72
94	Proprietary Card	17	33.00	229.50	Female	Married	30
95	American Express	3	0.00	66.00	Female	Married	46
96	Mastercard	1	0.00	39.50	Female	Married	44
97	Proprietary Card	9	82.75	253.00	Female	Married	30
98	Proprietary Card	10	18.00	287.59	Female	Married	52
99	Proprietary Card	2	31.40	47.60	Female	Married	30
100	Proprietary Card	1	11.06	28.44	Female	Married	44