Graphically Exploring Black Friday Data

Soumya Das

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Purchasing Range of Consumers
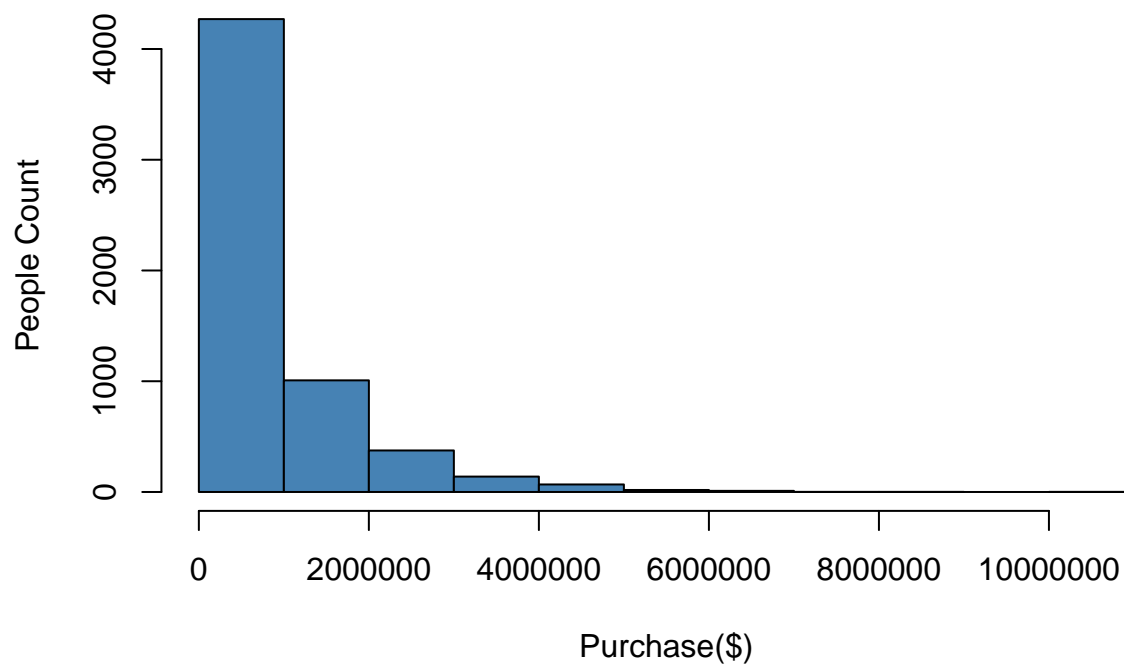

Table 1: Top Purchasing User-ID

	User_ID	Purchase
4167	1004277	10536783
1635	1001680	8699232
2832	1002909	7577505
1886	1001941	6817493
417	1000424	6573609

Table 2: Top 5 User-IDs purchasing the most

	User_ID	Freq
1635	1001680	1025
4167	1004277	978
1886	1001941	898
1143	1001181	861
864	1000889	822

Table 3: Top 5 Product-IDs which were purchased most

	Product_ID	Freq
2535	P00265242	1858
1015	P00110742	1591
250	P00025442	1586
1029	P00112142	1539
566	P00057642	1430

Table 4: Product List

Product_ID	NetSales	Quantity	Average_Sales
P00000142	12592163	1130	11144
P00000242	3914901	371	10552
P00000342	1261383	238	5300
P00000442	441173	92	4795
P00000542	791219	146	5419

