

final_structured_cardholders

Arman Manukyan

2025-05-01

```
df <- read.csv("final_structured_cardholders1.csv")
df$Date <- suppressWarnings(ymd(df$Date))
df$Datetime <- as.POSIXct(paste(df$Date, df$Time))
df$Hour <- hour(df$Datetime)
df$Weekday <- weekdays(df$Date)
df$Month <- format(df$Date, "%Y-%m")
df
```

##	Gender	Birthdate	Age
## 1		1998-01-28	27
## 2		2005-07-27	20
## 3		1990-01-04	35
## 4		1992-08-11	33
## 5		1985-03-05	40
## 6		2005-07-27	20
## 7		1990-08-20	35
## 8		1981-03-03	44
## 9		1990-02-13	35
## 10		1984-01-21	41
## 11		2020-02-02	5
## 12		1992-08-11	33
## 13		1982-02-14	43
## 14		1990-01-04	35
## 15		1958-10-25	67
## 16		1985-03-05	40
## 17		1992-08-11	33
## 18		1979-10-08	46
## 19		1998-12-03	27
## 20		1994-06-12	31
## 21		1981-03-03	44
## 22		1981-03-03	44
## 23		2005-07-27	20
## 24		1990-02-13	35
## 25		2005-07-27	20
## 26		2005-07-27	20
## 27		2005-07-27	20
## 28		1989-03-29	36
## 29		1981-03-03	44
## 30		2005-07-27	20
## 31		1988-04-28	37
## 32		1989-03-29	36
## 33		1990-02-13	35

## 34	1990-02-13	35
## 35	1990-02-13	35
## 36	1978-06-04	47
## 37	1990-02-13	35
## 38	1985-03-05	40
## 39	1984-01-21	41
## 40	1999-07-24	26
## 41	1990-08-20	35
## 42	1999-07-24	26
## 43	1977-08-17	48
## 44	1977-08-17	48
## 45	1981-03-03	44
## 46	1989-03-29	36
## 47	2005-07-27	20
## 48	1967-10-01	58
## 49	1967-10-01	58
## 50	1979-10-08	46
## 51	1999-07-24	26
## 52	1981-03-03	44
## 53	2020-02-02	5
## 54	2005-07-27	20
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## 59	1999-07-24	26
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## 64	1990-02-13	35
## 65	1985-03-05	40
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## 72	1976-10-18	49
## 73	1982-02-14	43
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## 75	1994-06-12	31
## 76	1958-10-25	67
## 77	1981-03-03	44
## 78	1988-04-28	37
## 79	2005-07-27	20
## 80	1958-10-25	67
## 81	1958-10-25	67
## 82	1968-07-28	57
## 83	1998-01-28	27
## 84	1989-10-14	36
## 85	1998-12-03	27
## 86	2009-03-01	16
## 87	1999-07-24	26

## 88	1998-07-15	27
## 89	1990-01-04	35
## 90	1958-10-25	67
## 91	1958-10-25	67
## 92	1985-03-05	40
## 93	2005-07-27	20
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## 96	1992-12-24	33
## 97	1998-12-03	27
## 98	1968-07-28	57
## 99	1990-02-13	35
## 100	2005-07-27	20
## 101	2005-07-27	20
## 102	1958-10-25	67
## 103	1994-06-09	31
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## 120	1978-06-04	47
## 121	1997-01-30	28
## 122	1990-02-13	35
## 123	2020-02-02	5
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## 125	1994-01-29	31
## 126	2005-03-25	20
## 127	1998-07-15	27
## 128	2005-07-27	20
## 129	2005-07-27	20
## 130	1958-10-25	67
## 131	1985-03-05	40
## 132	1958-10-25	67
## 133	1958-10-25	67
## 134	1985-03-05	40
## 135	1998-12-03	27
## 136	1968-07-28	57
## 137	1990-02-13	35
## 138	1958-10-25	67
## 139	1990-02-13	35
## 140	1958-10-25	67
## 141	1993-01-01	32

## 142	1994-06-12	31
## 143	2005-03-25	20
## 144	2005-03-25	20
## 145	1988-04-28	37
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## 147	1990-02-13	35
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## 157	1992-12-24	33
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## 164	2009-03-01	16
## 165	2009-03-01	16
## 166	1981-03-03	44
## 167	2020-02-02	5
## 168	2020-02-02	5
## 169	1977-08-17	48
## 170	1985-03-05	40
## 171	2005-03-25	20
## 172	2020-02-02	5
## 173	1992-12-24	33
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## 177	1958-10-25	67
## 178	1982-10-16	43
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## 199	1958-10-25	67
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## 236	1989-10-14	36
## 237	2020-02-02	5
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##	359	2005-03-25	20
##	360	2005-03-25	20
##	361	1981-03-10	44
##	362	2005-07-27	20
##	363	1990-09-16	35
##	364	1989-03-29	36
##	365	1993-01-01	32
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Hitchhiker'S Guide To The Gal

Read This if You Want to Be InstagramFam

Harry Potter and the Half-Blood Prin

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##	Date	Time	Quantity	Revenue	Datetime	Hour	Weekday
## 1	2023-08-14	21:58:17	1	288.00	2023-08-14 21:58:17	21	Monday
## 2	2023-12-03	22:02:14	1	1406.50	2023-12-03 22:02:14	22	Sunday
## 3	2023-03-26	21:59:52	1	1447.50	2023-03-26 21:59:52	21	Sunday
## 4	2023-03-09	22:05:12	1	1450.00	2023-03-09 22:05:12	22	Thursday
## 5	2023-11-24	22:44:53	1	1462.50	2023-11-24 22:44:53	22	Friday
## 6	2023-04-05	22:08:49	1	1611.55	2023-04-05 22:08:49	22	Wednesday
## 7	2023-04-17	21:59:05	1	1640.50	2023-04-17 21:59:05	21	Monday
## 8	2023-08-31	22:11:35	1	1657.40	2023-08-31 22:11:35	22	Thursday
## 9	2023-02-19	22:09:32	1	1680.32	2023-02-19 22:09:32	22	Sunday
## 10	2023-05-29	17:11:29	1	1714.37	2023-05-29 17:11:29	17	Monday
## 11	2023-07-30	21:56:21	1	1731.15	2023-07-30 21:56:21	21	Sunday
## 12	2023-08-22	21:58:28	1	1737.00	2023-08-22 21:58:28	21	Tuesday
## 13	2023-08-21	22:03:35	1	1759.76	2023-08-21 22:03:35	22	Monday
## 14	2023-03-26	21:59:52	1	1794.50	2023-03-26 21:59:52	21	Sunday
## 15	2023-08-24	21:59:20	1	1800.00	2023-08-24 21:59:20	21	Thursday
## 16	2023-09-23	22:01:06	1	1824.00	2023-09-23 22:01:06	22	Saturday
## 17	2023-12-04	22:08:15	1	1826.43	2023-12-04 22:08:15	22	Monday
## 18	2023-12-17	22:27:51	1	1835.22	2023-12-17 22:27:51	22	Sunday
## 19	2023-09-14	22:11:59	1	1866.38	2023-09-14 22:11:59	22	Thursday
## 20	2023-02-18	22:04:53	1	1873.75	2023-02-18 22:04:53	22	Saturday
## 21	2023-02-15	20:00:14	1	1891.50	2023-02-15 20:00:14	20	Wednesday
## 22	2023-02-15	20:00:14	1	1930.30	2023-02-15 20:00:14	20	Wednesday
## 23	2023-07-26	22:08:48	1	1930.30	2023-07-26 22:08:48	22	Wednesday
## 24	2023-04-30	21:56:53	1	2000.00	2023-04-30 21:56:53	21	Sunday
## 25	2023-01-10	21:57:19	1	2016.00	2023-01-10 21:57:19	21	Tuesday
## 26	2023-01-10	21:57:19	1	2016.00	2023-01-10 21:57:19	21	Tuesday
## 27	2023-01-10	21:57:19	1	2016.00	2023-01-10 21:57:19	21	Tuesday
## 28	2023-12-21	21:54:31	1	2112.00	2023-12-21 21:54:31	21	Thursday
## 29	2023-07-22	22:04:51	1	2112.00	2023-07-22 22:04:51	22	Saturday
## 30	2023-04-09	21:50:54	2	2123.00	2023-04-09 21:50:54	21	Sunday
## 31	2023-04-07	22:00:00	1	2134.00	2023-04-07 22:00:00	22	Friday
## 32	2023-11-02	22:01:23	1	2171.57	2023-11-02 22:01:23	22	Thursday
## 33	2023-04-30	21:56:53	1	2200.00	2023-04-30 21:56:53	21	Sunday
## 34	2023-04-30	21:56:53	1	2200.00	2023-04-30 21:56:53	21	Sunday
## 35	2023-04-30	21:56:53	1	2200.00	2023-04-30 21:56:53	21	Sunday
## 36	2023-06-06	22:03:28	1	2208.00	2023-06-06 22:03:28	22	Tuesday
## 37	2023-02-19	22:09:32	1	2214.96	2023-02-19 22:09:32	22	Sunday
## 38	2023-11-24	22:44:53	1	2242.50	2023-11-24 22:44:53	22	Friday
## 39	2023-05-29	17:11:29	1	2261.81	2023-05-29 17:11:29	17	Monday
## 40	2023-08-08	21:53:09	1	2304.00	2023-08-08 21:53:09	21	Tuesday
## 41	2023-04-17	21:59:05	1	2328.00	2023-04-17 21:59:05	21	Monday
## 42	2023-01-26	22:06:29	1	2336.76	2023-01-26 22:06:29	22	Thursday
## 43	2023-07-28	21:58:25	1	2361.90	2023-07-28 21:58:25	21	Friday
## 44	2023-07-28	21:58:25	1	2364.90	2023-07-28 21:58:25	21	Friday
## 45	2023-09-16	21:57:00	1	2366.77	2023-09-16 21:57:00	21	Saturday
## 46	2023-02-20	22:00:00	1	2379.95	2023-02-20 22:00:00	22	Monday

