Cameron Brewer
hkr188
MS-3073-001

Customer - Gender Information

Gender Ratio

Female
49.4%
9133 (49.4%)
9351 (50.6%)
Male
50.6%
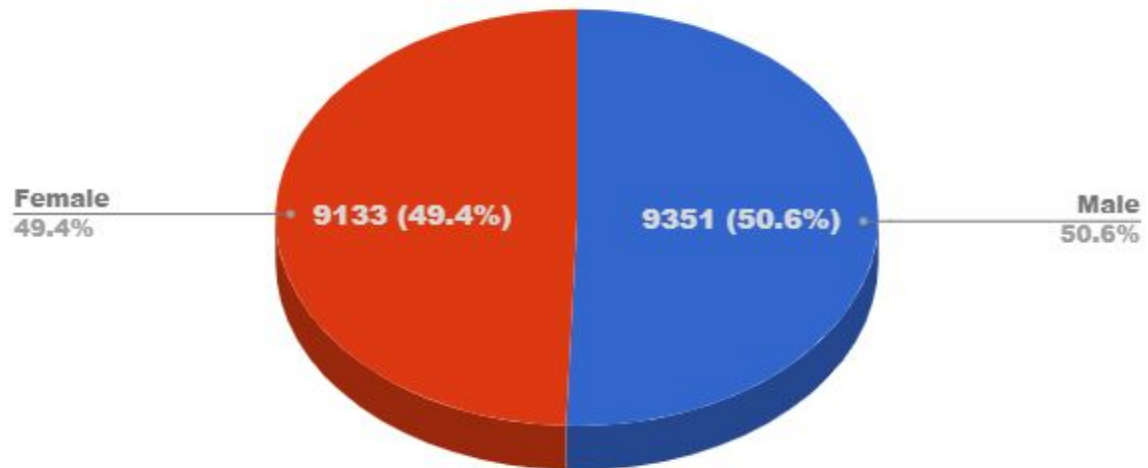
Gender Ratio with >$1000 Spent
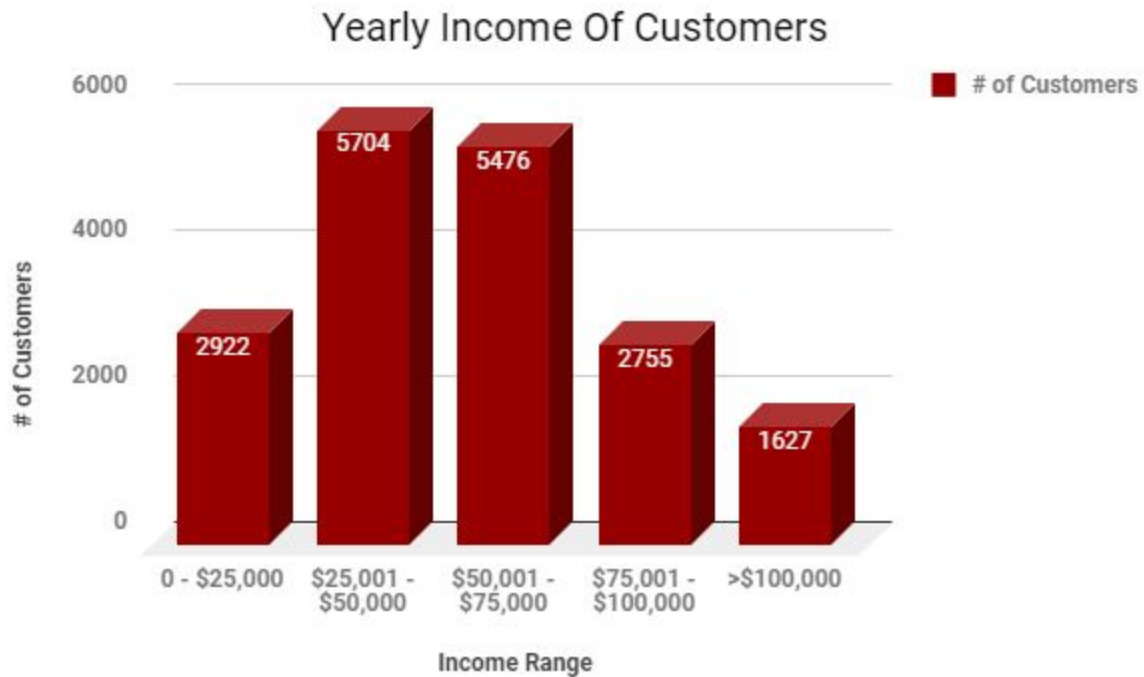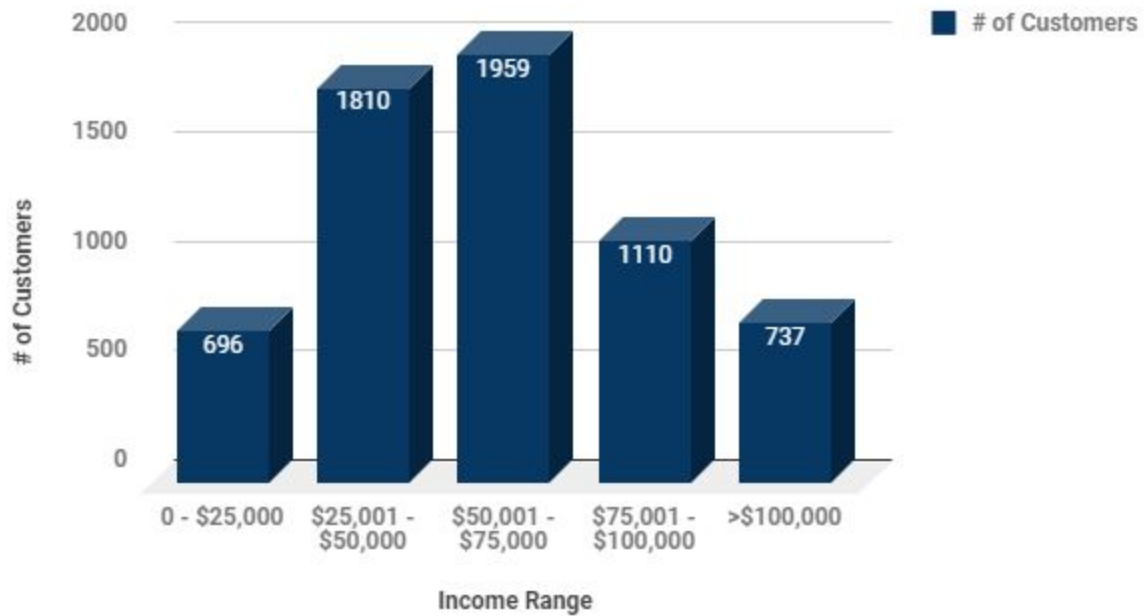

