Identify values and frequency

# Attribute: Gender

Gender  
M 4782  
F 4218  
Name: count, dtype: int64

# Attribute: Marital\_Status

Marital\_Status  
M 4615  
S 4385  
Name: count, dtype: int64

# Attribute: Website\_Activity

Website\_Activity  
Seldom 5434  
Regular 2845  
Frequent 721  
Name: count, dtype: int64

# Attribute: Browsed\_Electronics\_12Mo

Browsed\_Electronics\_12Mo  
Yes 8600  
No 400  
Name: count, dtype: int64

# Attribute: Bought\_Electronics\_12Mo

Bought\_Electronics\_12Mo  
No 4731  
Yes 4269  
Name: count, dtype: int64

# Attribute: Bought\_Digital\_Media\_18Mo

Bought\_Digital\_Media\_18Mo  
Yes 7191  
No 1809  
Name: count, dtype: int64

# Attribute: Bought\_Digital\_Books

Bought\_Digital\_Books  
No 5149  
Yes 3851  
Name: count, dtype: int64

# Attribute: Payment\_Method

Payment\_Method  
'Website Account' 3781  
'Bank Transfer' 2902  
'Credit Card' 1184  
'Monthly Billing' 1133  
Name: count, dtype: int64

Location measures

Mean of Age: 45.894

Median of Age: 47.0

Spread measures

Variance of Age: 178.04654694966808

Standard deviation of Age: 13.343408370789978

Range of Age: 17 - 70

(Q1) 25th Percentile of Age: 35.0

(Q2) 50th Percentile of Age: 47.0

(Q3) 75th Percentile of Age: 56.0

IQR of Age: 21.0