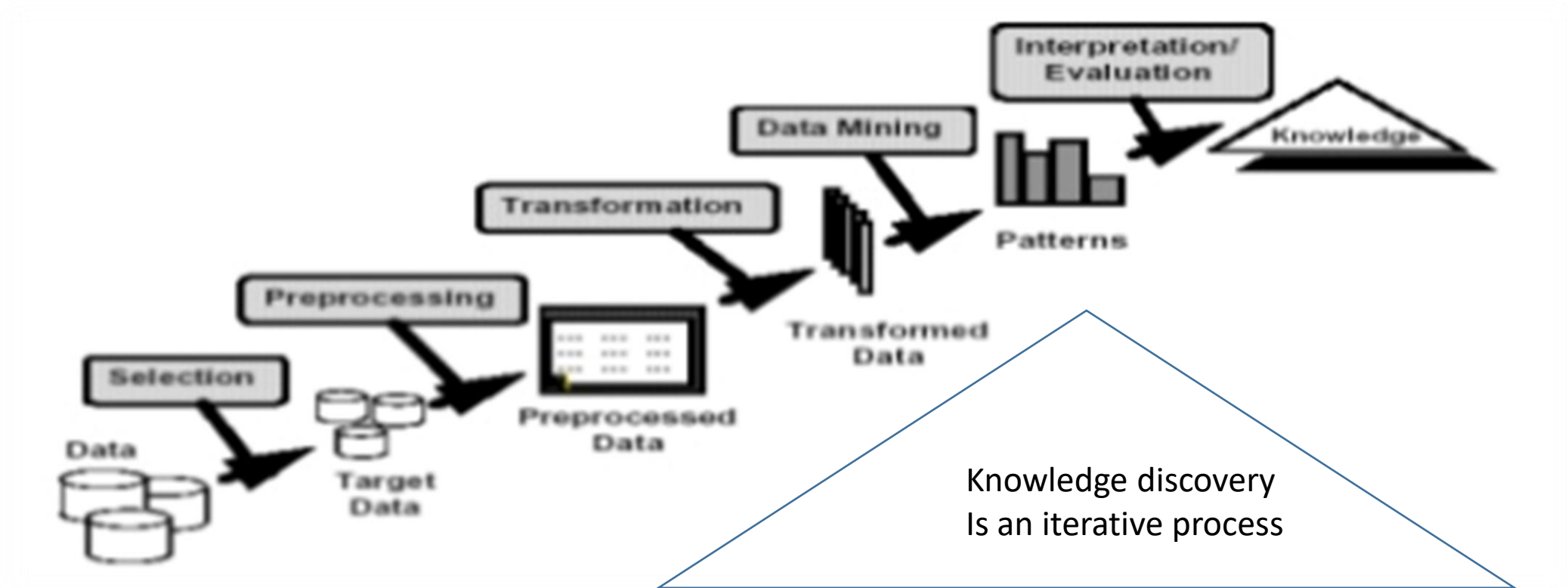


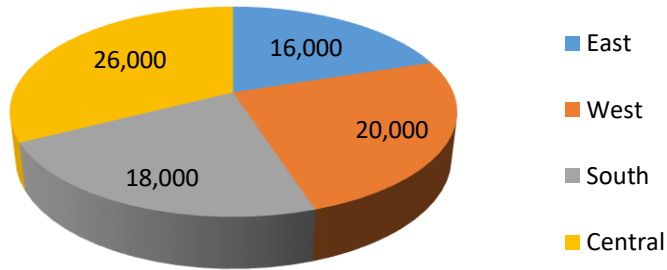
# Data Mining

# Data Mining

- The task of discovering interesting patterns from large amount of data



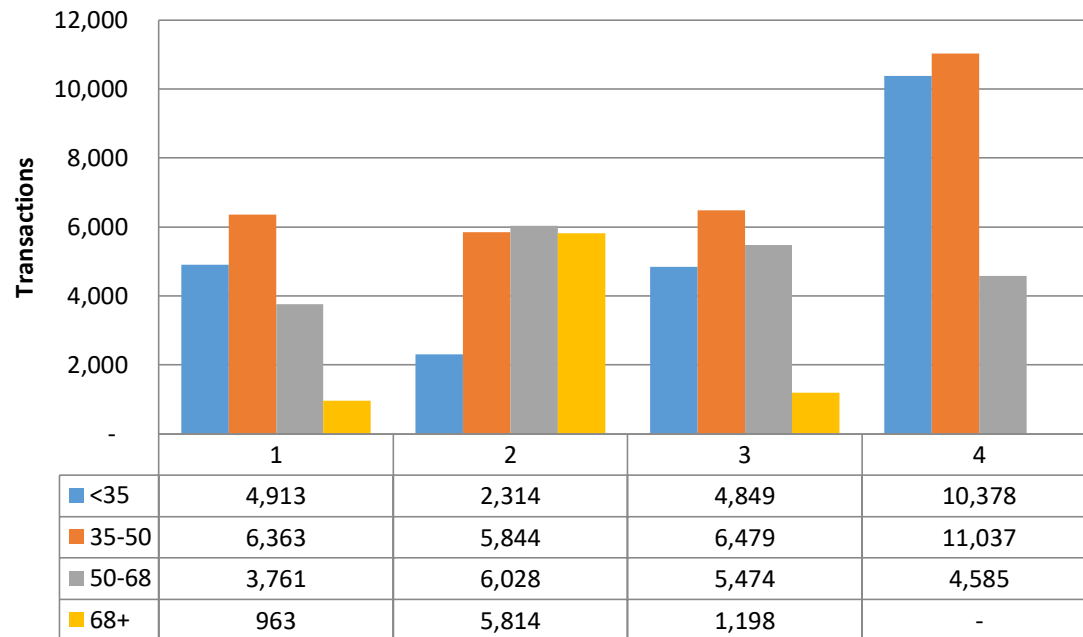