## 47	2023-10-08 22:04:45	1	2393.17	2023-10-08 22:04:45	22	Sunday
## 48	2023-03-09 21:48:50	1	2400.00	2023-03-09 21:48:50	21	Thursday
## 49	2023-03-09 21:48:50	1	2400.00	2023-03-09 21:48:50	21	Thursday
## 50	2023-06-28 22:00:45	1	2400.00	2023-06-28 22:00:45	22	Wednesday
## 51	2023-04-29 21:57:50	1	2400.00	2023-04-29 21:57:50	21	Saturday
## 52	2023-05-18 21:58:49	1	2400.00	2023-05-18 21:58:49	21	Thursday
## 53	2023-07-30 21:56:21	1	2404.37	2023-07-30 21:56:21	21	Sunday
## 54	2023-08-17 21:52:08	1	2412.50	2023-08-17 21:52:08	21	Thursday
## 55	2023-08-17 21:52:08	1	2412.50	2023-08-17 21:52:08	21	Thursday
## 56	2023-02-23 22:14:47	1	2425.00	2023-02-23 22:14:47	22	Thursday
## 57	2023-02-16 22:32:41	1	2472.37	2023-02-16 22:32:41	22	Thursday
## 58	2023-05-02 22:10:01	1	2496.00	2023-05-02 22:10:01	22	Tuesday
## 59	2023-09-15 22:01:47	1	2516.35	2023-09-15 22:01:47	22	Friday
## 60	2023-01-23 19:59:57	1	2580.15	2023-01-23 19:59:57	19	Monday
## 61	2023-10-15 22:07:38	1	2592.00	2023-10-15 22:07:38	22	Sunday
## 62	2023-10-15 22:07:38	1	2592.00	2023-10-15 22:07:38	22	Sunday
## 63	2023-05-02 22:10:01	1	2592.00	2023-05-02 22:10:01	22	Tuesday
## 64	2023-04-30 21:56:53	1	2600.00	2023-04-30 21:56:53	21	Sunday
## 65	2023-09-23 22:01:06	1	2605.50	2023-09-23 22:01:06	22	Saturday
## 66	2023-12-27 23:01:34	1	2619.00	2023-12-27 23:01:34	23	Wednesday
## 67	2023-12-22 23:31:02	1	2619.00	2023-12-22 23:31:02	23	Friday
## 68	2023-10-15 22:07:38	1	2660.00	2023-10-15 22:07:38	22	Sunday
## 69	2023-02-19 22:09:32	1	2665.59	2023-02-19 22:09:32	22	Sunday
## 70	2023-10-24 21:40:39	1	2683.44	2023-10-24 21:40:39	21	Tuesday
## 71	2023-03-08 21:42:14	1	2688.00	2023-03-08 21:42:14	21	Wednesday
## 72	2023-01-12 22:00:15	1	2688.00	2023-01-12 22:00:15	22	Thursday
## 73	2023-09-09 22:01:16	1	2688.00	2023-09-09 22:01:16	22	Saturday
## 74	2023-06-26 22:05:34	1	2700.00	2023-06-26 22:05:34	22	Monday
## 75	2023-02-15 22:10:06	1	2717.32	2023-02-15 22:10:06	22	Wednesday
## 76	2023-03-19 21:58:15	1	2748.56	2023-03-19 21:58:15	21	Sunday
## 77	2023-11-13 22:28:35	1	2784.00	2023-11-13 22:28:35	22	Monday
## 78	2023-04-07 22:00:00	1	2798.50	2023-04-07 22:00:00	22	Friday
## 79	2023-09-25 22:00:00	1	2798.50	2023-09-25 22:00:00	22	Monday
## 80	2023-06-19 21:55:12	1	2813.00	2023-06-19 21:55:12	21	Monday
## 81	2023-03-29 22:01:34	1	2813.00	2023-03-29 22:01:34	22	Wednesday
## 82	2023-12-24 23:05:07	1	2829.62	2023-12-24 23:05:07	23	Sunday
## 83	2023-10-02 22:00:20	1	2850.00	2023-10-02 22:00:20	22	Monday
## 84	2023-06-21 22:16:26	1	2858.56	2023-06-21 22:16:26	22	Wednesday
## 85	2023-11-25 22:00:45	1	2870.40	2023-11-25 22:00:45	22	Saturday
## 86	2023-12-24 23:05:07	1	2870.40	2023-12-24 23:05:07	23	Sunday
## 87	2023-11-03 21:58:14	1	2870.67	2023-11-03 21:58:14	21	Friday
## 88	2023-03-18 21:57:14	1	2880.00	2023-03-18 21:57:14	21	Saturday
## 89	2023-02-23 22:14:47	1	2900.30	2023-02-23 22:14:47	22	Thursday
## 90	2023-01-20 22:04:05	1	2900.30	2023-01-20 22:04:05	22	Friday
## 91	2023-11-04 22:01:55	1	2900.30	2023-11-04 22:01:55	22	Saturday
## 92	2023-12-22 23:31:02	1	2900.30	2023-12-22 23:31:02	23	Friday
## 93	2023-07-26 22:08:48	1	2900.30	2023-07-26 22:08:48	22	Wednesday
## 94	2023-11-29 21:47:55	1	2900.30	2023-11-29 21:47:55	21	Wednesday
## 95	2023-03-19 21:58:15	1	2907.12	2023-03-19 21:58:15	21	Sunday
## 96	2023-01-06 21:51:52	1	2921.35	2023-01-06 21:51:52	21	Friday
## 97	2023-08-29 22:06:36	1	2945.00	2023-08-29 22:06:36	22	Tuesday
## 98	2023-09-06 22:02:30	1	2947.81	2023-09-06 22:02:30	22	Wednesday
## 99	2023-02-19 22:09:32	1	2978.73	2023-02-19 22:09:32	22	Sunday
## 100	2023-11-08 22:02:47	1	2990.00	2023-11-08 22:02:47	22	Wednesday

## 101	2023-10-08	22:04:45	1	3037.48	2023-10-08	22:04:45	22	Sunday
## 102	2023-01-21	22:14:30	1	3072.00	2023-01-21	22:14:30	22	Saturday
## 103	2023-06-23	21:59:46	1	3120.00	2023-06-23	21:59:46	21	Friday
## 104	2023-11-24	22:44:53	1	3150.00	2023-11-24	22:44:53	22	Friday
## 105	2023-12-26	23:13:20	1	3190.83	2023-12-26	23:13:20	23	Tuesday
## 106	2023-03-28	22:06:26	1	3200.00	2023-03-28	22:06:26	22	Tuesday
## 107	2023-04-07	22:00:00	1	3201.00	2023-04-07	22:00:00	22	Friday
## 108	2023-11-12	23:09:06	1	3264.00	2023-11-12	23:09:06	23	Sunday
## 109	2023-11-20	22:10:21	1	3264.00	2023-11-20	22:10:21	22	Monday
## 110	2023-12-26	22:57:23	1	3265.61	2023-12-26	22:57:23	22	Tuesday
## 111	2023-12-06	22:09:19	1	3290.02	2023-12-06	22:09:19	22	Wednesday
## 112	2023-08-08	22:01:54	1	3298.00	2023-08-08	22:01:54	22	Tuesday
## 113	2023-02-16	22:32:41	1	3328.18	2023-02-16	22:32:41	22	Thursday
## 114	2023-08-27	21:45:46	1	3336.09	2023-08-27	21:45:46	21	Sunday
## 115	2023-07-30	21:56:21	1	3348.62	2023-07-30	21:56:21	21	Sunday
## 116	2023-10-06	21:58:13	1	3350.40	2023-10-06	21:58:13	21	Friday
## 117	2023-08-08	21:53:09	1	3350.40	2023-08-08	21:53:09	21	Tuesday
## 118	2023-08-27	21:50:10	1	3350.40	2023-08-27	21:50:10	21	Sunday
## 119	2023-02-12	22:13:30	1	3350.40	2023-02-12	22:13:30	22	Sunday
## 120	2023-02-28	22:00:23	1	3360.00	2023-02-28	22:00:23	22	Tuesday
## 121	2023-07-14	22:00:09	1	3360.00	2023-07-14	22:00:09	22	Friday
## 122	2023-02-19	22:09:32	1	3360.63	2023-02-19	22:09:32	22	Sunday
## 123	2023-07-30	21:56:21	1	3366.12	2023-07-30	21:56:21	21	Sunday
## 124	2023-07-30	21:56:21	1	3366.12	2023-07-30	21:56:21	21	Sunday
## 125	2023-12-16	21:26:03	1	3385.30	2023-12-16	21:26:03	21	Saturday
## 126	2023-06-21	22:05:19	1	3385.30	2023-06-21	22:05:19	22	Wednesday
## 127	2023-11-02	22:05:08	1	3385.30	2023-11-02	22:05:08	22	Thursday
## 128	2023-04-05	22:08:49	1	3385.30	2023-04-05	22:08:49	22	Wednesday
## 129	2023-04-05	22:08:49	1	3385.30	2023-04-05	22:08:49	22	Wednesday
## 130	2023-05-04	21:56:11	1	3395.00	2023-05-04	21:56:11	21	Thursday
## 131	2023-12-22	23:31:02	1	3395.00	2023-12-22	23:31:02	23	Friday
## 132	2023-03-19	21:58:15	1	3411.98	2023-03-19	21:58:15	21	Sunday
## 133	2023-03-19	21:58:15	1	3412.01	2023-03-19	21:58:15	21	Sunday
## 134	2023-09-23	22:01:06	1	3474.00	2023-09-23	22:01:06	22	Saturday
## 135	2023-08-08	22:01:54	1	3490.00	2023-08-08	22:01:54	22	Tuesday
## 136	2023-12-24	23:05:07	1	3501.53	2023-12-24	23:05:07	23	Sunday
## 137	2023-05-02	22:10:01	1	3552.00	2023-05-02	22:10:01	22	Tuesday
## 138	2023-02-07	21:59:42	1	3579.21	2023-02-07	21:59:42	21	Tuesday
## 139	2023-02-19	22:09:32	1	3589.77	2023-02-19	22:09:32	22	Sunday
## 140	2023-11-07	21:46:33	1	3610.00	2023-11-07	21:46:33	21	Tuesday
## 141	2023-05-09	22:01:37	1	3610.00	2023-05-09	22:01:37	22	Tuesday
## 142	2023-02-15	22:10:06	1	3626.08	2023-02-15	22:10:06	22	Wednesday
## 143	2023-12-26	23:13:20	1	3640.54	2023-12-26	23:13:20	23	Tuesday
## 144	2023-12-26	23:13:20	1	3640.57	2023-12-26	23:13:20	23	Tuesday
## 145	2023-09-08	22:03:18	1	3666.00	2023-09-08	22:03:18	22	Friday
## 146	2023-12-24	23:05:07	1	3690.79	2023-12-24	23:05:07	23	Sunday
## 147	2023-04-30	21:56:53	1	3700.00	2023-04-30	21:56:53	21	Sunday
## 148	2023-08-19	21:56:46	1	3710.93	2023-08-19	21:56:46	21	Saturday
## 149	2023-08-19	21:56:46	1	3710.93	2023-08-19	21:56:46	21	Saturday
## 150	2023-08-19	21:56:46	1	3710.93	2023-08-19	21:56:46	21	Saturday
## 151	2023-08-19	21:56:46	1	3710.93	2023-08-19	21:56:46	21	Saturday
## 152	2023-08-19	21:56:46	1	3710.94	2023-08-19	21:56:46	21	Saturday
## 153	2023-08-19	21:56:46	1	3710.97	2023-08-19	21:56:46	21	Saturday
## 154	2023-08-19	21:56:46	1	3710.97	2023-08-19	21:56:46	21	Saturday

