# Customer Buying Patterns Report

## Summary

* The average age is 46 years old.
* Each transaction has an average of 5 items.
* The average amount spent per transaction is $836.
* Region 4 has the greatest number of transactions, next is region 2, then region 3, and in last place is region 1.
* Region 2 only buys online and is the region that buys the most online.
* Region 1 only buys in-store and is the region that buys the most in-store.
* Region 4 spends more per transaction, next is region 3, then region 1, and in last place is region 2.
* In-store and age have a negative correlation. When age increases then in-store decreases. Therefore, older people tend to buy in-store and younger people online.
* In-store and region have a negative correlation. When region increases then in-store decreases. The North tends to buy in-store. The West tends to buy online. Therefore, the regions North, South, East, West (in that order) are less likely to buy in-store.
* Age and amount have a negative correlation. When amount increases then age decreases. Therefore, older people tend to spend a higher amount than younger people.
* Age and region have a negative correlation. When region increases then age decreases. Therefore, people from the West region tends to have younger people than the rest of the regions. The North tends to have the oldest people.
* Amount and region have a positive correlation. When amount increases then region increases. Therefore, people on the West tend to spend a higher amount than the people on the North.
* Region has a stronger linear relationship with amount than age.