

## Summary of Categorical Variables for WORK.'ATTRIBUTES DATA 2\_0001'.n

### Limited to the 30 Most Frequent Distinct Values per Variable

'NO CHARACTER VARIABLES WERE FOUND IN THE INPUT DATA'

### Summary of Numeric Variables for WORK.'ATTRIBUTES DATA 2\_0001'n

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Continuous and regular activity		15	0	3.508	0.020	0.23387	0.220	0.450	0.030748

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Customer focus		15	0	5.520	0.100	0.36800	0.250	0.700	0.057522

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Customer satisfaction		15	0	3.433	0.020	0.22887	0.250	0.340	0.031872

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Exchange process		15	0	1.261	0.000	0.08407	0.023	0.321	0.026566

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Marketing environment		15	0	1.543	0.010	0.10287	0.110	0.321	0.024989

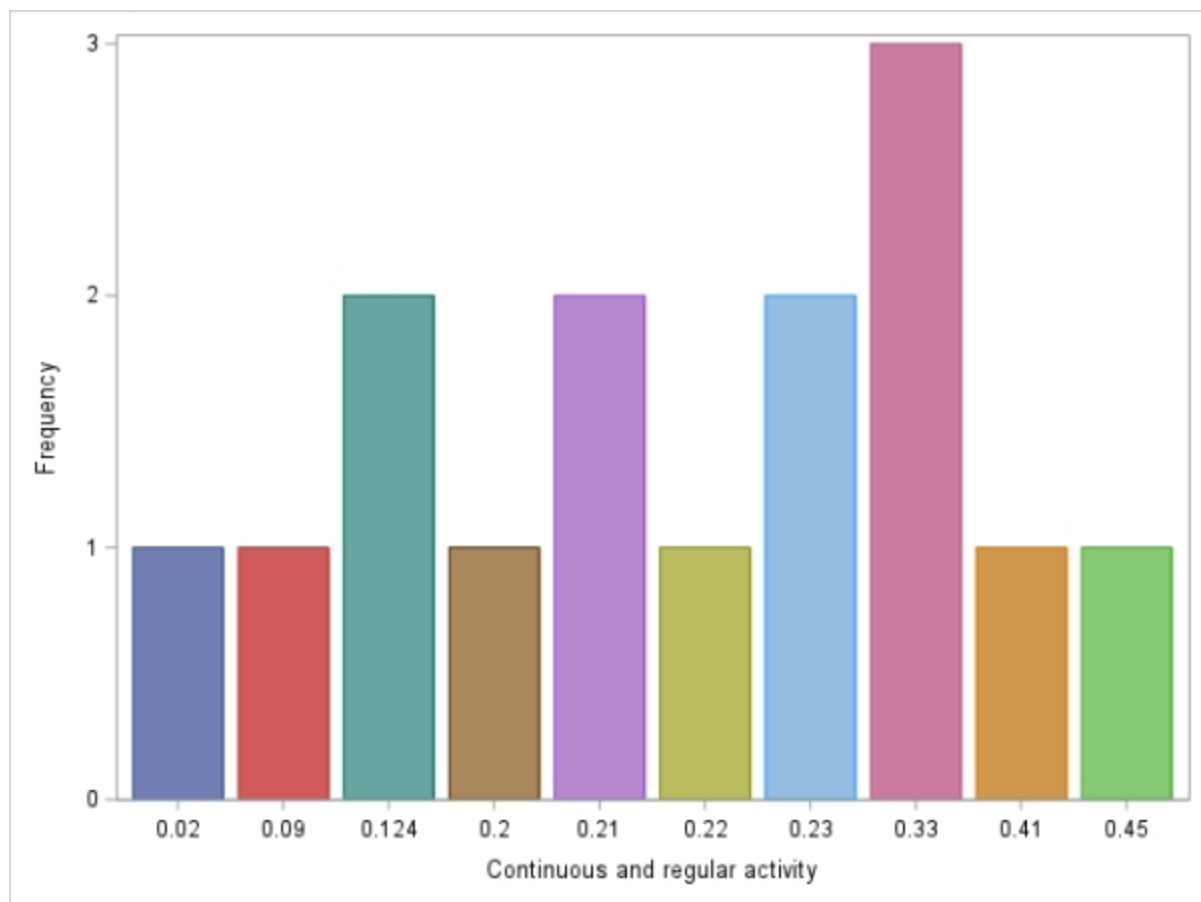
Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Marketing is both art and scienc	Marketing is both art and	15	0	3.503	0.043	0.23353	0.170	0.600	0.049018

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Marketing research		15	0	0.631	0.001	0.04207	0.030	0.320	0.020289

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Objective-oriented		15	0	5.392	0.012	0.35947	0.350	0.540	0.043221

