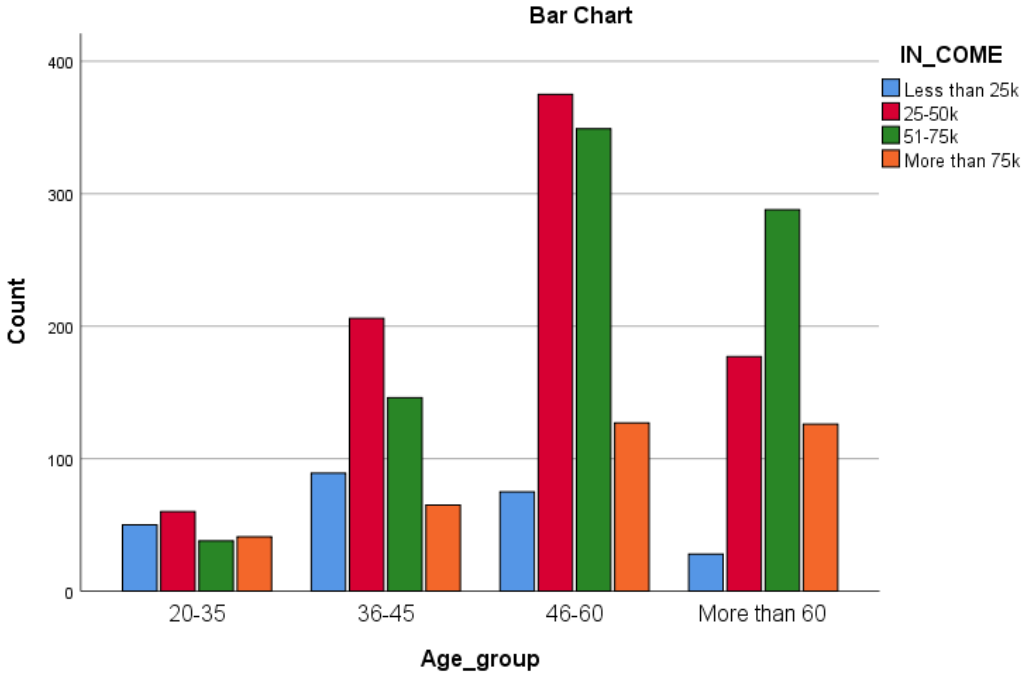
1. Chi square test for age groups and Income:

Null Hypothesis-H0: Age and income are independent to each other.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	168.115[a]	9	.000
Likelihood Ratio	161.459	9	.000
Linear-by-Linear Association	79.320	1	.000
N of Valid Cases	2240		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.42.



We reject the null hypothesis at 5% level of significance saying that age and income are dependent to each other. From the clustered bar chart, we can able to know that the age group 46-60 earns more compared to the other age groups.

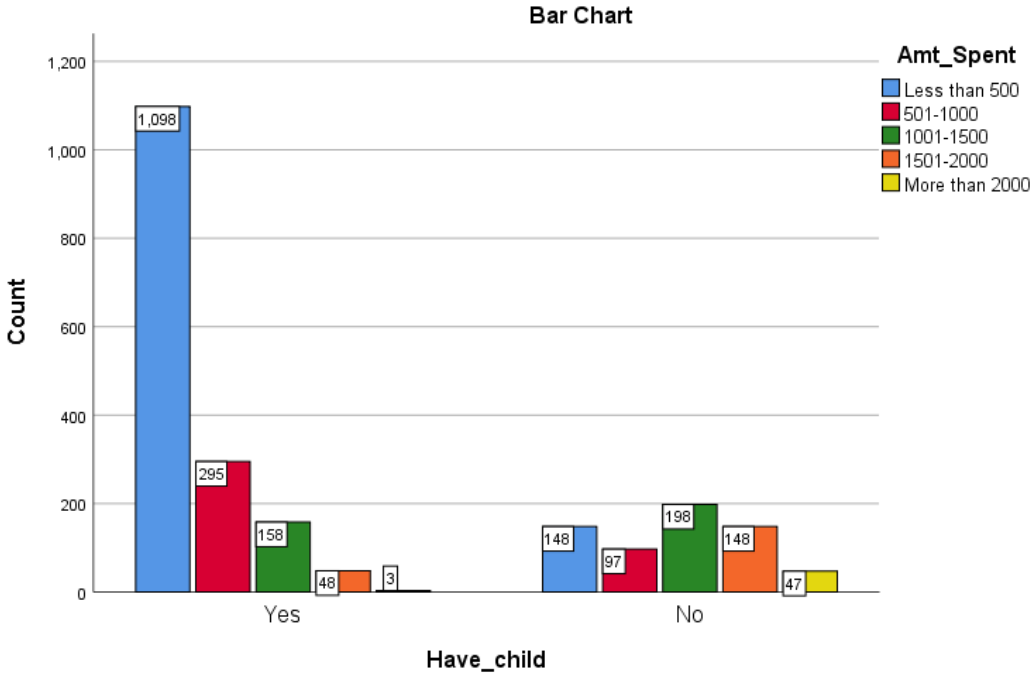
2. Chi square test for those who have child vs the amount spent by them

Null Hypothesis - H0: Those who are having child and the amount spent by them are independent to each other.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	618.192[a]	4	.000
Likelihood Ratio	599.687	4	.000
Linear-by-Linear Association	605.957	1	.000
N of Valid Cases	2240		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.24.