Female
50.7%
3201 (50.7%)
3111 (49.3%)
Male
49.3%

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Yearly Income of Customers
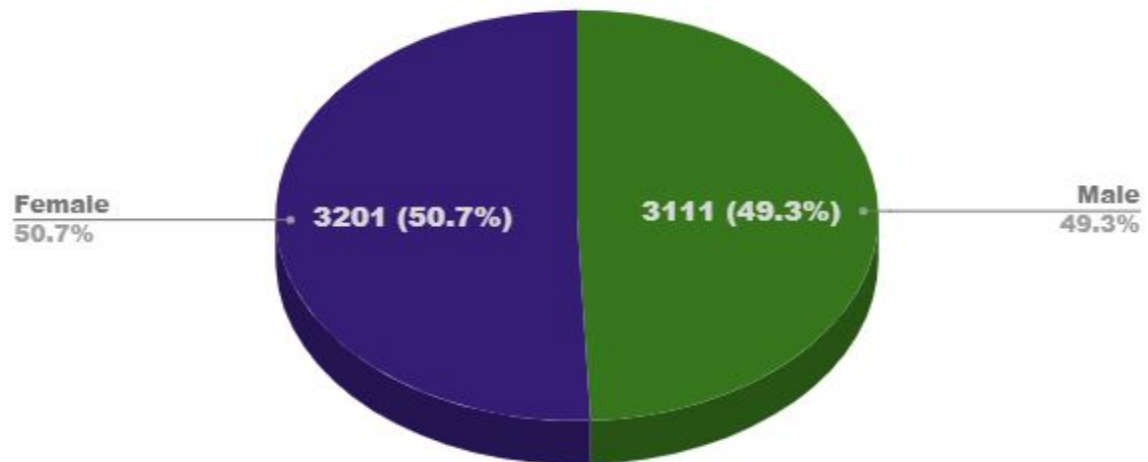
Yearly Income Of Customers