## 155	2023-08-19	21:56:46	1	3710.97	2023-08-19	21:56:46	21	Saturday
## 156	2023-08-19	21:56:46	1	3710.97	2023-08-19	21:56:46	21	Saturday
## 157	2023-01-06	21:51:52	1	3712.78	2023-01-06	21:51:52	21	Friday
## 158	2023-03-13	21:56:15	1	3719.47	2023-03-13	21:56:15	21	Monday
## 159	2023-03-13	21:56:15	1	3719.51	2023-03-13	21:56:15	21	Monday
## 160	2023-12-28	23:00:25	1	3740.00	2023-12-28	23:00:25	23	Thursday
## 161	2023-11-26	22:25:21	1	3742.50	2023-11-26	22:25:21	22	Sunday
## 162	2023-06-24	21:58:21	1	3744.00	2023-06-24	21:58:21	21	Saturday
## 163	2023-06-24	21:58:21	1	3744.00	2023-06-24	21:58:21	21	Saturday
## 164	2023-12-24	23:05:07	1	3744.00	2023-12-24	23:05:07	23	Sunday
## 165	2023-07-03	22:15:52	1	3744.00	2023-07-03	22:15:52	22	Monday
## 166	2023-07-22	22:04:51	1	3744.00	2023-07-22	22:04:51	22	Saturday
## 167	2023-07-30	21:56:21	1	3750.82	2023-07-30	21:56:21	21	Sunday
## 168	2023-07-30	21:56:21	1	3750.86	2023-07-30	21:56:21	21	Sunday
## 169	2023-09-07	22:01:12	1	3763.50	2023-09-07	22:01:12	22	Thursday
## 170	2023-09-23	22:01:06	1	3763.50	2023-09-23	22:01:06	22	Saturday
## 171	2023-12-26	23:13:20	1	3777.07	2023-12-26	23:13:20	23	Tuesday
## 172	2023-07-30	21:56:21	1	3827.00	2023-07-30	21:56:21	21	Sunday
## 173	2023-09-09	21:41:48	1	3830.40	2023-09-09	21:41:48	21	Saturday
## 174	2023-04-20	22:04:35	1	3840.00	2023-04-20	22:04:35	22	Thursday
## 175	2023-09-13	21:51:48	1	3870.30	2023-09-13	21:51:48	21	Wednesday
## 176	2023-04-30	21:56:53	1	3900.00	2023-04-30	21:56:53	21	Sunday
## 177	2023-08-24	21:59:20	1	3900.00	2023-08-24	21:59:20	21	Thursday
## 178	2023-04-18	22:02:26	1	3900.00	2023-04-18	22:02:26	22	Tuesday
## 179	2023-12-24	23:05:07	1	3974.67	2023-12-24	23:05:07	23	Sunday
## 180	2023-12-01	22:00:00	1	4032.00	2023-12-01	22:00:00	22	Friday
## 181	2023-12-01	22:00:00	1	4032.00	2023-12-01	22:00:00	22	Friday
## 182	2023-04-15	21:55:34	1	4032.00	2023-04-15	21:55:34	21	Saturday
## 183	2023-04-24	21:59:08	1	4032.00	2023-04-24	21:59:08	21	Monday
## 184	2023-08-01	22:00:46	1	4071.55	2023-08-01	22:00:46	22	Tuesday
## 185	2023-12-17	22:23:39	1	4085.00	2023-12-17	22:23:39	22	Sunday
## 186	2023-12-24	23:05:07	1	4180.00	2023-12-24	23:05:07	23	Sunday
## 187	2023-06-24	21:58:21	1	4224.00	2023-06-24	21:58:21	21	Saturday
## 188	2023-02-18	22:22:31	1	4224.00	2023-02-18	22:22:31	22	Saturday
## 189	2023-12-24	22:55:36	1	4246.00	2023-12-24	22:55:36	22	Sunday
## 190	2023-02-28	19:58:44	1	4252.50	2023-02-28	19:58:44	19	Tuesday
## 191	2023-07-28	21:58:25	1	4264.38	2023-07-28	21:58:25	21	Friday
## 192	2023-05-26	22:04:42	1	4268.00	2023-05-26	22:04:42	22	Friday
## 193	2023-09-06	22:02:30	1	4300.00	2023-09-06	22:02:30	22	Wednesday
## 194	2023-08-27	21:45:46	1	4301.55	2023-08-27	21:45:46	21	Sunday
## 195	2023-06-06	22:03:28	1	4310.40	2023-06-06	22:03:28	22	Tuesday
## 196	2023-12-17	22:23:39	1	4320.00	2023-12-17	22:23:39	22	Sunday
## 197	2023-11-02	22:01:23	1	4329.53	2023-11-02	22:01:23	22	Thursday
## 198	2023-07-28	21:57:56	1	4355.30	2023-07-28	21:57:56	21	Friday
## 199	2023-06-19	21:55:12	1	4365.00	2023-06-19	21:55:12	21	Monday
## 200	2023-11-11	22:11:29	1	4526.29	2023-11-11	22:11:29	22	Saturday
## 201	2023-11-02	22:01:23	1	4531.97	2023-11-02	22:01:23	22	Thursday
## 202	2023-11-16	21:58:15	1	4560.00	2023-11-16	21:58:15	21	Thursday
## 203	2023-03-18	21:58:24	1	4608.00	2023-03-18	21:58:24	21	Saturday
## 204	2023-02-23	21:59:58	1	4608.00	2023-02-23	21:59:58	21	Thursday
## 205	2023-04-29	21:57:50	1	4608.00	2023-04-29	21:57:50	21	Saturday
## 206	2023-03-12	22:09:23	1	4655.00	2023-03-12	22:09:23	22	Sunday
## 207	2023-02-27	22:02:32	1	4656.00	2023-02-27	22:02:32	22	Monday
## 208	2023-04-10	21:59:35	1	4656.00	2023-04-10	21:59:35	21	Monday

