To: Blackwell Electronics’ CTO Danielle Sherman

From: Alma P. Martinez, Data Analyst/Scientist

Date: July 27, 2021

Subject: Customer Buying Patterns Report

Body:

Do customers in different regions spend more per transaction? Which regions spend the most/least?

Amount per transaction and items per transaction data was analyzed from 4 different regions, North (1), South (2), East (3), and West (4). The analyzed data shows that the West region spends the most overall per transaction. Also, the region that spent the less per transaction was the South region. We can proof this by obtaining each regions average, $252.00 being the lowest for the South region and $1284.00 being the highest for the West region.

Chart, bar chart

Description automatically generated

Is there a relationship between the number of items purchased and amount spent?

Findings show that there is no apparent relationship between the number of items purchased and amount spent. By getting the correlation and covariance from the data set, we can see that there is no significant relationship between items purchased and amount spent in any of the regions.

Respectfully,

Alma P. Martinez