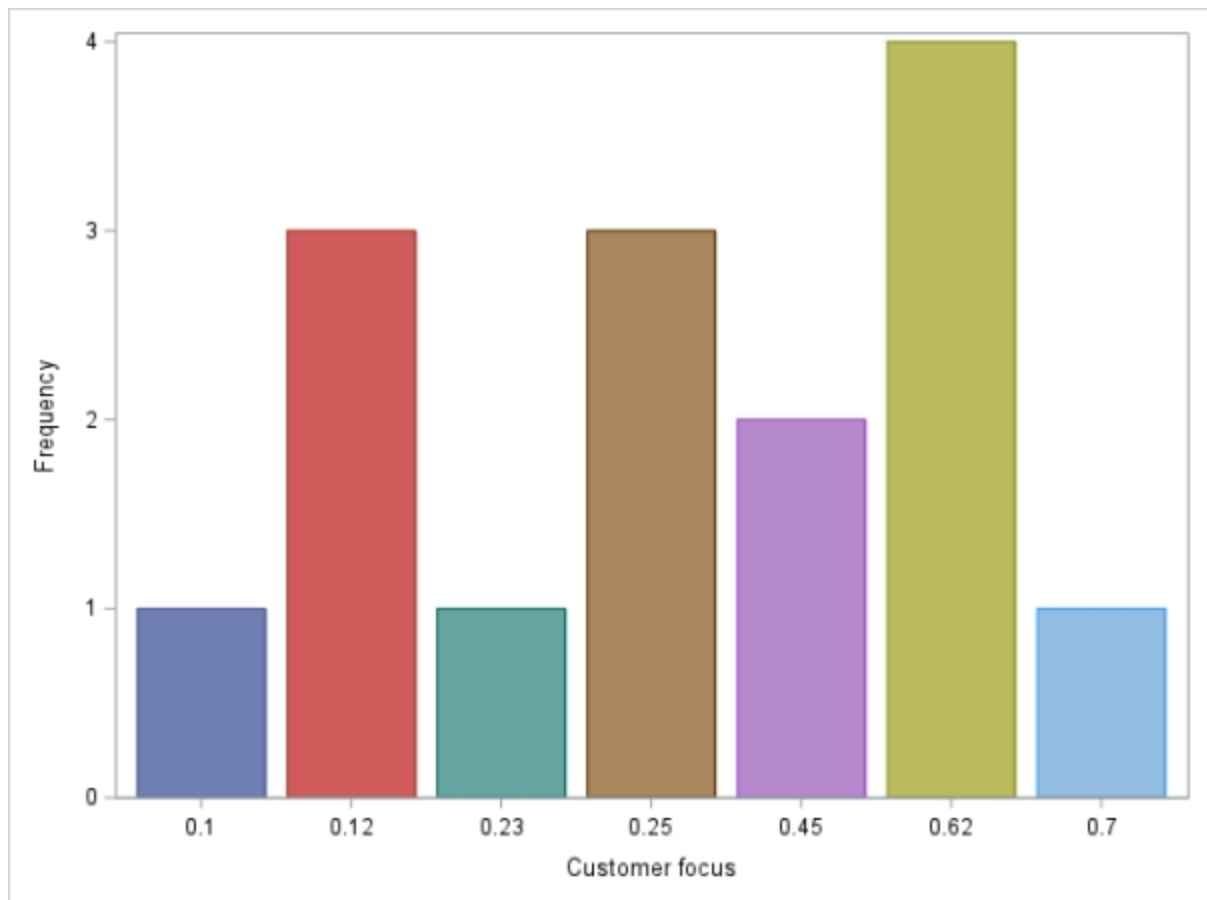
Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Pricing Strategy		15	0	0.475	0.002	0.03167	0.020	0.090	0.008287

Variable	Label	N	NMiss	Total	Min	Mean	Median	Max	StdMean
Promotion		15	0	0.462	0.001	0.03080	0.029	0.120	0.009279

