

Chi-Square Test for Sales Volume and Retention Status

The FREQ Procedure

Frequency Percent Row Pct Col Pct	Table of Sales_Category by Retention_Status			
	Sales_Category	Retention_Status		
		Non-Reta	Retained	Total
	Hig	0 0.00 0.00 0.00	117 0.52 100.00 0.72	117 0.52
	Low	6255 27.65 33.07 99.27	12657 55.94 66.93 77.54	18912 83.59
	Med	46 0.20 1.28 0.73	3550 15.69 98.72 21.75	3596 15.89
	Total	6301 27.85	16324 72.15	22625 100.00

Statistics for Table of Sales_Category by Retention_Status

Statistic	DF	Value	Prob
Chi-Square	2	1565.5240	<.0001
Likelihood Ratio Chi-Square	2	2267.2179	<.0001
Mantel-Haenszel Chi-Square	1	1333.7181	<.0001
Phi Coefficient		0.2630	
Contingency Coefficient		0.2544	
Cramer's V		0.2630	

Sample Size = 22625

Correlation Analysis Between Sales Volume and Customer Retention

The CORR Procedure

2 Variables:	Total_Sales Number_of_Transactions
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Simple Statistics						
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Total_Sales	22625	69.74756	152.30777	1578039	0.14000	3986
Number_of_Transactions	22625	5.82126	9.88703	131706	1.00000	228.00000

Pearson Correlation Coefficients, N = 22625 Prob > r under H0: Rho=0		
	Total_Sales	Number_of_Transactions
Total_Sales	1.00000	0.85397 <.0001
Number_of_Transactions	0.85397 <.0001	1.00000