Yearly Income of Consumers who Purchase >$1,000

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Marital Status of Customers

Marital Status of Customers

Single
45.6%

8,473 (45.6%)

10,111 (54.4%)

Married
54.4%
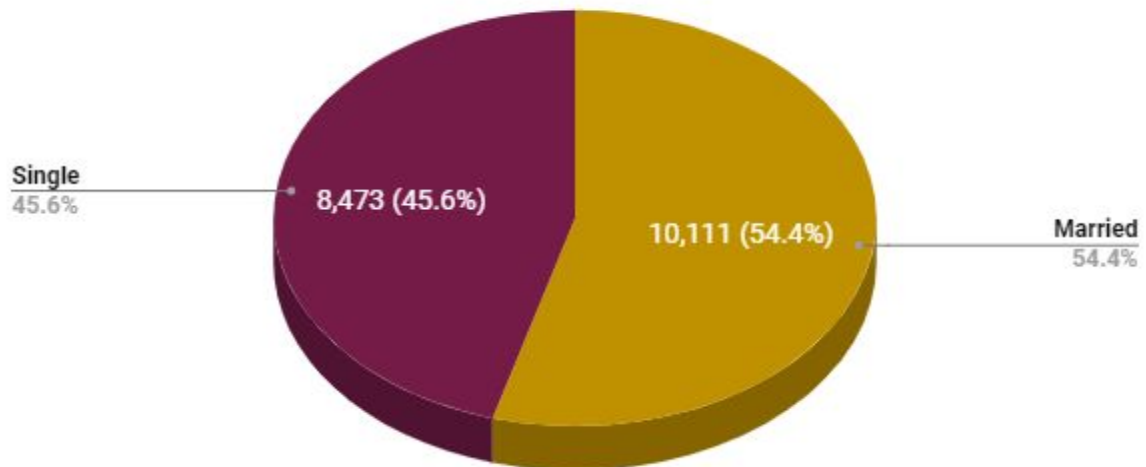
Marital Status for Customers who Spent >$1,000

Single
47.7%

3,012 (47.7%)

3,300 (52.3%)

Married
52.3%

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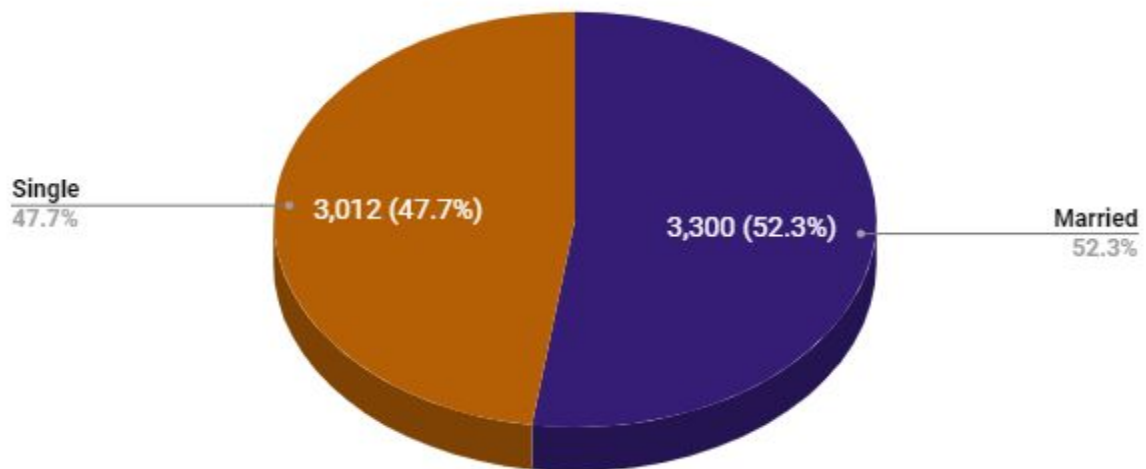
Number of Children at Home

Basic Statistics:

Mean - 1.004058 Children

Std. Dev. - 1.52266

Number of Children Living at Home
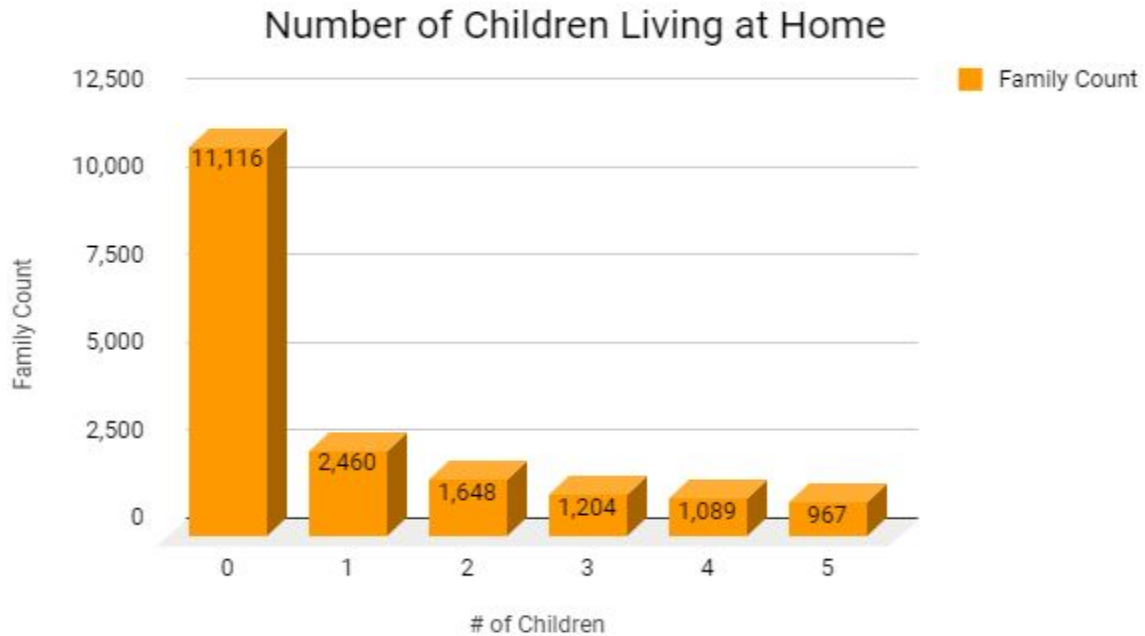
Basic Statistics (>$1,000 spent):

Mean - 0.9605513 Children

Std. Dev. - 1.50303

Number of Children Living at Home for Families who spent >$1,000

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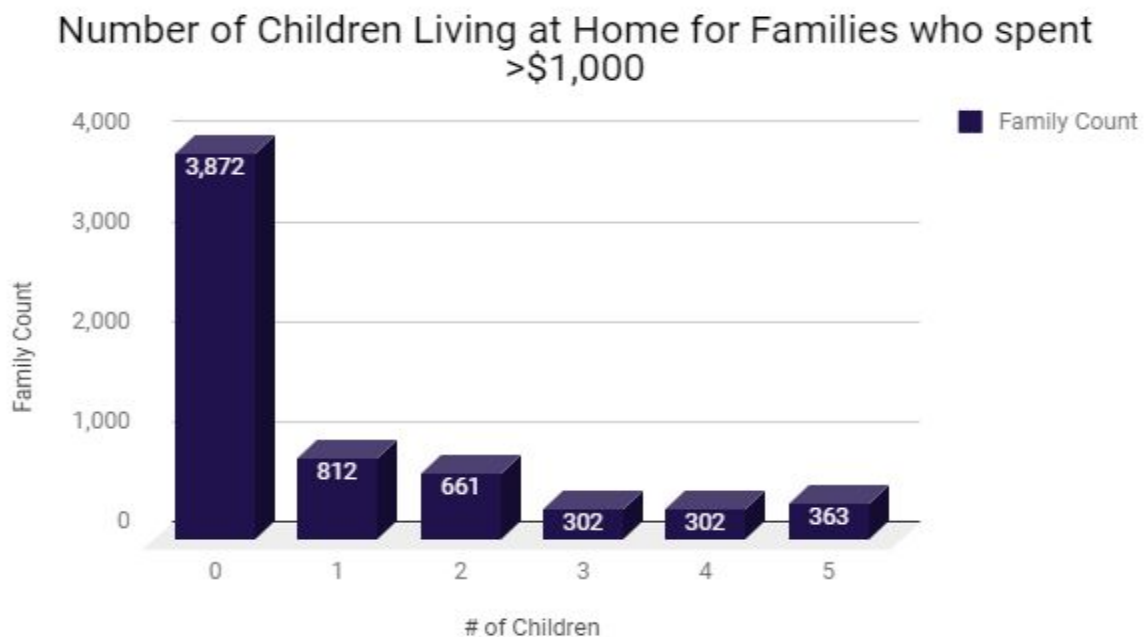
Total Number of Children In Customer's Families