## 209	2023-01-23	19:59:57	1	4682.44	2023-01-23	19:59:57	19	Monday
## 210	2023-06-02	22:03:56	1	4704.00	2023-06-02	22:03:56	22	Friday
## 211	2023-07-22	22:04:51	1	4704.00	2023-07-22	22:04:51	22	Saturday
## 212	2023-12-21	21:54:31	1	4709.86	2023-12-21	21:54:31	21	Thursday
## 213	2023-04-18	22:02:26	1	4728.50	2023-04-18	22:02:26	22	Tuesday
## 214	2023-06-07	22:13:58	1	4728.50	2023-06-07	22:13:58	22	Wednesday
## 215	2023-12-01	22:06:51	1	4753.00	2023-12-01	22:06:51	22	Friday
## 216	2023-12-04	22:08:15	1	4753.00	2023-12-04	22:08:15	22	Monday
## 217	2023-03-14	22:01:54	1	4790.40	2023-03-14	22:01:54	22	Tuesday
## 218	2023-06-28	21:57:50	1	4790.40	2023-06-28	21:57:50	21	Wednesday
## 219	2023-10-06	21:55:06	1	4790.40	2023-10-06	21:55:06	21	Friday
## 220	2023-10-02	22:00:20	1	4790.40	2023-10-02	22:00:20	22	Monday
## 221	2023-04-29	22:00:54	1	4825.00	2023-04-29	22:00:54	22	Saturday
## 222	2023-05-26	22:06:49	1	4840.30	2023-05-26	22:06:49	22	Friday
## 223	2023-12-27	23:01:34	1	4850.00	2023-12-27	23:01:34	23	Wednesday
## 224	2023-06-07	21:59:42	1	4850.00	2023-06-07	21:59:42	21	Wednesday
## 225	2023-01-26	22:06:29	1	4858.51	2023-01-26	22:06:29	22	Thursday
## 226	2023-11-02	22:05:08	1	4896.00	2023-11-02	22:05:08	22	Thursday
## 227	2023-12-29	23:11:56	1	4930.00	2023-12-29	23:11:56	23	Friday
## 228	2023-12-30	23:16:06	1	4930.00	2023-12-30	23:16:06	23	Saturday
## 229	2023-03-18	21:57:14	1	4940.00	2023-03-18	21:57:14	21	Saturday
## 230	2023-11-03	21:58:14	1	4940.47	2023-11-03	21:58:14	21	Friday
## 231	2023-02-16	22:32:41	1	4944.73	2023-02-16	22:32:41	22	Thursday
## 232	2023-12-28	23:00:25	1	5091.50	2023-12-28	23:00:25	23	Thursday
## 233	2023-12-06	21:58:21	1	5130.00	2023-12-06	21:58:21	21	Wednesday
## 234	2023-07-18	22:00:42	1	5175.00	2023-07-18	22:00:42	22	Tuesday
## 235	2023-12-01	22:00:00	1	5184.00	2023-12-01	22:00:00	22	Friday
## 236	2023-12-30	23:16:06	1	5185.00	2023-12-30	23:16:06	23	Saturday
## 237	2023-07-30	21:56:21	1	5193.45	2023-07-30	21:56:21	21	Sunday
## 238	2023-02-18	22:04:53	1	5239.00	2023-02-18	22:04:53	22	Saturday
## 239	2023-05-25	22:03:57	1	5270.40	2023-05-25	22:03:57	22	Thursday
## 240	2023-08-01	22:00:46	1	5367.09	2023-08-01	22:00:46	22	Tuesday
## 241	2023-09-12	22:01:52	1	5367.87	2023-09-12	22:01:52	22	Tuesday
## 242	2023-01-27	22:00:03	1	5376.00	2023-01-27	22:00:03	22	Friday
## 243	2023-06-08	21:59:23	1	5400.00	2023-06-08	21:59:23	21	Thursday
## 244	2023-02-15	22:10:06	1	5443.66	2023-02-15	22:10:06	22	Wednesday
## 245	2023-02-20	22:00:00	1	5524.94	2023-02-20	22:00:00	22	Monday
## 246	2023-09-08	22:03:18	1	5546.00	2023-09-08	22:03:18	22	Friday
## 247	2023-09-12	22:01:52	1	5556.21	2023-09-12	22:01:52	22	Tuesday
## 248	2023-09-12	22:01:52	1	5556.27	2023-09-12	22:01:52	22	Tuesday
## 249	2023-10-06	21:55:06	1	5568.00	2023-10-06	21:55:06	21	Friday
## 250	2023-06-11	22:25:17	1	5568.00	2023-06-11	22:25:17	22	Sunday
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## 254	2023-10-20	21:57:35	1	5626.00	2023-10-20	21:57:35	21	Friday
## 255	2023-12-24	22:55:36	1	5626.00	2023-12-24	22:55:36	22	Sunday
## 256	2023-12-22	23:31:02	1	5626.00	2023-12-22	23:31:02	23	Friday
## 257	2023-05-27	21:58:57	1	5644.80	2023-05-27	21:58:57	21	Saturday
## 258	2023-11-11	22:11:29	1	5657.82	2023-11-11	22:11:29	22	Saturday
## 259	2023-01-24	22:02:53	1	5693.50	2023-01-24	22:02:53	22	Tuesday
## 260	2023-01-06	21:51:52	1	5693.50	2023-01-06	21:51:52	21	Friday
## 261	2023-12-24	22:55:36	1	5693.50	2023-12-24	22:55:36	22	Sunday
## 262	2023-12-22	23:31:02	1	5693.50	2023-12-22	23:31:02	23	Friday

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## 264	2023-02-20	22:08:07	1	5723.00	2023-02-20	22:08:07	22	Monday
## 265	2023-01-23	19:59:57	1	5724.04	2023-01-23	19:59:57	19	Monday
## 266	2023-08-27	21:45:46	1	5725.78	2023-08-27	21:45:46	21	Sunday
## 267	2023-03-13	21:56:15	1	5742.67	2023-03-13	21:56:15	21	Monday
## 268	2023-03-13	21:56:15	1	5742.73	2023-03-13	21:56:15	21	Monday
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## 270	2023-10-15	22:07:38	1	5750.40	2023-10-15	22:07:38	22	Sunday
## 271	2023-12-14	22:00:35	1	5750.40	2023-12-14	22:00:35	22	Thursday
## 272	2023-03-18	21:57:14	1	5750.40	2023-03-18	21:57:14	21	Saturday
## 273	2023-07-18	22:00:42	1	5775.00	2023-07-18	22:00:42	22	Tuesday
## 274	2023-12-29	23:11:56	1	5780.00	2023-12-29	23:11:56	23	Friday
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## 277	2023-02-08	22:00:41	1	5800.00	2023-02-08	22:00:41	22	Wednesday
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## 280	2023-01-14	22:04:40	1	5810.30	2023-01-14	22:04:40	22	Saturday
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## 284	2023-04-22	21:58:30	1	5856.00	2023-04-22	21:58:30	21	Saturday
## 285	2023-03-12	21:50:49	1	5856.00	2023-03-12	21:50:49	21	Sunday
## 286	2023-12-29	23:11:56	1	5865.00	2023-12-29	23:11:56	23	Friday
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## 288	2023-11-08	21:59:49	1	5890.00	2023-11-08	21:59:49	21	Wednesday
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## 297	2023-07-01	21:58:53	1	6336.00	2023-07-01	21:58:53	21	Saturday
## 298	2023-10-31	22:04:14	1	6365.00	2023-10-31	22:04:14	22	Tuesday
## 299	2023-12-30	23:16:06	1	6375.00	2023-12-30	23:16:06	23	Saturday
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## 301	2023-12-21	21:54:31	1	6418.25	2023-12-21	21:54:31	21	Thursday
## 302	2023-07-15	22:02:12	1	6432.00	2023-07-15	22:02:12	22	Saturday
## 303	2023-12-24	23:05:07	1	6460.88	2023-12-24	23:05:07	23	Sunday
## 304	2023-11-03	21:58:14	1	6494.65	2023-11-03	21:58:14	21	Friday
## 305	2023-01-22	22:04:37	1	6511.39	2023-01-22	22:04:37	22	Sunday
## 306	2023-01-28	22:03:43	1	6585.84	2023-01-28	22:03:43	22	Saturday
## 307	2023-12-06	22:09:19	1	6589.47	2023-12-06	22:09:19	22	Wednesday
## 308	2023-07-31	21:59:01	1	6658.50	2023-07-31	21:59:01	21	Monday
## 309	2023-05-15	21:58:29	1	6710.40	2023-05-15	21:58:29	21	Monday
## 310	2023-05-03	22:06:15	1	6780.30	2023-05-03	22:06:15	22	Wednesday
## 311	2023-02-28	19:58:44	1	6804.00	2023-02-28	19:58:44	19	Tuesday
## 312	2023-02-16	22:32:41	1	6856.54	2023-02-16	22:32:41	22	Thursday
## 313	2023-06-03	21:58:55	1	6909.26	2023-06-03	21:58:55	21	Saturday
## 314	2023-07-01	21:58:53	1	6912.00	2023-07-01	21:58:53	21	Saturday
## 315	2023-04-25	22:13:33	1	6941.85	2023-04-25	22:13:33	22	Tuesday
## 316	2023-01-18	22:04:00	1	6984.00	2023-01-18	22:04:00	22	Wednesday

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## 319	2023-07-15	22:02:12	1	7104.00	2023-07-15	22:02:12	22	Saturday
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## 322	2023-11-07	22:04:46	1	7273.28	2023-11-07	22:04:46	22	Tuesday
## 323	2023-11-07	22:04:46	1	7273.32	2023-11-07	22:04:46	22	Tuesday
## 324	2023-03-25	21:57:02	1	7275.00	2023-03-25	21:57:02	21	Saturday
## 325	2023-07-15	21:59:06	1	7388.94	2023-07-15	21:59:06	21	Saturday
## 326	2023-07-13	21:58:00	1	7388.94	2023-07-13	21:58:00	21	Thursday
## 327	2023-06-07	21:59:42	1	7392.00	2023-06-07	21:59:42	21	Wednesday
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## 329	2023-02-12	22:19:33	1	7584.00	2023-02-12	22:19:33	22	Sunday
## 330	2023-09-15	22:01:47	1	7642.25	2023-09-15	22:01:47	22	Friday
## 331	2023-02-23	21:59:58	1	7660.65	2023-02-23	21:59:58	21	Thursday
## 332	2023-11-30	21:58:41	1	7663.00	2023-11-30	21:58:41	21	Thursday
## 333	2023-07-30	21:56:21	1	7684.38	2023-07-30	21:56:21	21	Sunday
## 334	2023-07-18	22:00:42	1	7800.00	2023-07-18	22:00:42	22	Tuesday
## 335	2023-02-20	21:54:53	1	8100.00	2023-02-20	21:54:53	21	Monday
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## 339	2023-04-13	22:02:48	1	8448.98	2023-04-13	22:02:48	22	Thursday
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## 344	2023-11-16	22:00:00	1	8828.17	2023-11-16	22:00:00	22	Thursday
## 345	2023-03-16	22:07:27	1	9024.00	2023-03-16	22:07:27	22	Thursday
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## 361	2023-12-12	21:59:31	1	11210.00	2023-12-12	21:59:31	21	Tuesday
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## 370	2023-10-24	22:02:26	1	42098.00	2023-10-24	22:02:26	22	Tuesday