NetSales vs. Quantity
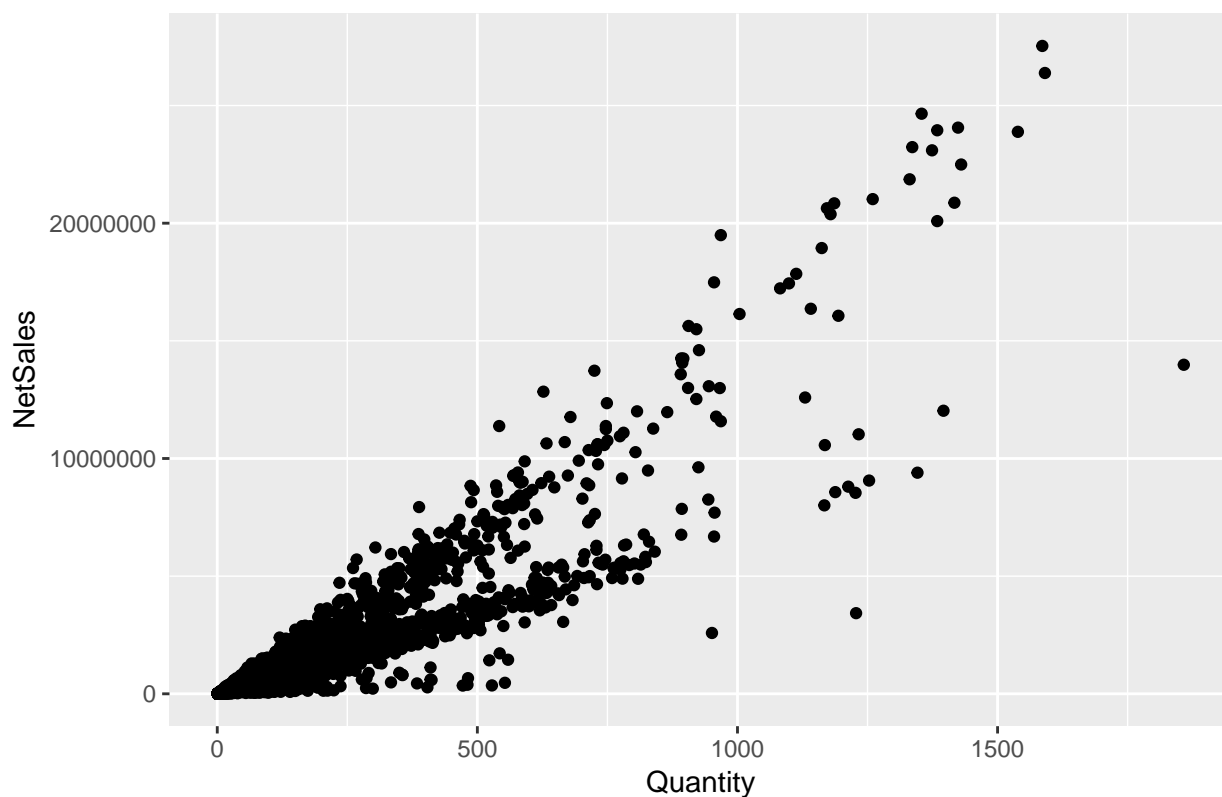
NetSales vs. Quantity, adding the Regression Line