## Transactions per Region



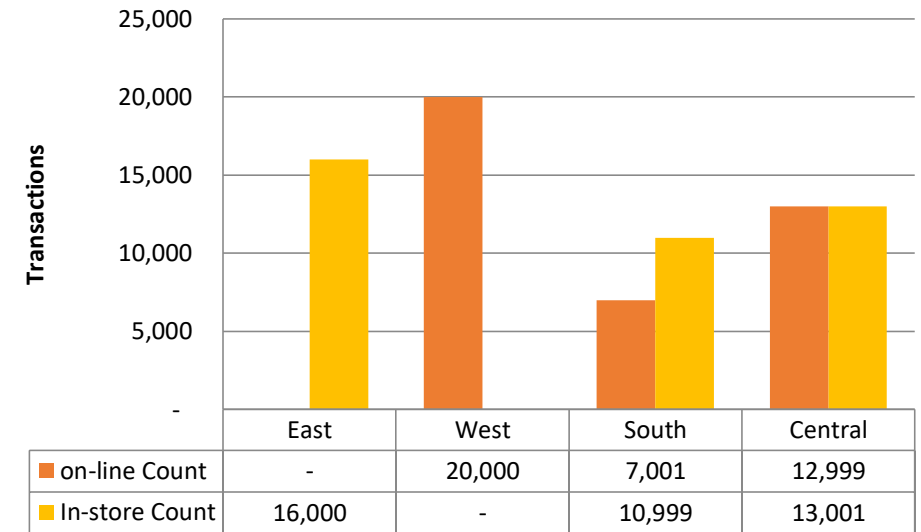
### Data

- Transactions: online & in-store
- Age group: 18-34, 34-50, 50-68, 68+
- Regions: 1-East, 2-West, 3-South, 4-Central
- 80K instances of data reviewed