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

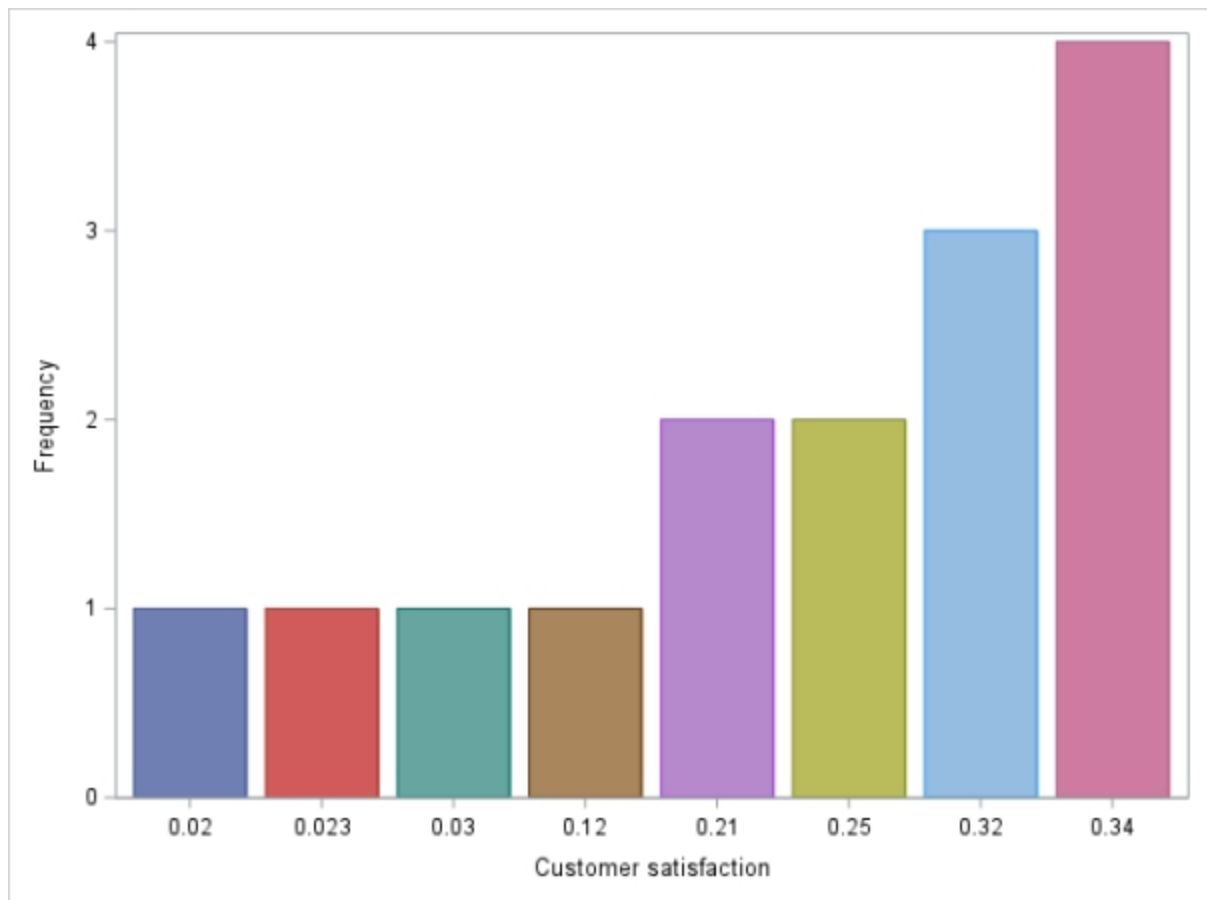
Mean = 0.2338666667

Median = 0.22

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