Number of Participants per Gender

Number of People per Age group in each city

Number of People per Age group in each city
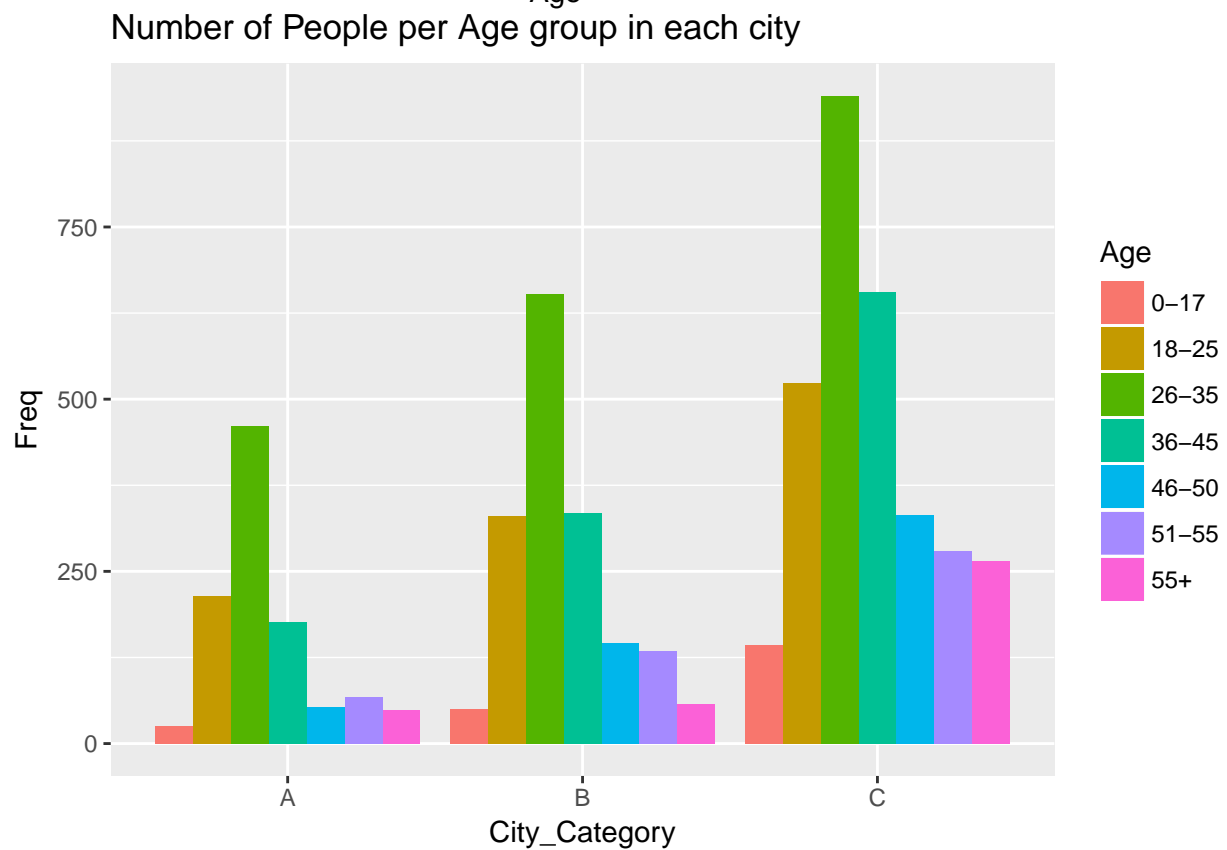

