

## **Direct Mail Household EDA**

### **Insights:**

#### **Insight 1: Store Frequency vs. Household spending**

After making an EDA analysis it was possible to conclude that going more times to the store is not positively correlated with sending more money there.

States, such as Texas and California represent an excellent target once representing the highest values in terms of expenses and times customers have been in the store. On the other hand, Missouri for example, represents a low value in both variables.

New Mexico is an example of what was shown in the EDA analysis, represents a high value of the purchase and a lower value of visits.

#### **Insight 2: States with a likelihood to have a child.**

Texas and California display a higher likelihood to have a child.

Investing in these states would be beneficial, once the families may have a greater demand, compared with single individuals.

Offering special discounts or promotions for families and creating a kid-friendly environment in the store can potentially maximize sales.

#### **Insight 3: Donation frequency by net worth.**

People with a net worth between \$10,000-\$24,999 and \$100,000-\$249,999, tend to donate more to charity. According to some studies households with more income are more likely to donate to charity. This may provide some growth opportunities. People will have more money available to spend on the store so, invest in a group of people with previous income will potentially maximize and increase sales.

#### **Insight 4: Mixed Household by state.**

Texas and California exhibit higher values on the female that hold a house. This may provide an opportunity for growing sales.

As was mentioned in the EDA, the female gender, spends more money on the store. Moreover, if in these states, more female people hold a house, the chances of purchasing more are high, which will potentiate sales growth.

#### **References:**

Priday, B., Priday, B., Danagouliau, S., Danagouliau, S., Zhu, Z., & Levy, P. D. (2020, May 5). *Are Rich people really less generous?* Econofact. Retrieved March 29, 2023, from <https://econofact.org/are-rich-people-really-less-generous>