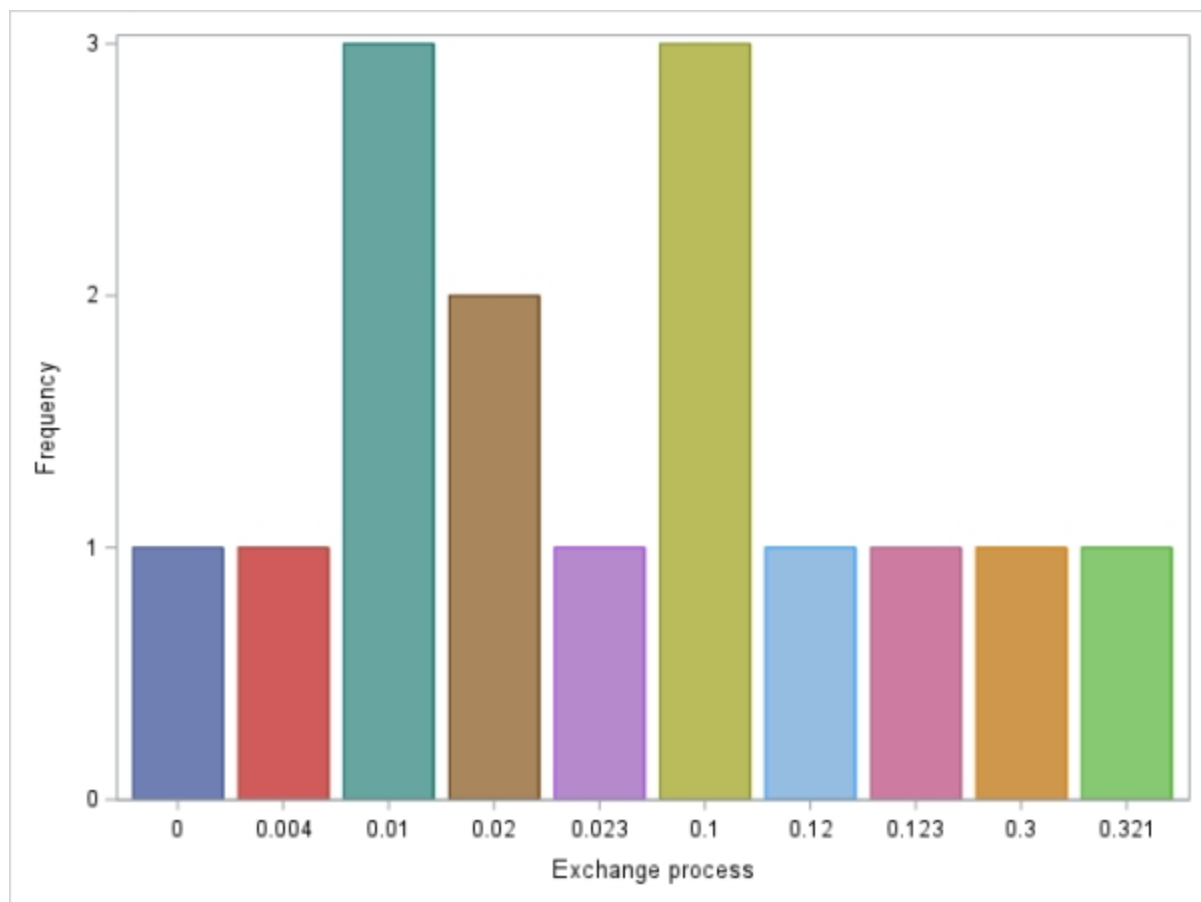
Mean = 0.368

Median = 0.25

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

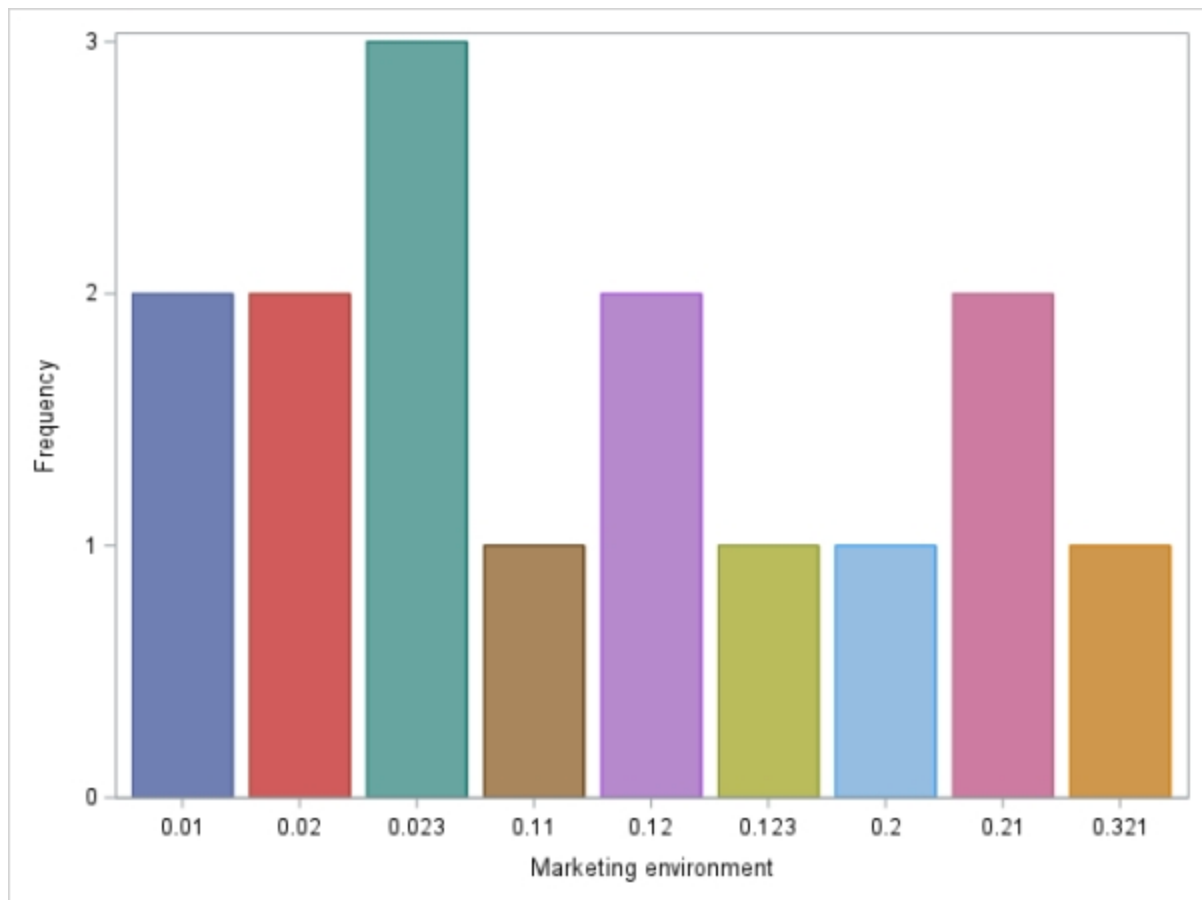
Mean = 0.228866667

Median = 0.25