Number of People per Age group in each city
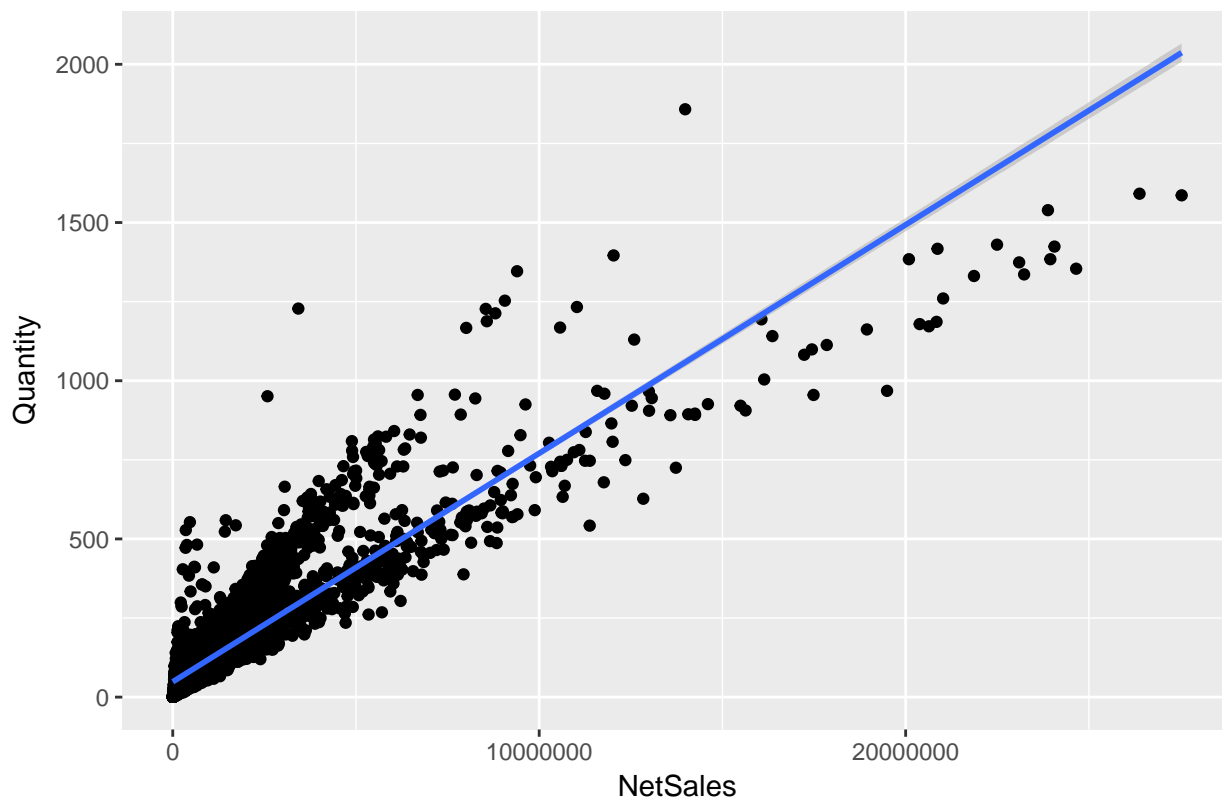