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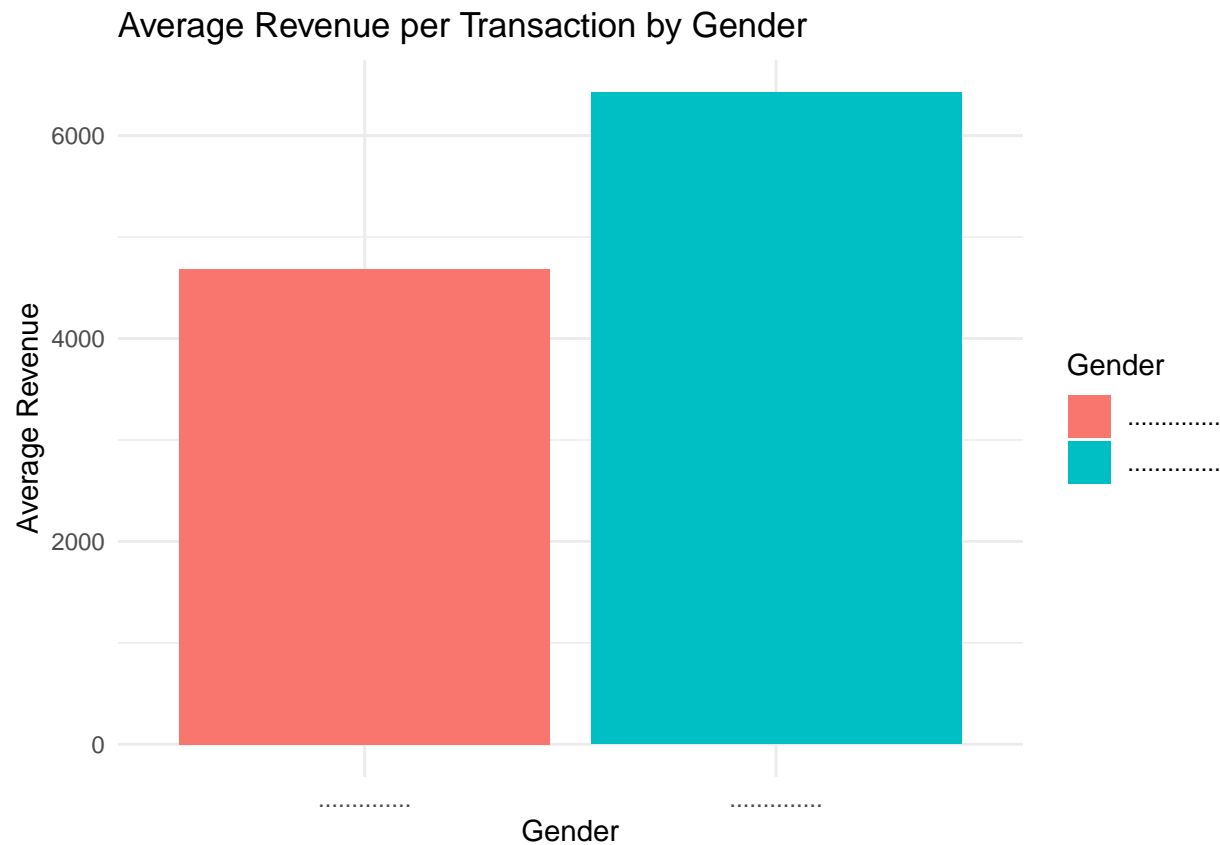
```

ggplot(df, aes(x=Gender, fill=Gender)) +
  geom_bar() +
  labs(title="Gender Distribution", y="Count") +
  theme_minimal()

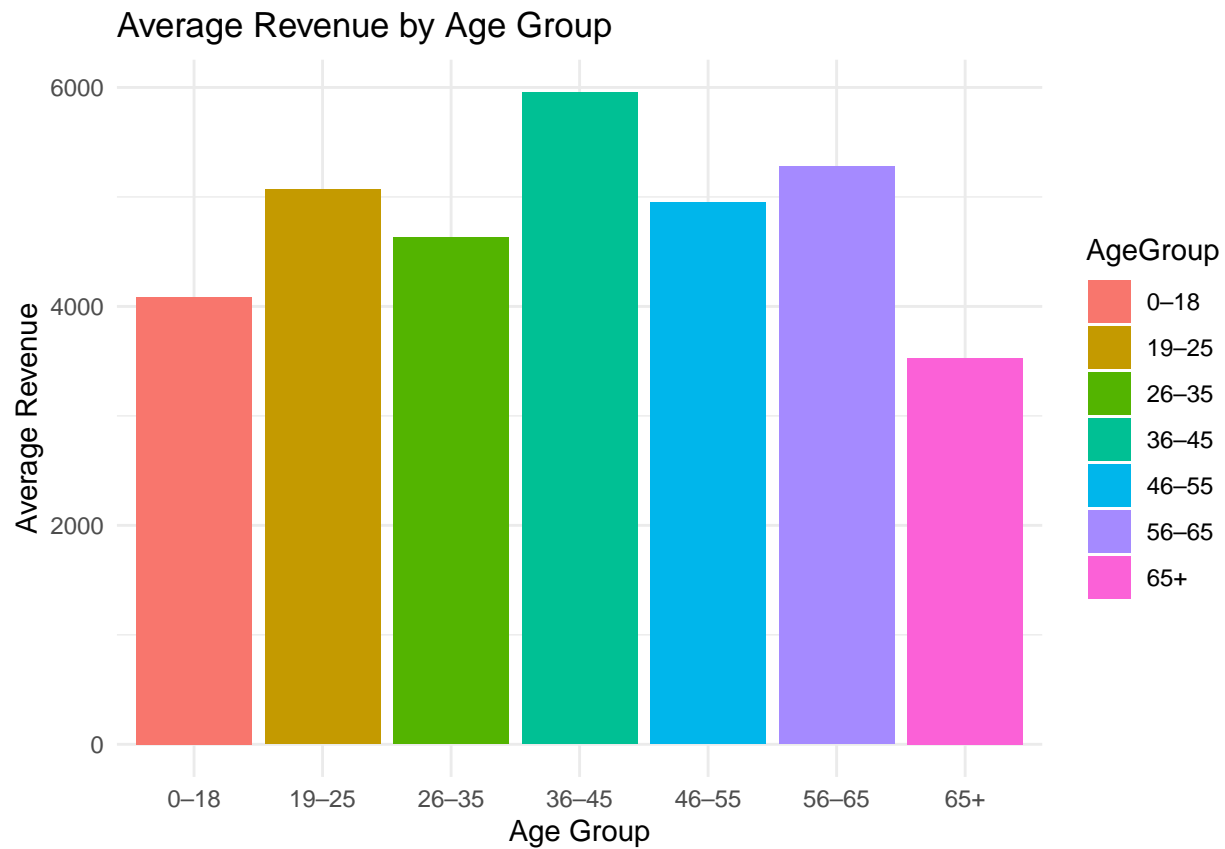
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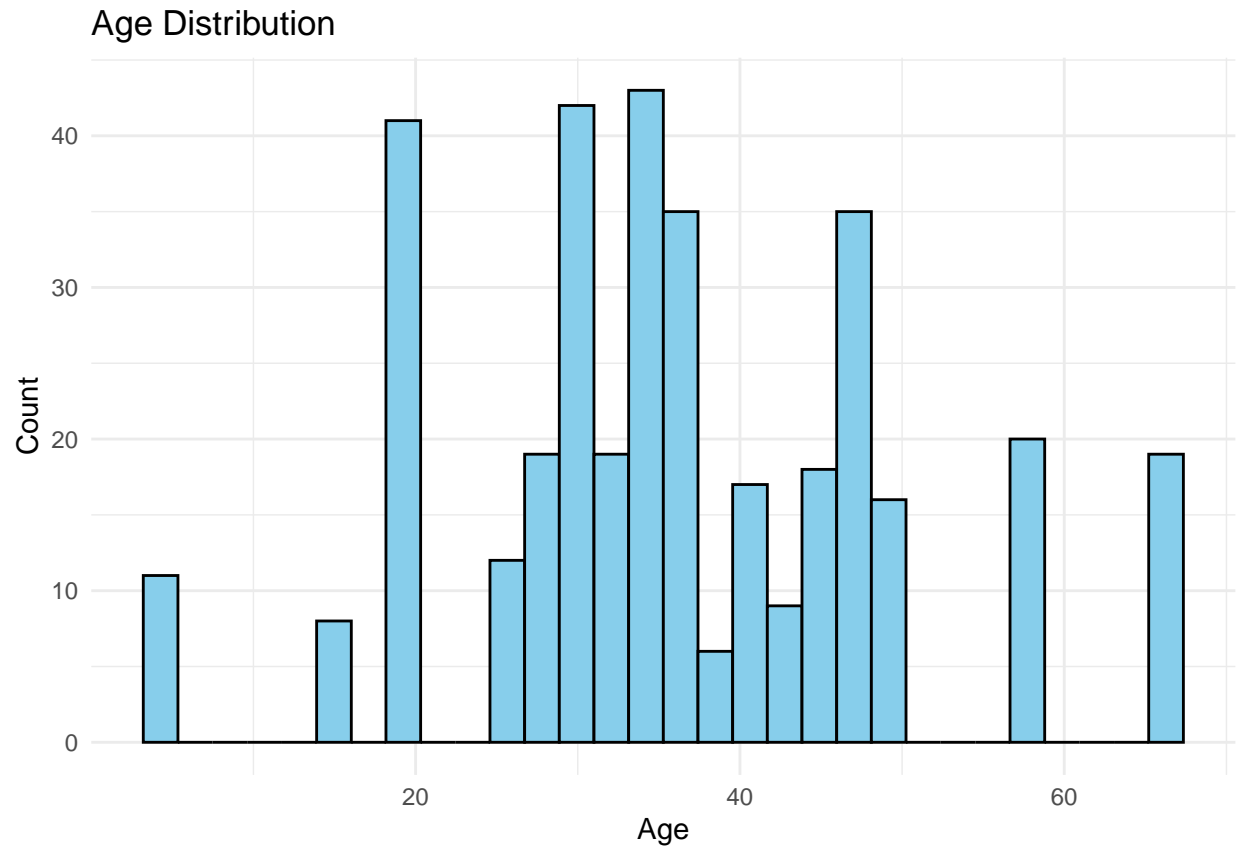
```
df %>%  
  group_by(Gender) %>%  
  summarise(AvgRevenue = mean(Revenue)) %>%  
  ggplot(aes(x = Gender, y = AvgRevenue, fill = Gender)) +  
  geom_col() +  
  labs(title = "Average Revenue per Transaction by Gender", y = "Average Revenue") +  
  theme_minimal()
```



