Profiling customers

On the basis of TYPE OF CUSTOMER

Customer	% Frequency
Regular	30
Promotional	70
Total	100

Profiling customers

On the basis of NO. OF ITEMS PURCHASED

No. of Items	% Frequency
1	29
2	27
3	10
4	10
5	9
6	7
7 or more	8
Total	100

Profiling customers

On the basis of NO. OF ITEMS PURCHASED

No. of Items	% Frequency
1	29
2	27
3	10
4	10
5	9
6	7
7 or more	8
Total	100

Over half of the purchase 1 or 2 items,

but a few of them make numerous purchases.

Profiling customers

On the basis of NET SALES

Net Sales	% Frequency
0 – 25(24.99)	9
25 – 50	30
50 – 75	25
75 – 100	10
100 – 125	12
125 – 150	4
150 – 175	3
175 – 200	3
200 or more	4
Total	100

Profiling customers

On the basis of NET SALES

Net Sales	% Frequency
0 – 25(24.99)	9
25 – 50	30
50 – 75	25
75 – 100	10
100 – 125	12
125 – 150	4
150 – 175	3
175 – 200	3
200 or more	4
Total	100

Around 61 % of customers spent $50 or more.

Profiling customers

On the basis of METHOD OF PAYMENT

Payment Mode	% Frequency
American Express	2
Discover	4
MasterCard	14
Proprietary Card	70
Visa	10
Total	100

Profiling customers

On the basis of METHOD OF PAYMENT

Payment Mode	% Frequency
American Express	2
Discover	4
MasterCard	14
Proprietary Card	70
Visa	10
Total	100

A large majority of the customers (70 %) use Pelican's propriety credit card.

Profiling customers

On the basis of GENDER

Gender	% Frequency
Female	93
Male	7
Total	100

Profiling customers

On the basis of GENDER

Gender	% Frequency
Female	93
Male	7
Total	100

The overwhelming majority of customers are female.

Profiling customers

On the basis of MARITAL STATUS

Gender	% Frequency
Married	84
Single	16
Total	100

Profiling customers

On the basis of MARITAL STATUS

Gender	% Frequency
Married	84
Single	16
Total	100

Most of the customers are married.

Profiling customers

On the basis of AGE

Age	% Frequency
20 – 29	10
30 – 39	30
40 – 49	33
50 – 59	16
60 – 69	7
70 – 79	4
Total	100

Profiling customers

On the basis of AGE

Age	% Frequency
20 – 29	10
30 – 39	30
40 – 49	33
50 – 59	16
60 – 69	7
70 – 79	4
Total	100

Customers are distributed across all adult age groups.