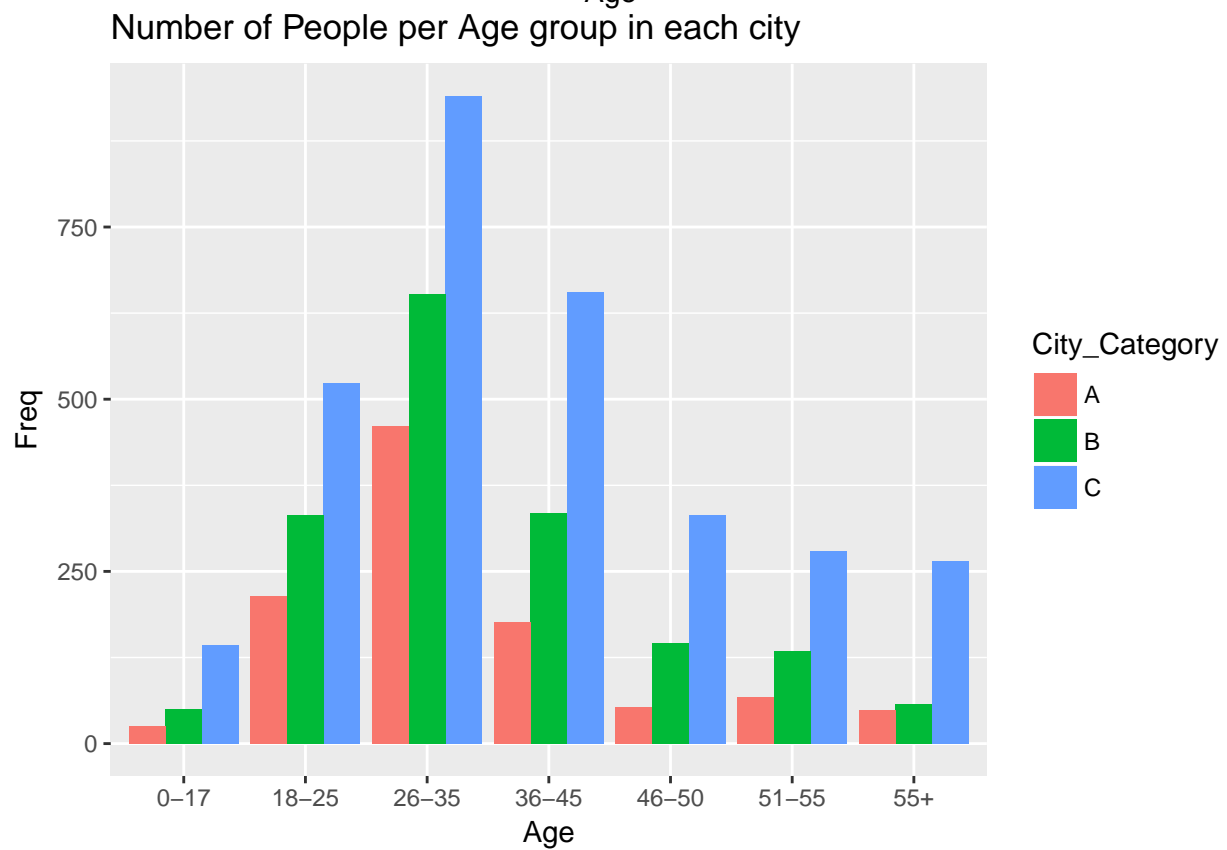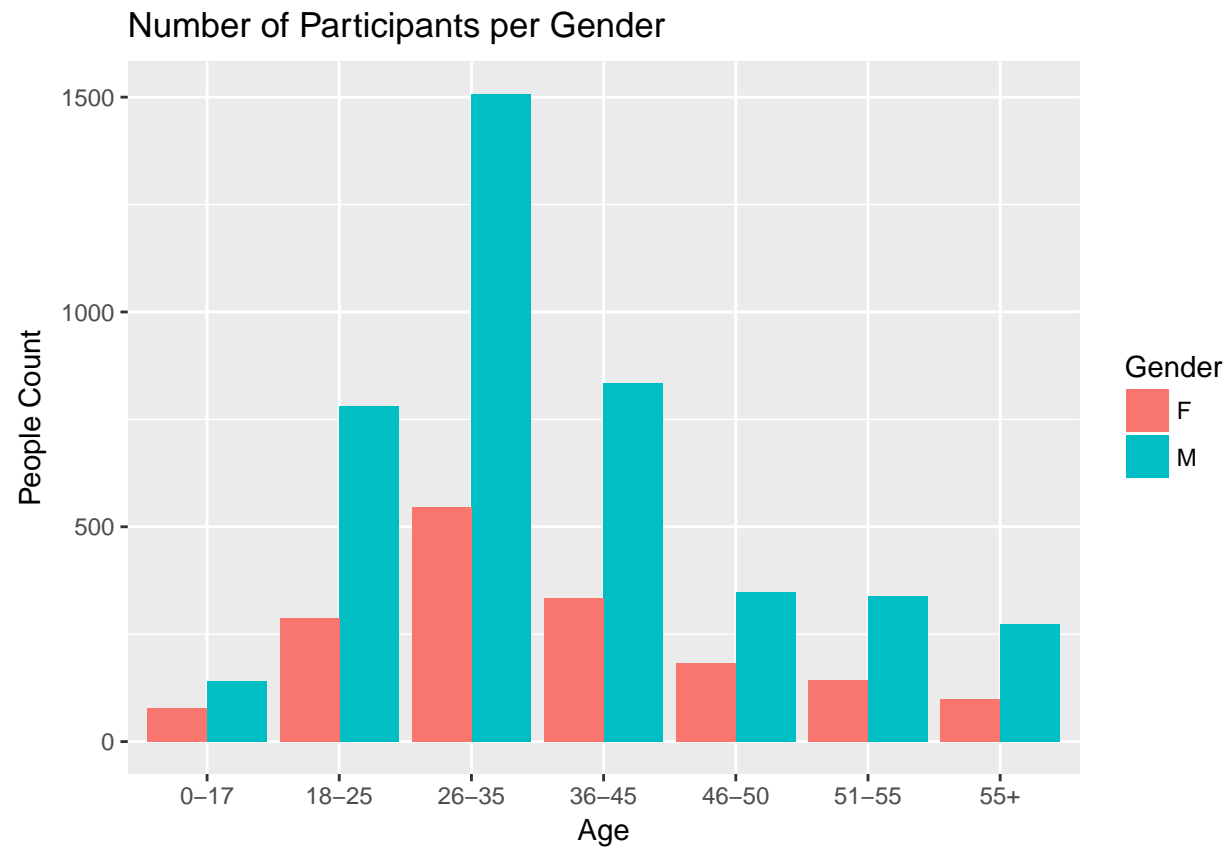