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

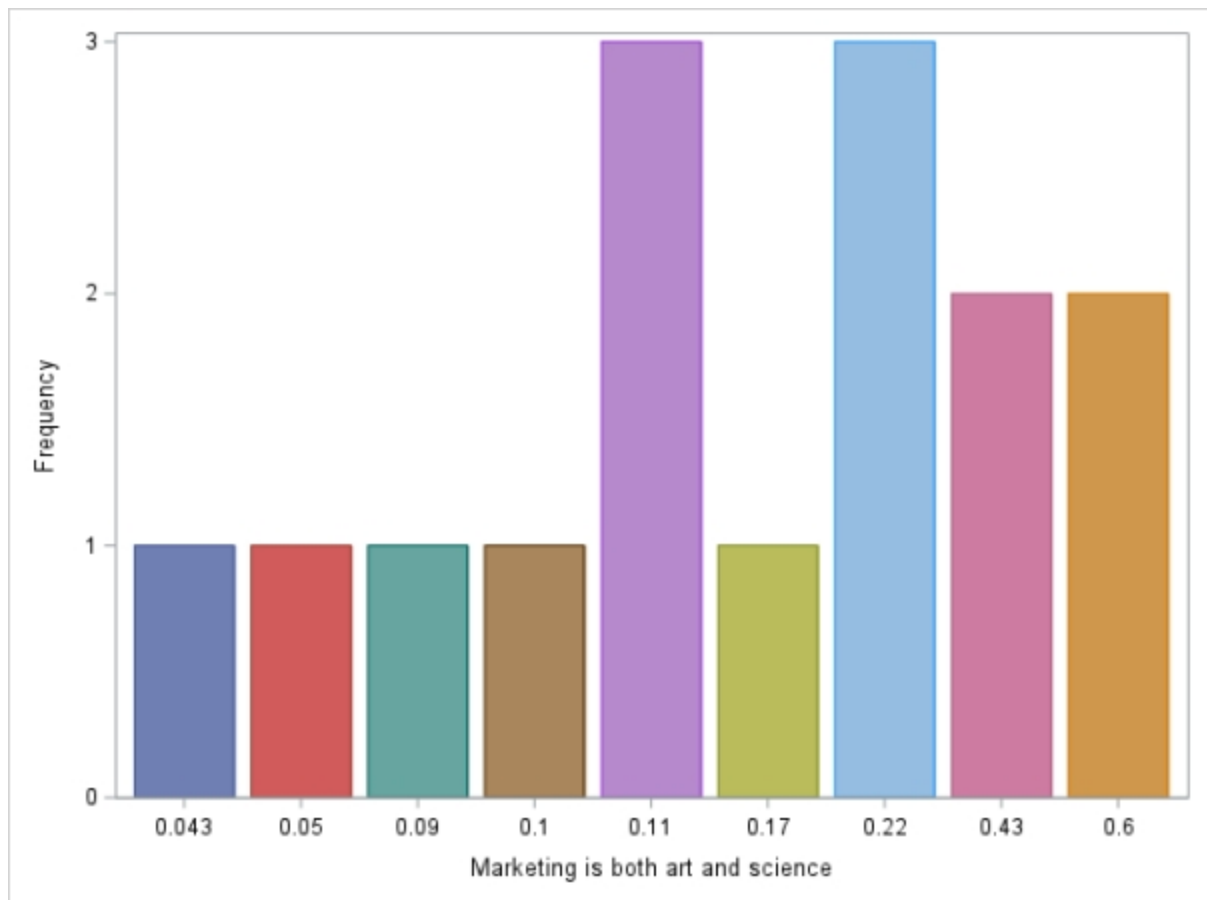
Mean = 0.0840666667

Median = 0.023

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

Mean = 0.102866667

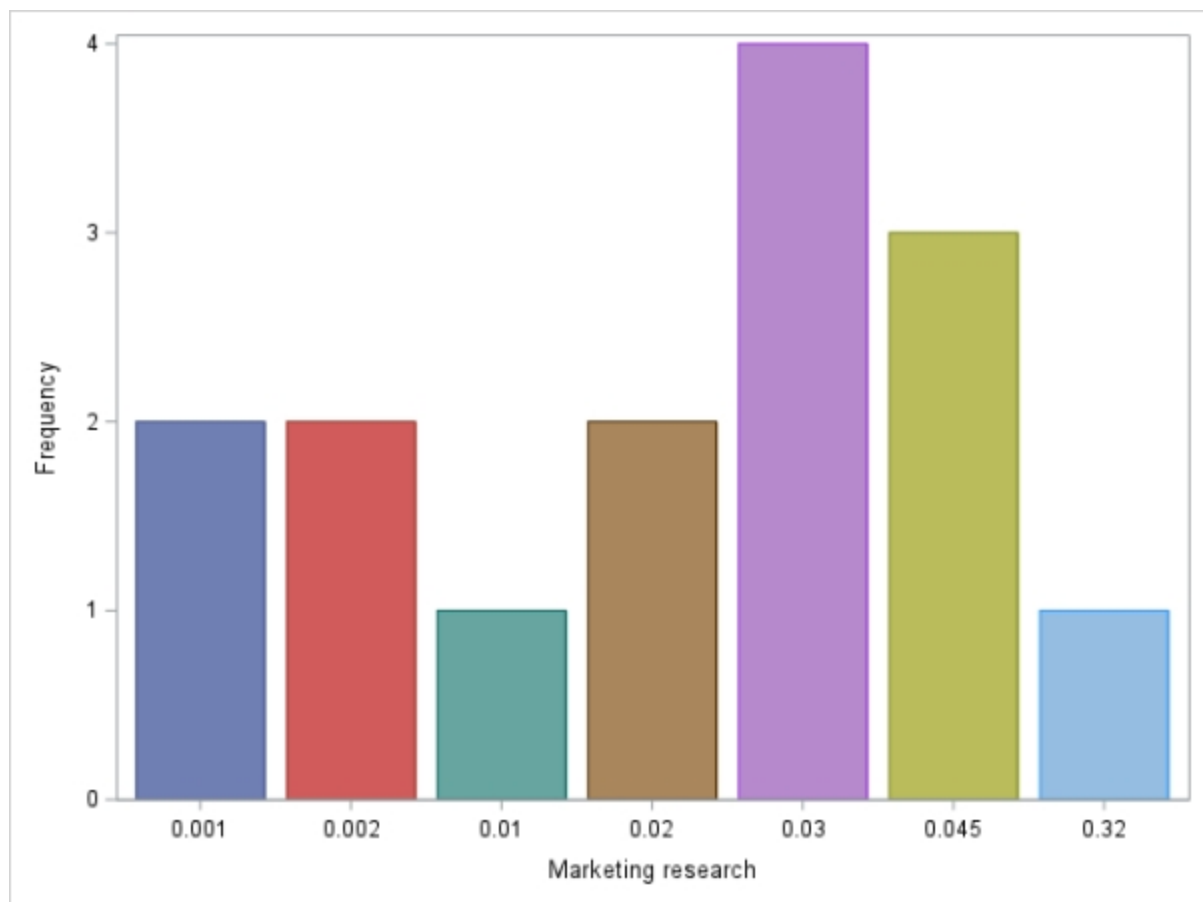