Scattered Diagram of Net Sales v/s Age
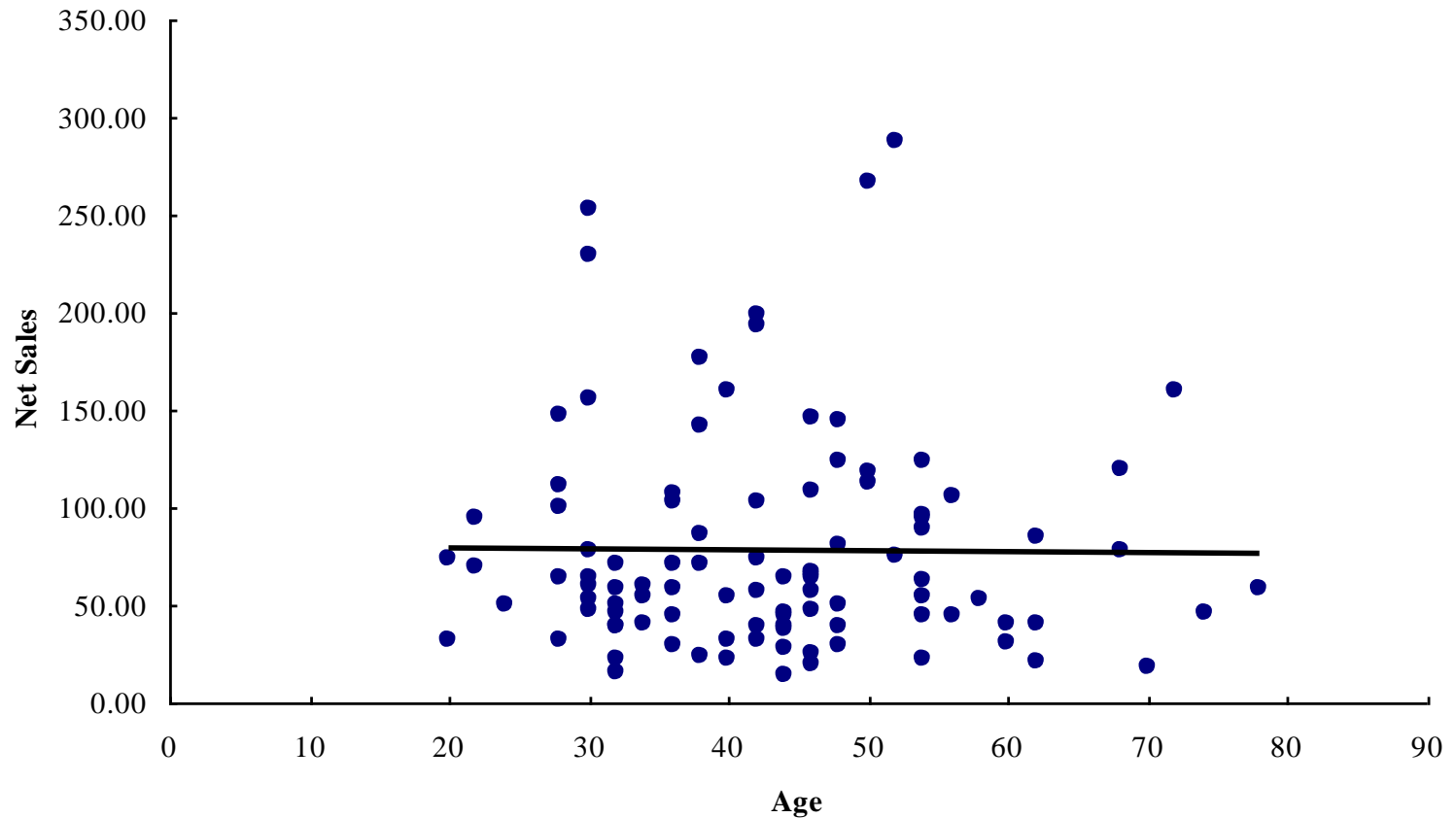
There is no obvious trend…
no relationship appears between age and net sales...
Age is not a factor that determines net sales.
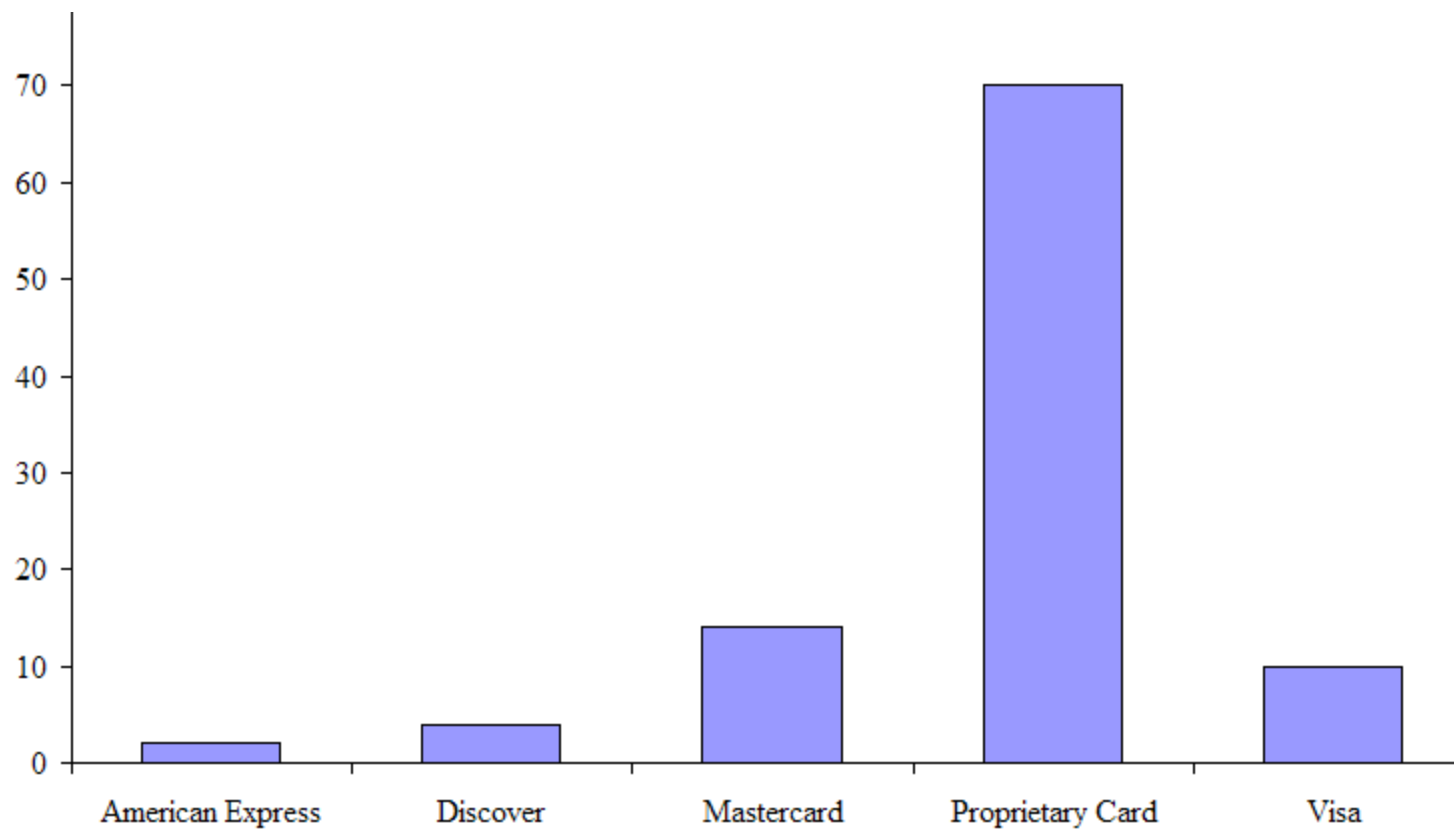
Descriptive Analysis