## Age Group vs Number of Transaction by Region



## In-Store vs On-Line Transactions by Region



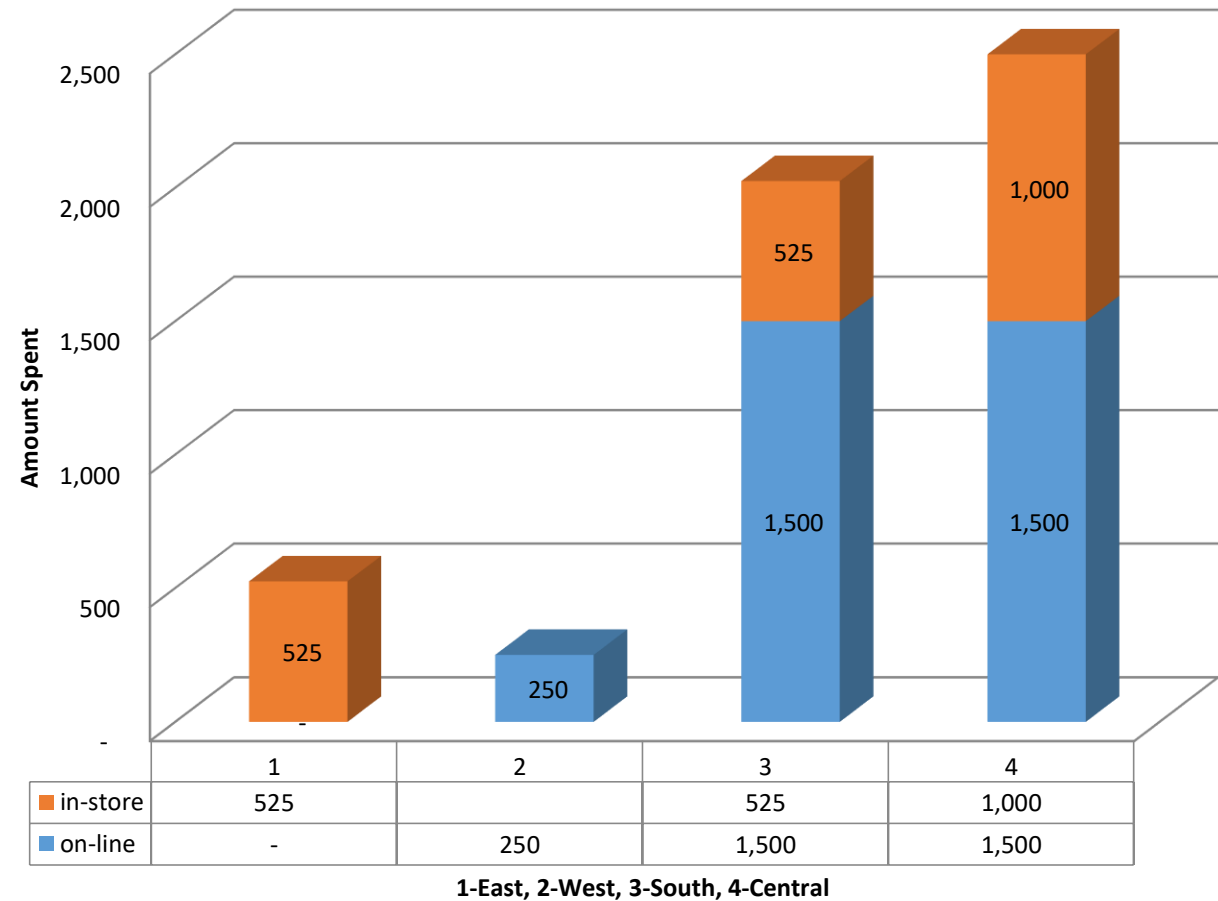
### Observations

- Maximum transactions (26,000) done in Central Region
- Age group: 35-50 makes most purchases
- East coast customers purchase in-store
- West coast customers purchase online
- Older customer (68+) purchase online

# Recommendations

- Attract East Coast customers online
- Open more stores on West Coast

**Amount Spent in Store vs On-line by Region**



# Product Wise Market Share

Total Number Of Products Sold