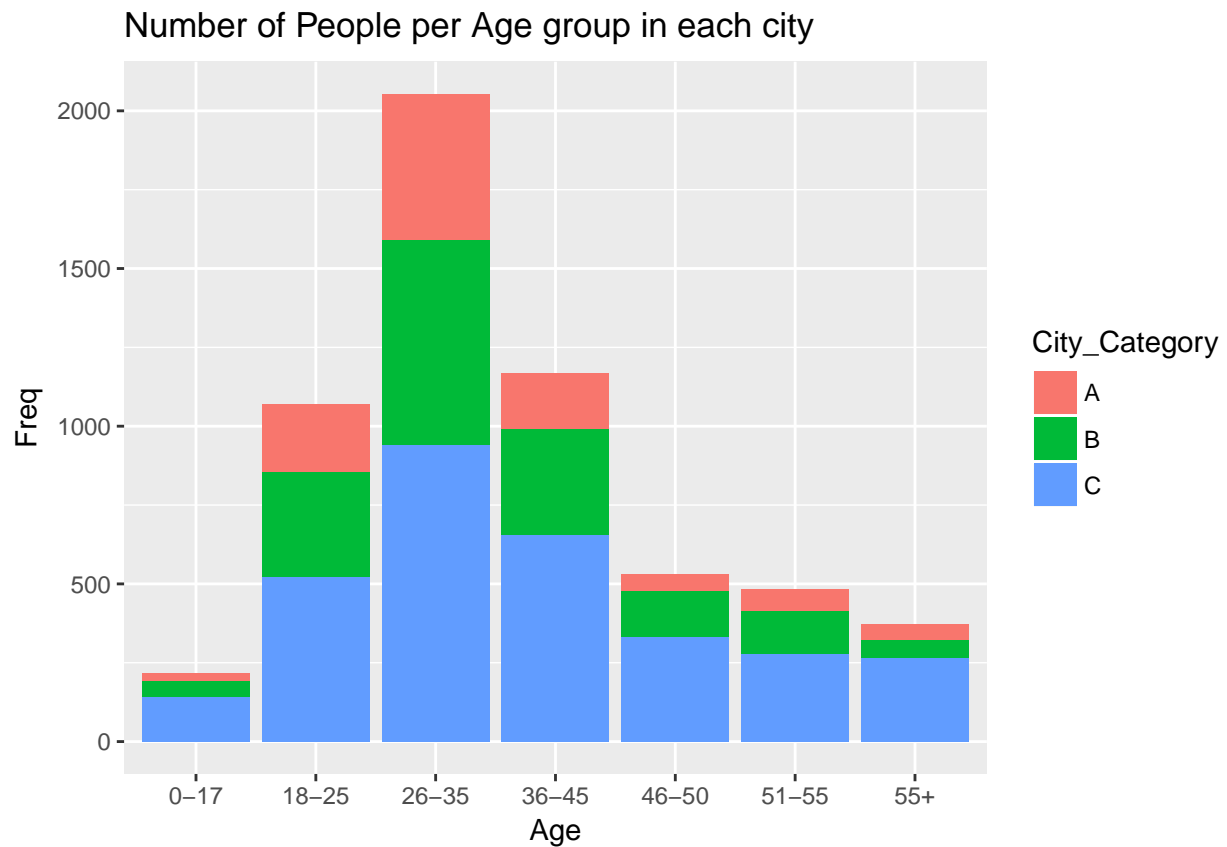
Table 5: Average Purchase per Agegroup

