**Result of my Data Analysis**

From the analysis of the statistical analysis of the data file, more customers in region 4 spend more per transaction than customers in other regions. The least spenders per transaction are in region 1.

There is not much relationship between number of items purchased and the amount spent. This conclusion is based on the correlation of amount spent to number of item purchases being 0.000367, which shows that the amount spent has little to do with number of items purchased per shopping session.

The algorithm used for statistical data; “data.describe()” calculates the mean, standard deviation, the min and the max of the data set, which allows for a quick overview and interpretation of the data in a meaningful way.

Using the “groupby” in-store and region analysis, we infer that customers from region 4 spend more online than customers from other groups followed by customers in group 3. Whereas, for in store purchases, group 4 customers outspend other regions followed by customers form group 1

Also looking at the data and the scattered plots done with region being the x-axis and amount being on the y-axis, we also can infer that customers from region 4 also have the highest purchasing power than customers from the other regions followed by customers from region 3. The customers from region 2 has the least purchasing power.