Net Sales (All Customers)

Mean	$77.60
Median	$59.71
Standard Deviation	$55.66
Range	$274.36
Skewness	1.715

Net Sales by Customer Type (approx.)

	M	S	R	P
Mean	78	77	62	85
Median	59	69	51	64
Standard Deviation	58	46	35	61
Range	274	163	137	274
Skewness	1.73	1.25	1.35	1.52

M = Married   **S= Single**

R = Regular   **P= Promotional**

Net Sales By Customer Type

Net Sales by Customer Type (approx.)					
	M	**S**	**R**	**P**	**Overall**
Mean	**78**	**77**	**62**	**85**	**77.6**
Median	**59**	**69**	**51**	**64**	**60**
Standard Deviation	**58**	**46**	**35**	**61**	**56**
Range	**274**	**163**	**137**	**274**	**274**
Skewness	**1.73**	**1.25**	**1.35**	**1.52**	**1.72**

Some Insights…

- Customers taking advantage of promotional coupons spent more money than average.

  Avg Overall : $ 77.6   Avg Promotional : $ 85.25

- S.D. of sales is $ 55.66;

  i.e. fairly wide variability in purchase across all customers. This variability is bit smaller for regular customers ($ 35)

- The distribution of sales data is skewed to right.

  Mean ($ 77.6) is larger than Median ($ 59.71) & skewness (1.71) is positive.

  Positive skewness is typical must for this kind of data

- Cor-relation between sales & age is r = 0.01

  Age not a determining factor for sales

A Little Deeper Insight…

Deeper Insight…

FEMALE CUSTOMERS		
	Married	Single
Promotional		
Avg. Age	44	33
Avg. Sales	86.5	76
No.	58	8
Regular		
Avg. Age	44	42
Avg. Sales	58.81	89.5
No.	22	5

For 58 female-married promotional customers – Avg Sales : $ 86.5

For 8 female-single promotional customers – Avg Sales : $ 76