Age	Purchase	Freq	Avg_Purchase
0-17	132659006	14707	9020
18-25	901669280	97634	9235
26-35	1999749106	214690	9315
36-45	1010649565	107499	9401
46-50	413418223	44526	9285
51-55	361908356	37618	9621
55+	197614842	20903	9454

Number of People per Age group in each city
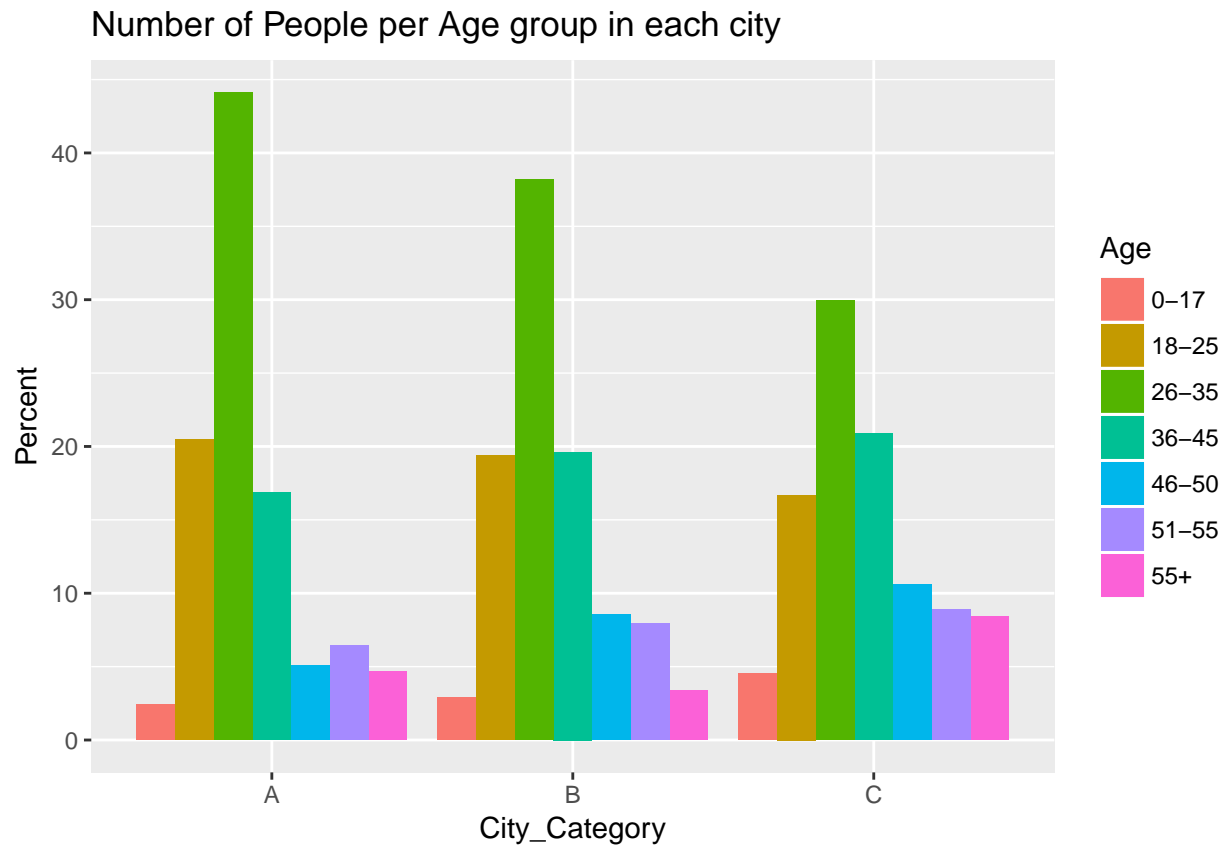
Total Spending on Purchase per Age Group
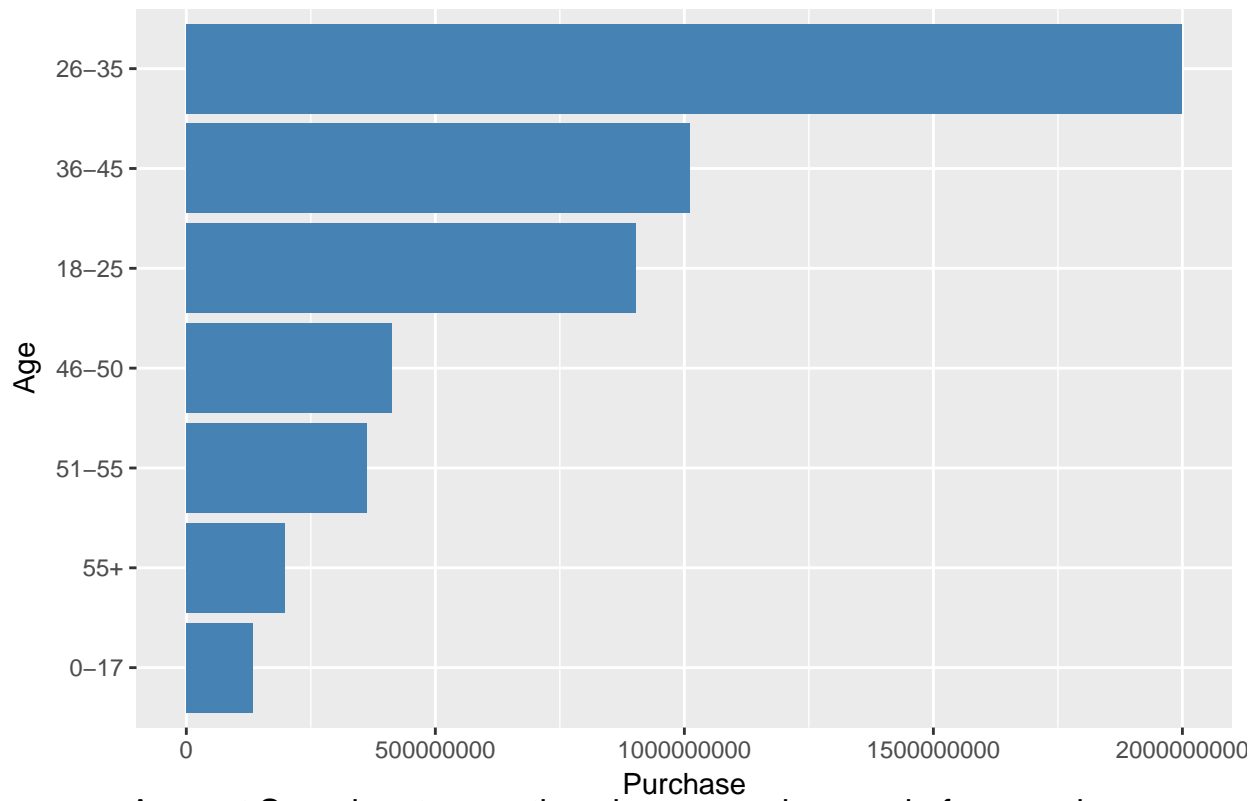
Amount Spend on transactions in average by people from each age group

Amount Spend on transactions in average by people from each city