```
df %>%
  mutate(AgeGroup = cut(Age, breaks = c(0, 18, 25, 35, 45, 55, 65, Inf),
                        labels = c("0-18", "19-25", "26-35", "36-45", "46-55", "56-65", "65+"))) %>%
  group_by(AgeGroup) %>%
  summarise(AvgRevenue = mean(Revenue)) %>%
  ggplot(aes(x = AgeGroup, y = AvgRevenue, fill = AgeGroup)) +
  geom_col() +
  labs(title = "Average Revenue by Age Group", x = "Age Group", y = "Average Revenue") +
  theme_minimal()
```



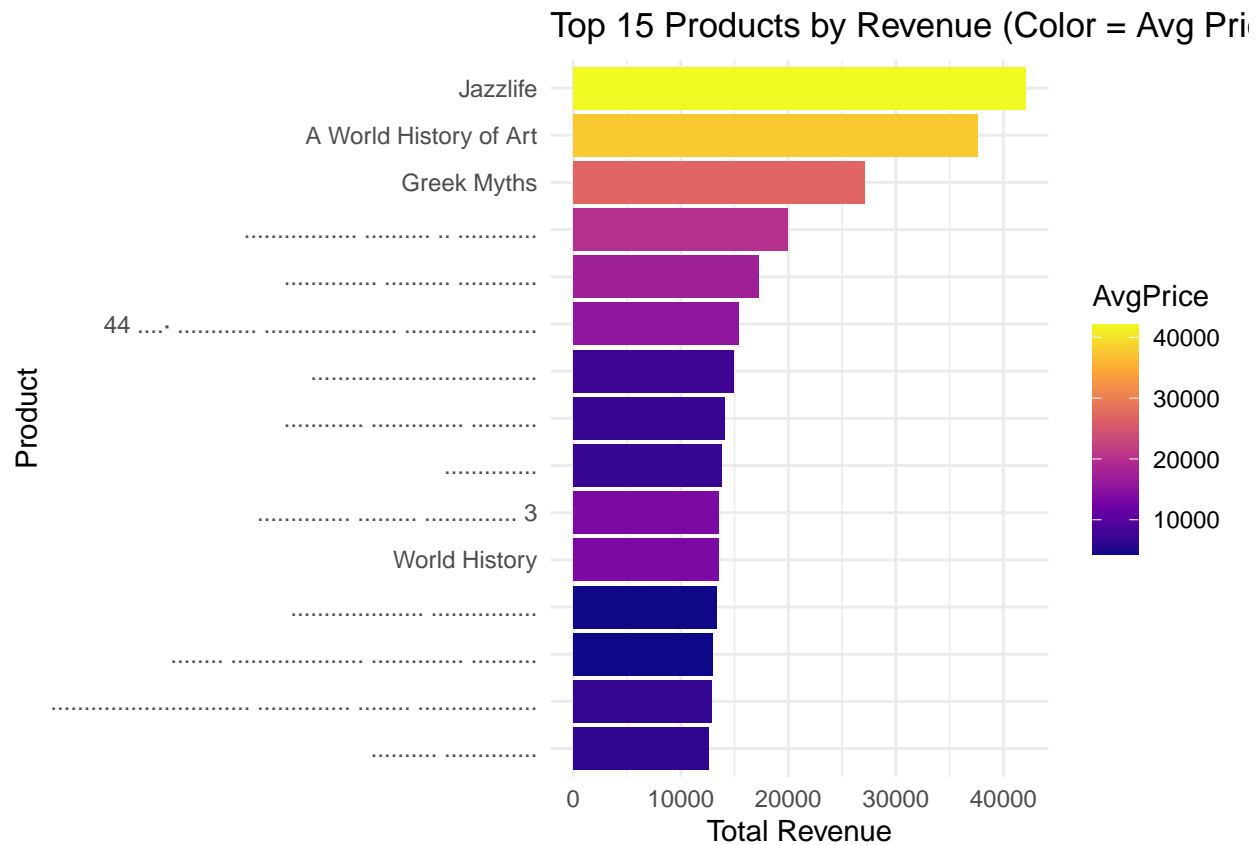
```
ggplot(df, aes(x=Age)) +  
  geom_histogram(bins = 30, fill="skyblue", color="black") +  
  labs(title="Age Distribution", x="Age", y="Count") +  
  theme_minimal()
```



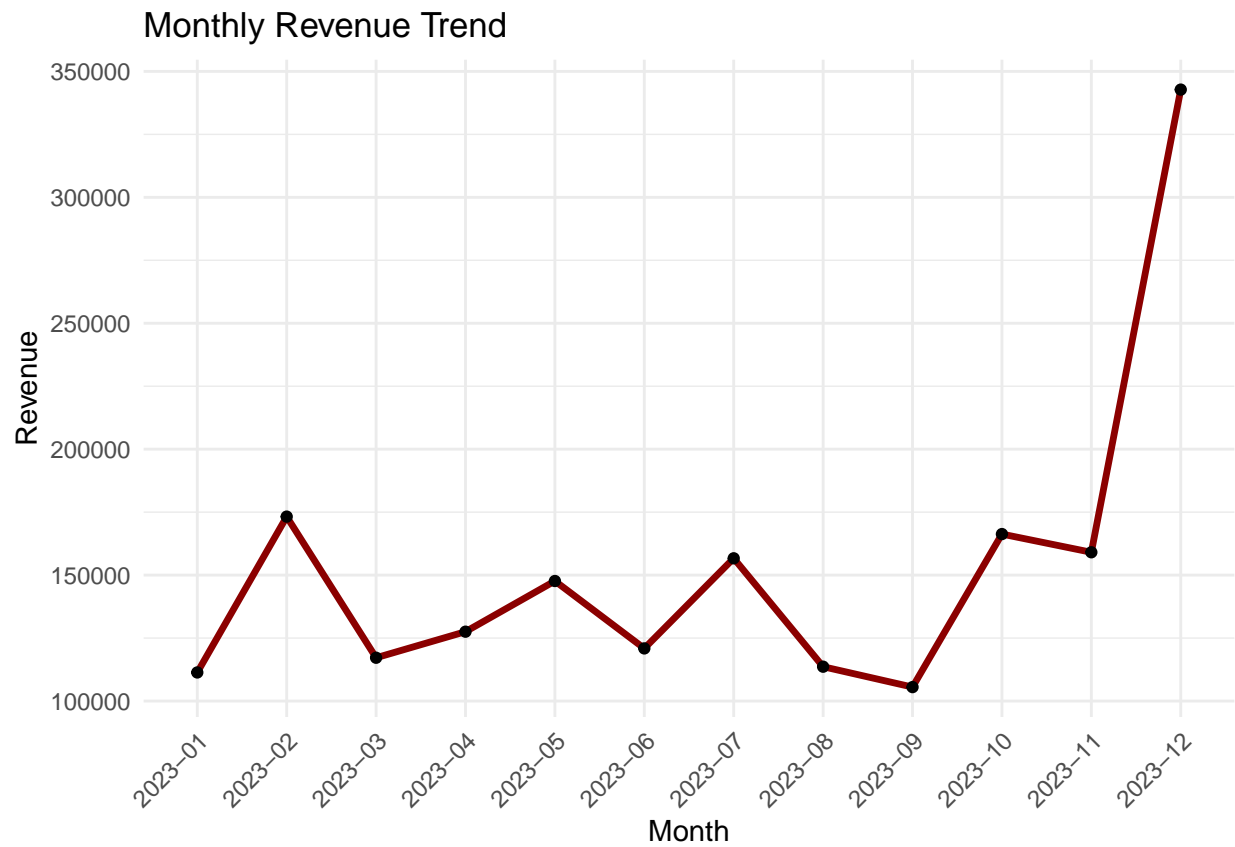
```
product_stats <- df %>%
  group_by(Product) %>%
  summarise(
    TotalRevenue = sum(Revenue, na.rm = TRUE),
    AvgPrice = mean(Revenue, na.rm = TRUE),
    Count = n()
  )
```

```
top_products <- product_stats %>%
  arrange(desc(TotalRevenue)) %>%
  slice(1:15)

ggplot(top_products, aes(x = reorder(Product, TotalRevenue), y = TotalRevenue, fill = AvgPrice)) +
  geom_col() +
  coord_flip() +
  scale_fill_viridis_c(option = "C") +
  labs(title = "Top 15 Products by Revenue (Color = Avg Price)",
       x = "Product", y = "Total Revenue") +
  theme_minimal()
```

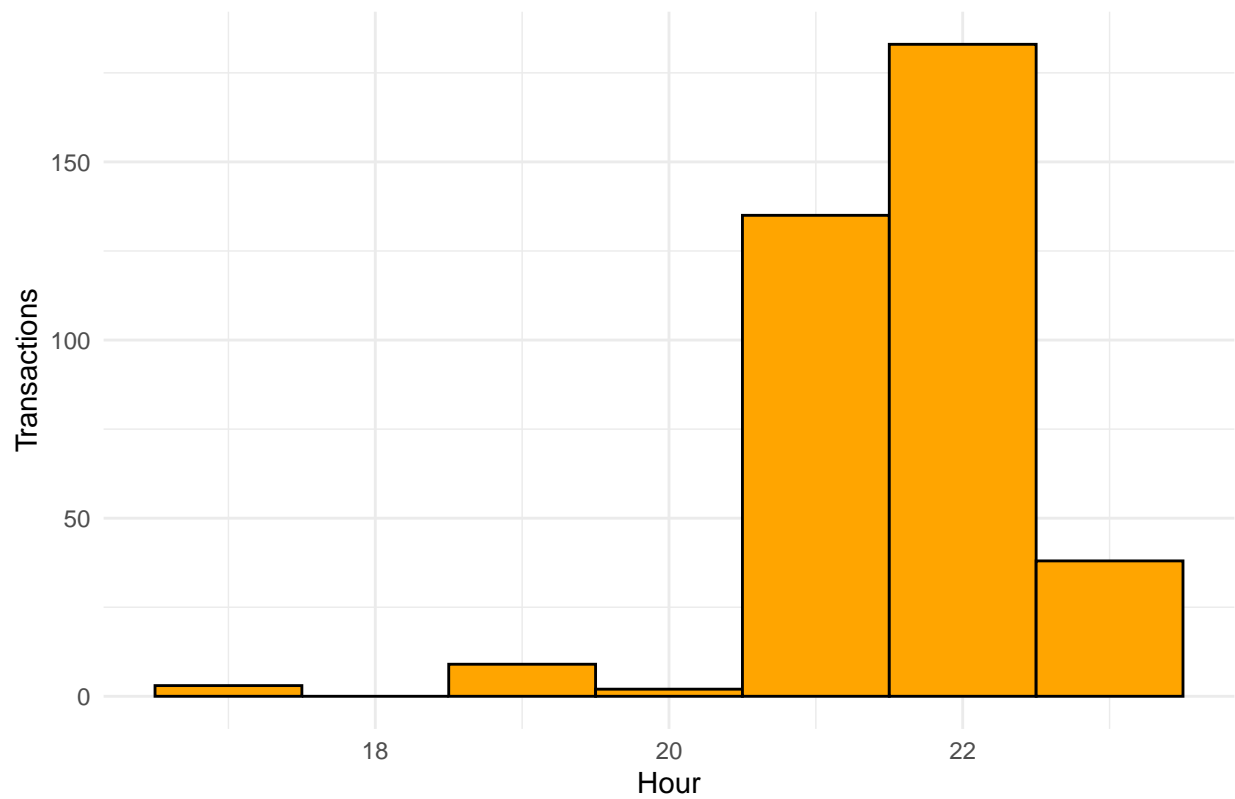