Median = 0.11

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

Mean = 0.2335333333

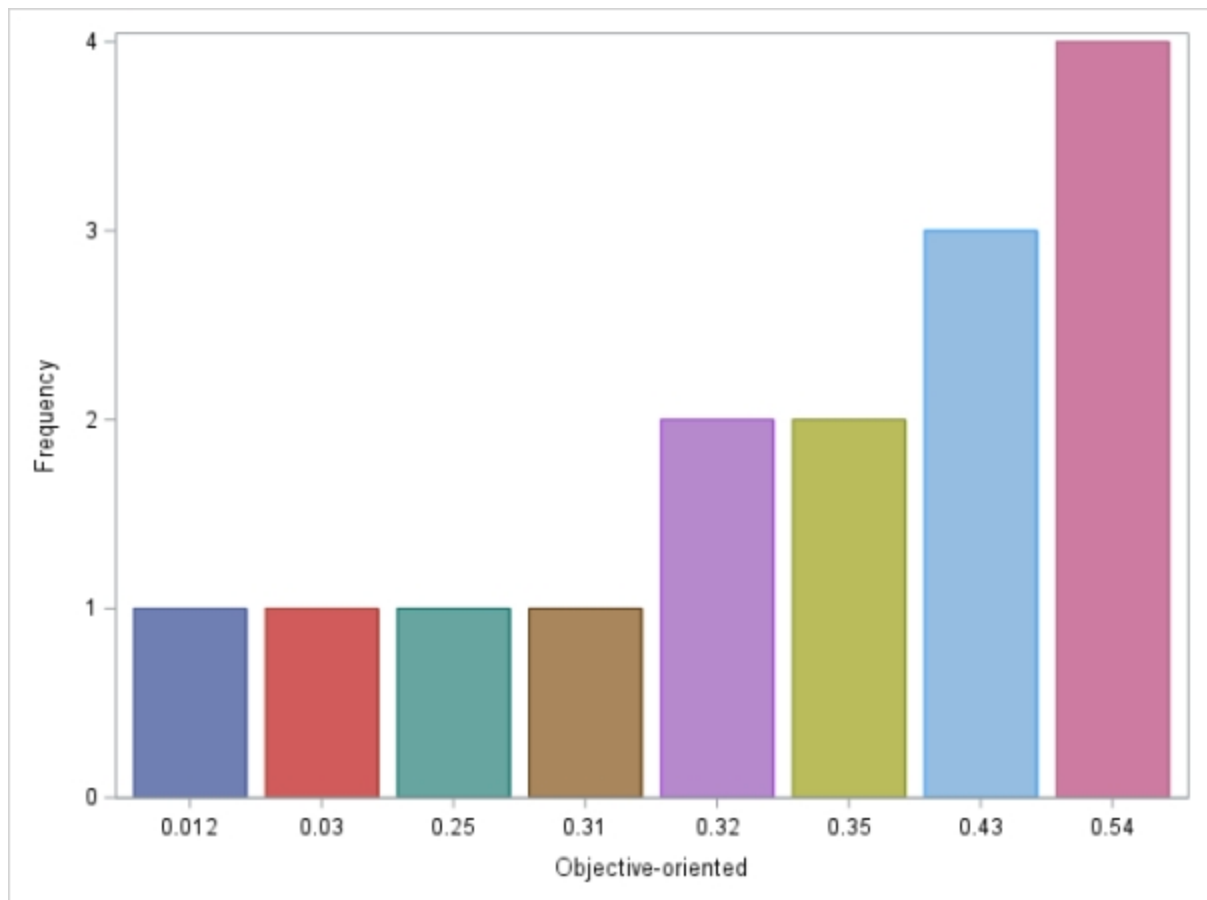
Median = 0.17



**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