Basic Statistics:

Mean - 1.844352 Children

Std. Dev. - 1.612408

Total Children in Customer's Families

■ Count of Family

```
6,000 ─

        5,165
4,000 ─

               3,619   3,779

2,000 ─
                              2,194   2,303
                                             1,424
    0 ─
          0      1      2      3      4      5
                     # of Children
```

Count of Family
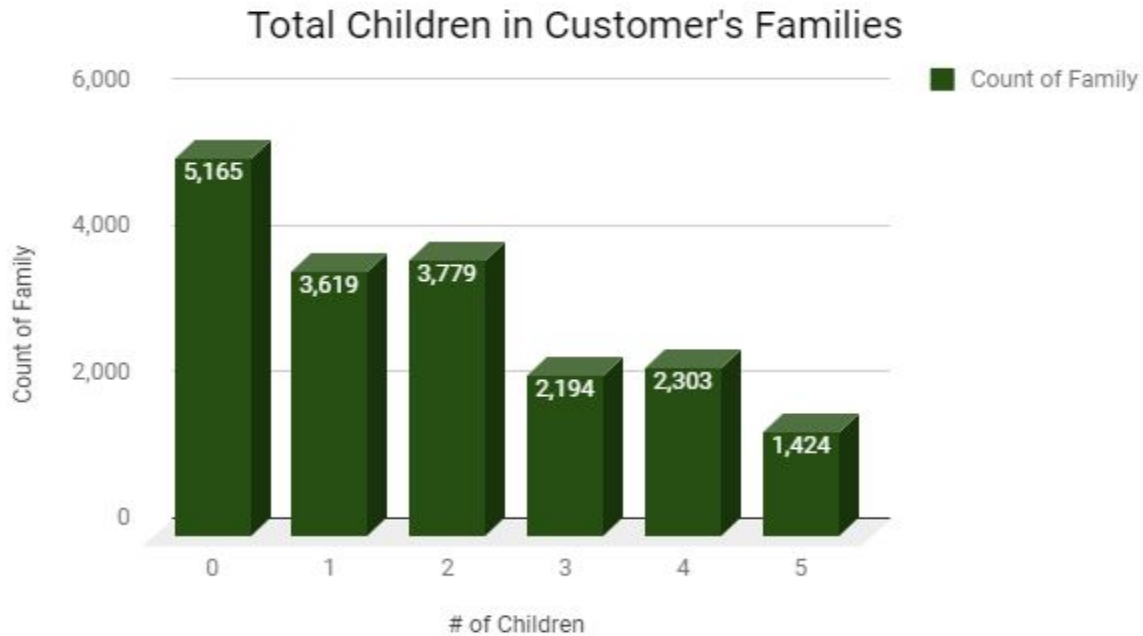
Basic Statistics (>$1,000 spent):

Mean - 1.661122 Children

Std. Dev. - 1.507817

Total Children in Families who Spent >$1,000

■ Family Count

```
2,000 ─
        1,846
1,500 ─
               1,443
                      1,316
1,000 ─

  500 ─                754
                              617
                                     336
    0 ─
          0      1      2      3      4      5
                     # of Children
```