```
df %>%
  group_by(Month) %>%
  summarise(MonthlyRevenue = sum(Revenue)) %>%
  ggplot(aes(x=Month, y=MonthlyRevenue, group=1)) +
  geom_line(color="darkred", size=1.2) +
  geom_point(color="black") +
  labs(title="Monthly Revenue Trend", x="Month", y="Revenue") +
  theme_minimal() +
  theme(axis.text.x = element_text(angle=45, hjust=1))
```

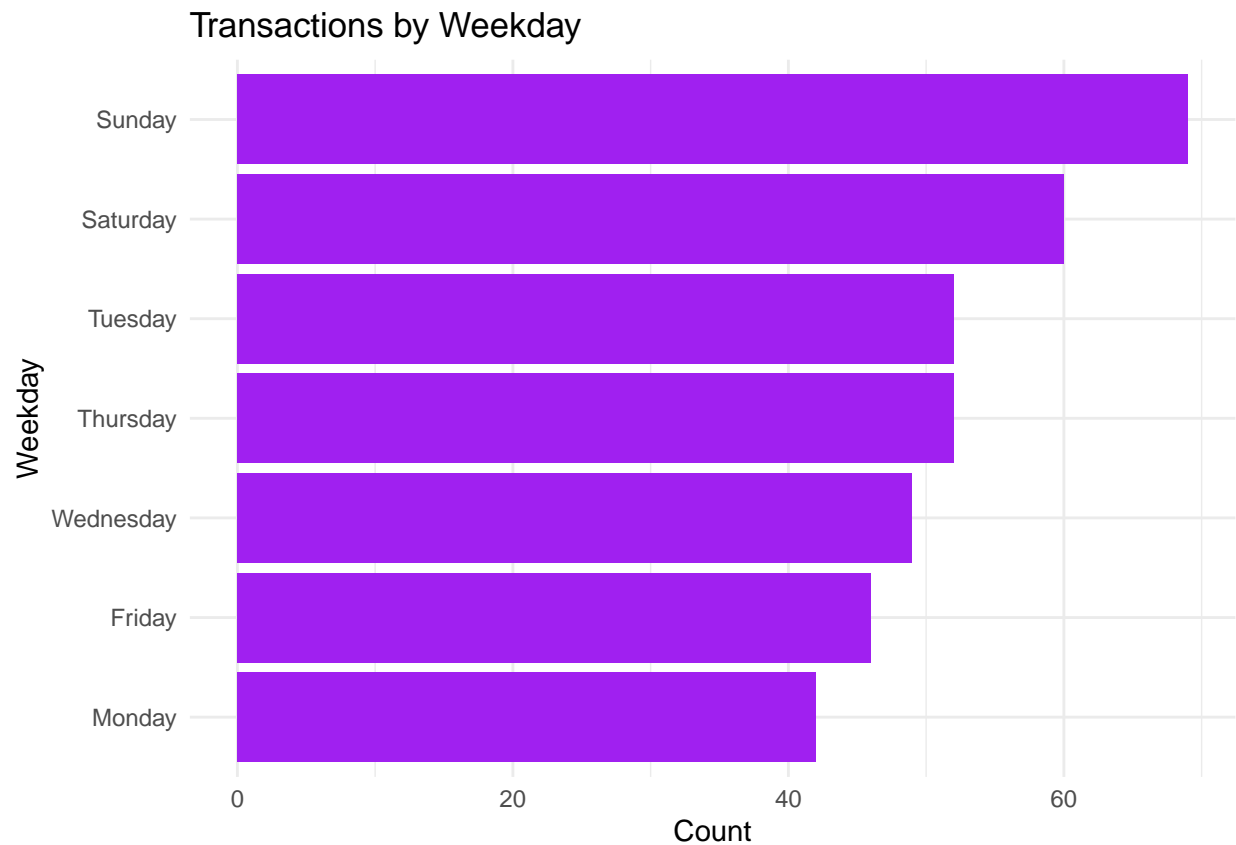