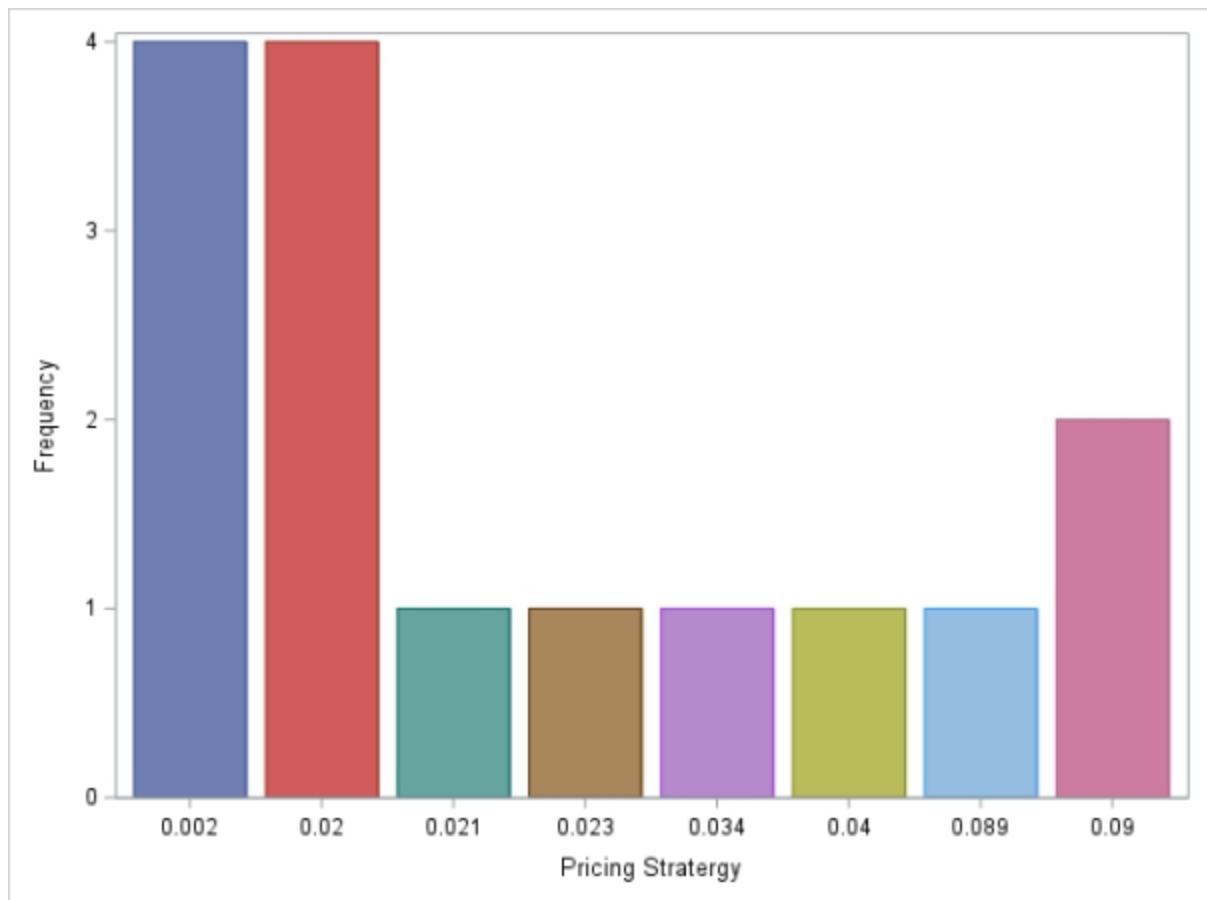
Mean = 0.0420666667

Median = 0.03

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

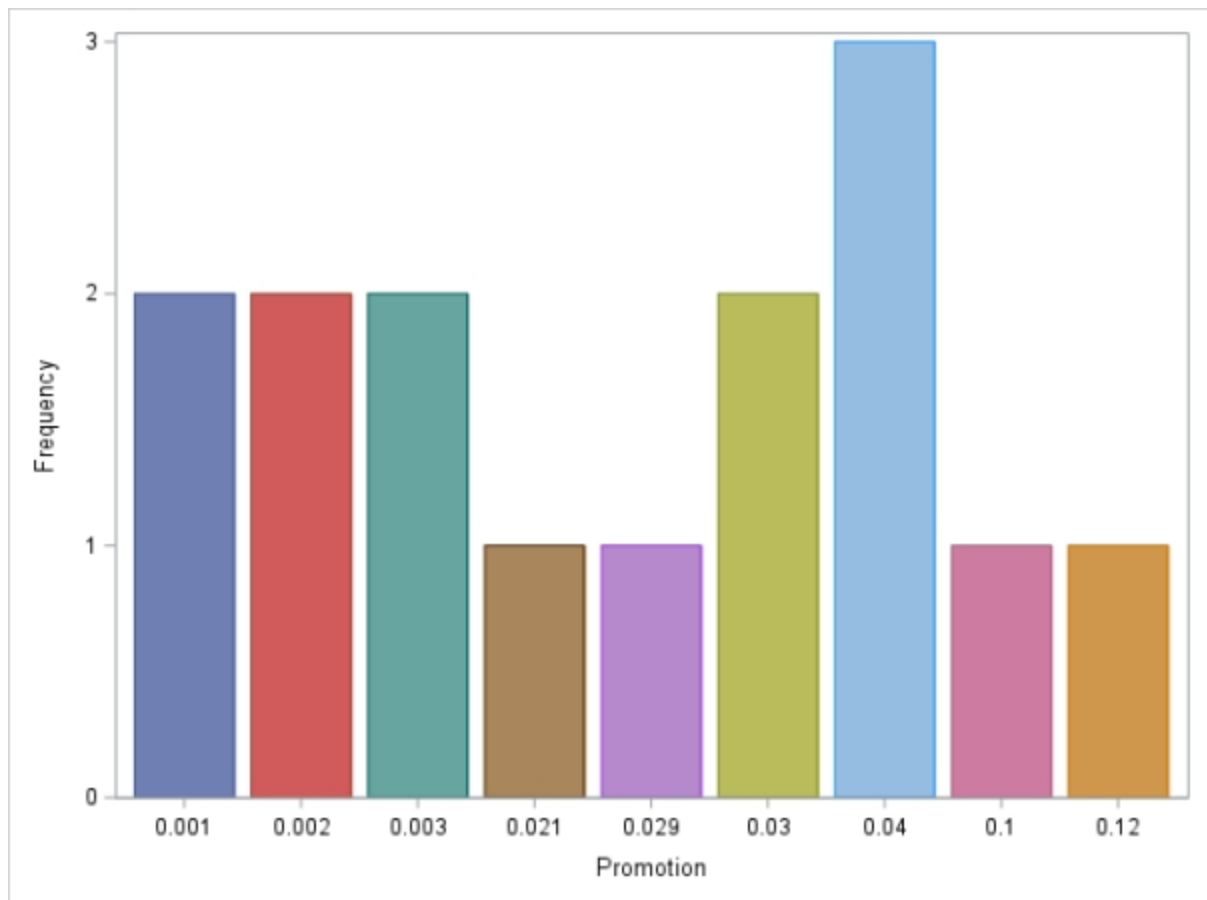
Mean = 0.3594666667

Median = 0.35

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

Mean = 0.031666667

Median = 0.02

**Numeric Variable Values for WORK.'ATTRIBUTES DATA 2\_0001'n**

Mean = 0.0308

Median = 0.029