## **Summary**

**Pelican Stores**, a division of **National Clothing, is a chain of women’s apparel stores** operating throughout the country. They recently ran a promotion in which discount coupons were sent to customers of other **National Clothing** stores. Data was collected for a 100 in-store credit card transactions at Pelican Stores for one day.

## **Key Points**

* **Proprietary Card** refers to payment made using a **National Clothing** store card.
* Customers who made a purchase using a discount coupon, are referred to as **promotional customers**.
* **Items** refers to the **total number of items** purchased.
* **Net Sales** refers to the **total amount charged** for those products.

## **Case Requirements**

Pelican Stores Management would like to analyse this data and identify the behaviour of the customers who visit their stores and evaluate different business decisions and strategies.

## **Analysis**

* Lets understand all the variables (attributes) and their significance.
* Lets categorize these attributes into one of the four categories (NOIR) – Nominal, Ordinal, Interval, Ratio
* Lets identify the frequency distributions for the Nominal Categories.
* Lets understand the Summary Statistics of the Ratio Categories.
* Lets build pivot tables to perform some Bi-Variate (More than 1 variable) Analytics.
* Lets understand the relationships between key variables and see if there is any insights.

## **Reporting**