```
ggplot(df, aes(x=Hour)) +  
  geom_histogram(binwidth=1, fill="orange", color="black") +  
  labs(title="Hourly Purchase Distribution", x="Hour", y="Transactions") +  
  theme_minimal()
```

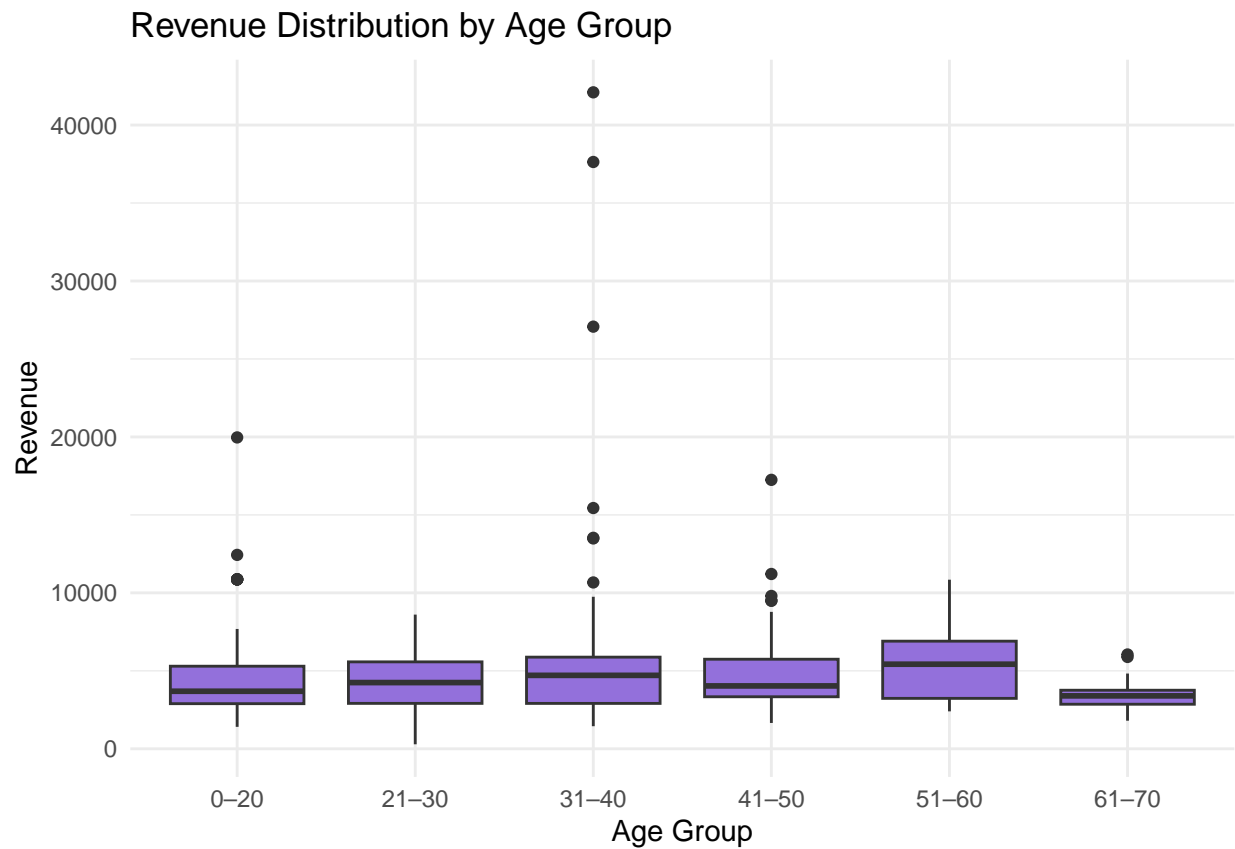
Hourly Purchase Distribution



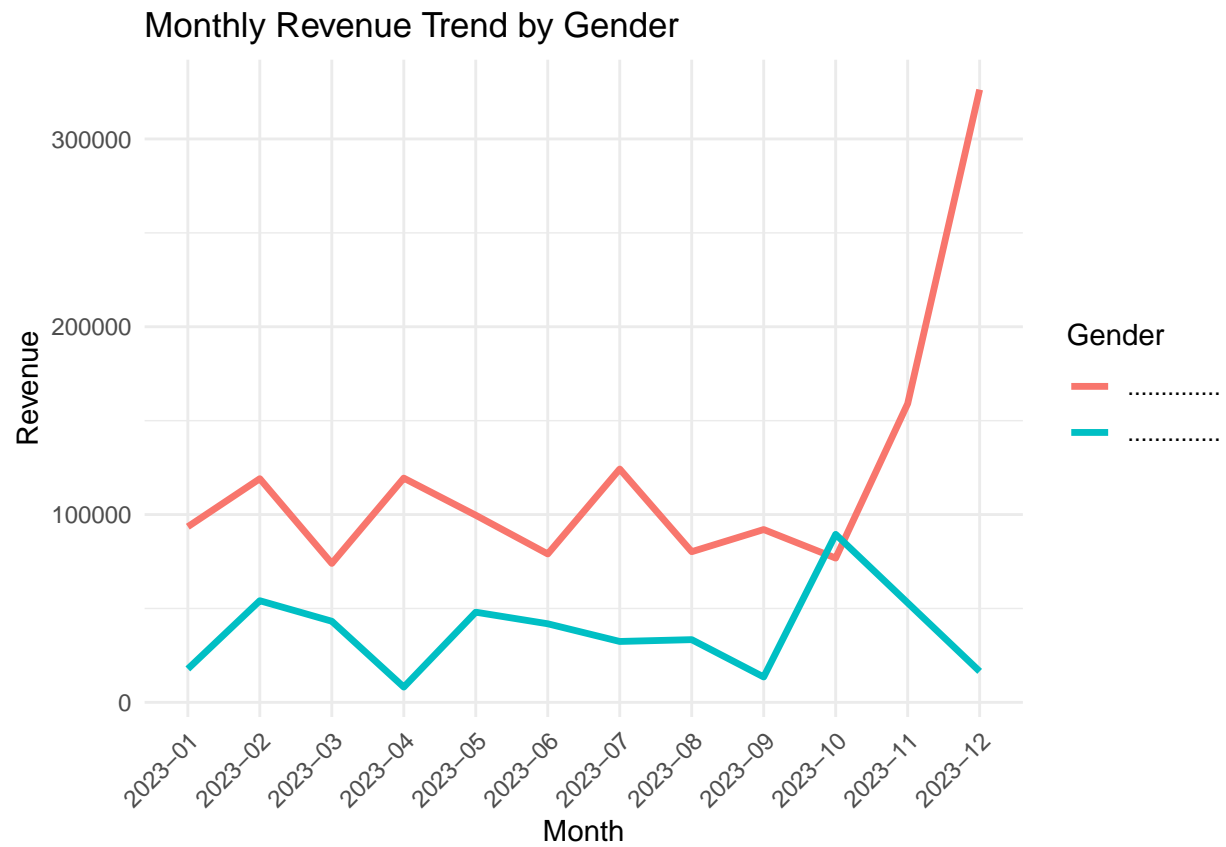
```
df %>%  
  count(Weekday) %>%  
  ggplot(aes(x=reorder(Weekday, n), y=n)) +  
  geom_col(fill="purple") +  
  coord_flip() +  
  labs(title="Transactions by Weekday", x="Weekday", y="Count") +  
  theme_minimal()
```



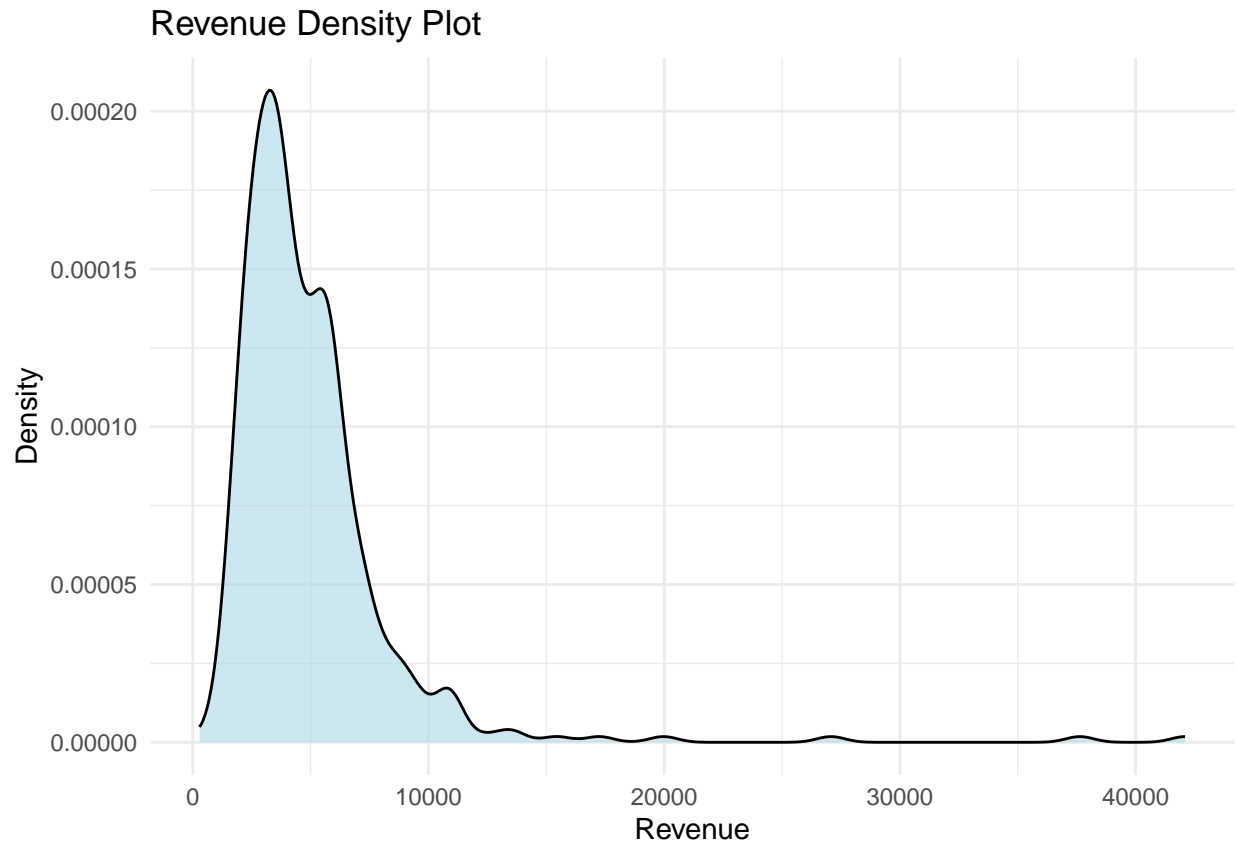
```
df %>%
  mutate(AgeGroup = cut(Age, breaks = c(0, 20, 30, 40, 50, 60, 70, Inf),
    labels = c("0-20", "21-30", "31-40", "41-50", "51-60", "61-70", "70+"))) %>%
  ggplot(aes(x = AgeGroup, y = Revenue)) +
  geom_boxplot(fill = "#9370DB") +
  labs(title = "Revenue Distribution by Age Group", x = "Age Group", y = "Revenue") +
  theme_minimal()
```



```
df %>%
  group_by(Month, Gender) %>%
  summarise(TotalRevenue = sum(Revenue)) %>%
  ggplot(aes(x = Month, y = TotalRevenue, color = Gender, group = Gender)) +
  geom_line(size = 1.2) +
  labs(title = "Monthly Revenue Trend by Gender", x = "Month", y = "Revenue") +
  theme_minimal() +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
```



```
ggplot(df, aes(x = Revenue)) +  
  geom_density(fill = "lightblue", alpha = 0.6) +  
  labs(title = "Revenue Density Plot", x = "Revenue", y = "Density") +  
  theme_minimal()
```



```
library(moments)
cat("Skewness of Revenue:", as.numeric(skewness(df$Revenue, na.rm = TRUE)), "\n")
```

```
## Skewness of Revenue: 5.271195
```

```
cat("Kurtosis of Revenue:", as.numeric(kurtosis(df$Revenue, na.rm = TRUE)), "\n")
```

```
## Kurtosis of Revenue: 44.65177
```

```
revenue_summary <- summary(df$Revenue)

mean_revenue <- mean(df$Revenue, na.rm = TRUE)
median_revenue <- median(df$Revenue, na.rm = TRUE)
sd_revenue <- sd(df$Revenue, na.rm = TRUE)
min_revenue <- min(df$Revenue, na.rm = TRUE)
max_revenue <- max(df$Revenue, na.rm = TRUE)
quantiles_revenue <- quantile(df$Revenue, probs = c(0.25, 0.5, 0.75), na.rm = TRUE)
cv_revenue <- sd_revenue / mean_revenue # Coefficient of Variation

cat("Revenue Summary:\n")
```

```
## Revenue Summary:
```

```
print(revenue_summary)
```

```
##      Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##      288    2900    4132    4978    5800   42098
```

```
cat("\nMean Revenue:", round(mean_revenue, 2), "\n")
```

```
##
## Mean Revenue: 4977.81
```

```
cat("Median Revenue:", round(median_revenue, 2), "\n")
```

```
## Median Revenue: 4132.5
```

```
cat("Standard Deviation:", round(sd_revenue, 2), "\n")
```

```
## Standard Deviation: 3791.43
```

```
cat("Minimum Revenue:", round(min_revenue, 2), "\n")
```

```
## Minimum Revenue: 288
```

```
cat("Maximum Revenue:", round(max_revenue, 2), "\n")
```

```
## Maximum Revenue: 42098
```

```
cat("25% Quantile:", round(quantiles_revenue[1], 2), "\n")
```

```
## 25% Quantile: 2900.3
```

```
cat("50% Quantile (Median):", round(quantiles_revenue[2], 2), "\n")
```

```
## 50% Quantile (Median): 4132.5
```

```
cat("75% Quantile:", round(quantiles_revenue[3], 2), "\n")
```

```
## 75% Quantile: 5800
```

```
cat("Coefficient of Variation:", round(cv_revenue, 4), "\n")
```

```
## Coefficient of Variation: 0.7617
```