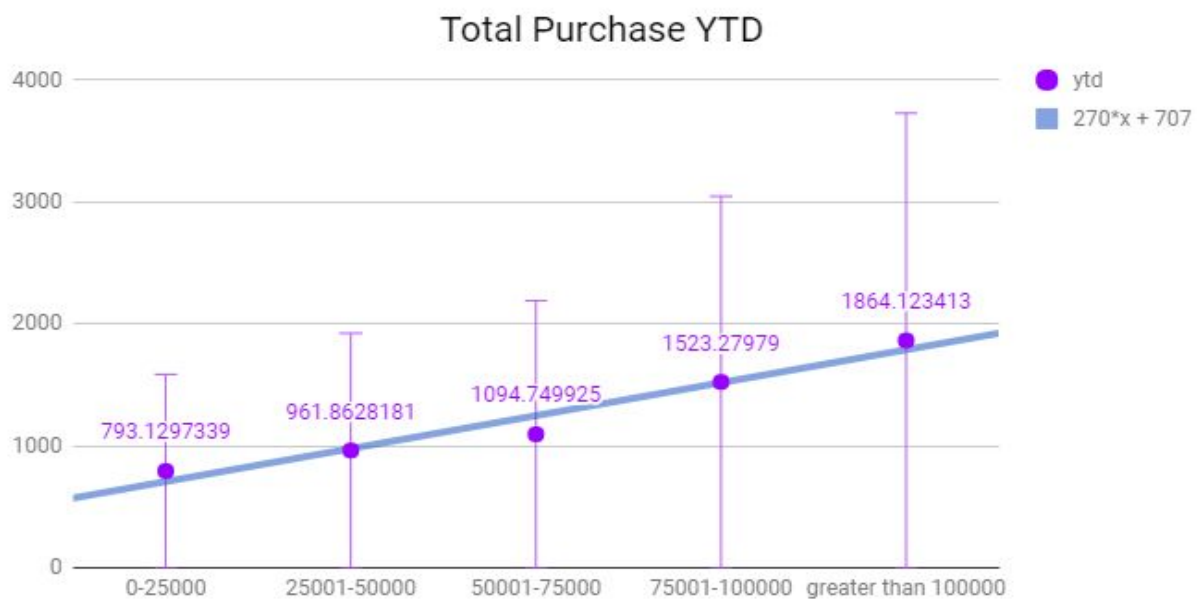Family Count

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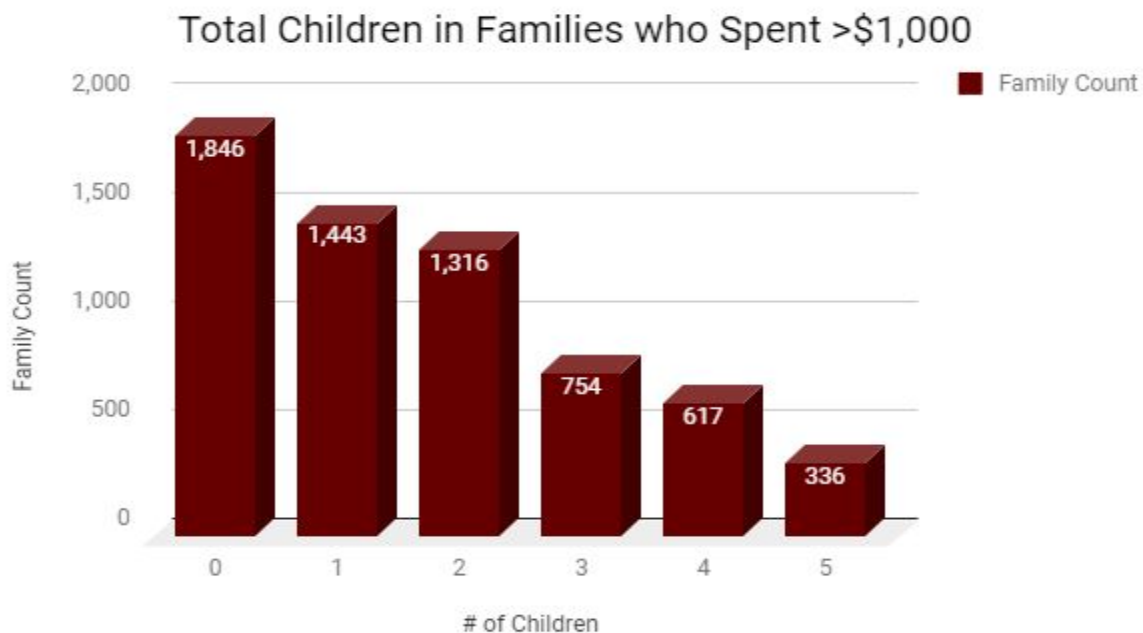
Total Purchase YTD

Basic Statistics:
Mean - $1,137.655
Std. Dev. - $1,768.029

For the Graph, because there were so many data points, I used an aggregate approach. So with the income range as the x-axis, I found the average of all of the money spent for each range, and that is the values you see on the graph. To help drive home the range of values, I included error bars that show the maximum and minimum amount of money spent by customers in the income range. On top of that, there is a trend line, which shows that the more income an individual has, the more money they spend.

Total Purchase YTD

Legend: ● ytd ■ 270*x + 707

Data points:
- 0-25000: 793.1297339
- 25001-50000: 961.8628181
- 50001-75000: 1094.749925
- 75001-100000: 1523.27979
- greater than 100000: 1864.123413

Number of Customers who Spent >$1,000

Spent >$1,000 — 6,312 (34.1%)
Did Not — 12,172 (65.9%)