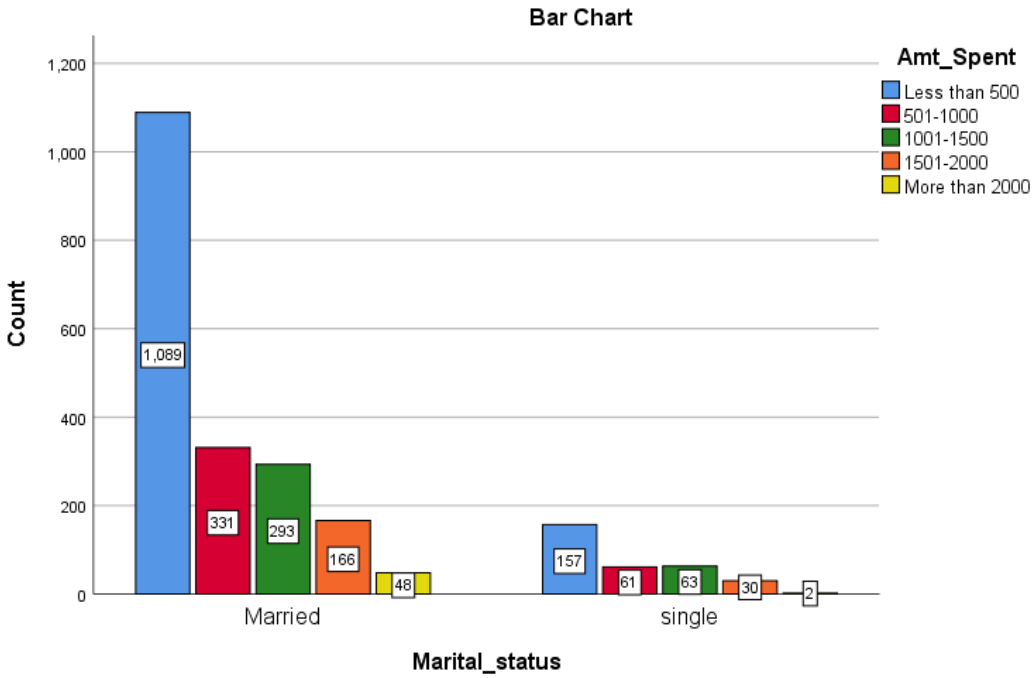


We reject the null hypothesis at 5% level of significance, saying that those who are having child and the amount spent by them are dependent to each other.

3. Chi square test for Marital status and amount spent by them:

Null Hypothesis - H0: the amount spent by married and not married are independent to each other.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.309[a]	4	.023
Likelihood Ratio	12.454	4	.014
Linear-by-Linear Association	1.272	1	.259
N of Valid Cases	2240		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.99.			

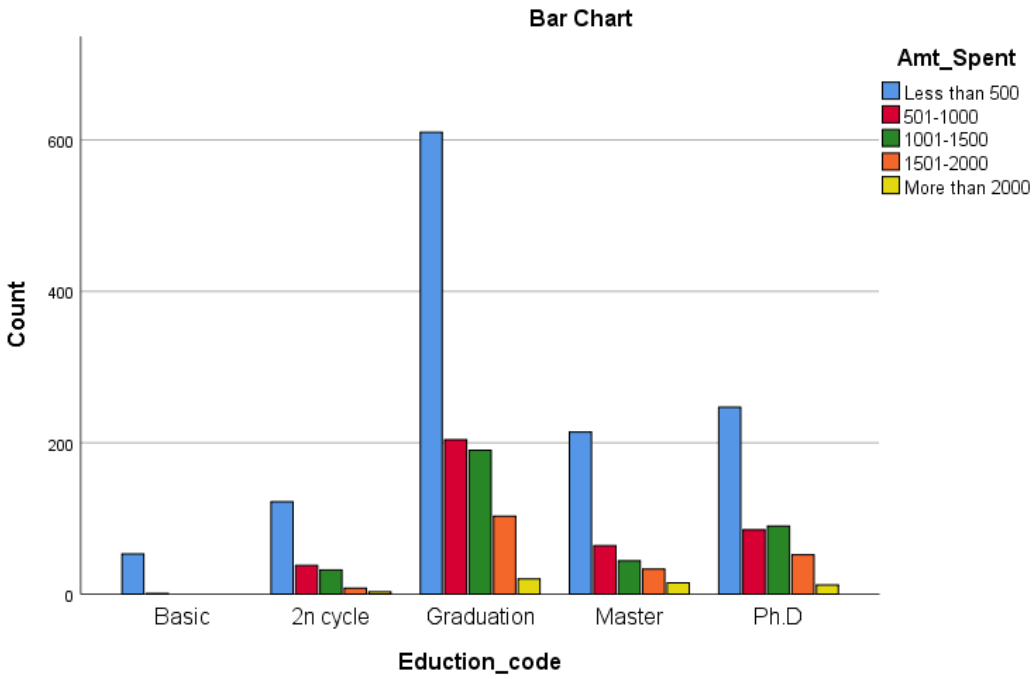


We reject the null hypothesis at 5% level of significance, saying that the amount spent by married and not married are dependent to each other.

4. Chi square test for educational level and amount spent by them

Null Hypothesis - H0: There is no association between spending the amount according to the educational level.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	64.944[a]	16	.000
Likelihood Ratio	81.614	16	.000
Linear-by-Linear Association	20.215	1	.000
N of Valid Cases	2240		
a. 3 cells (12.0%) have expected count less than 5. The minimum expected count is 1.21.			



We reject the null hypothesis at 5% level of significance, saying that they spent the amount according to their educational level.

5. One-way ANOVA for age group and their accepted campaign:

Null Hypothesis - H0: There is no significant difference in means of the campaigns accepted between the age groups.

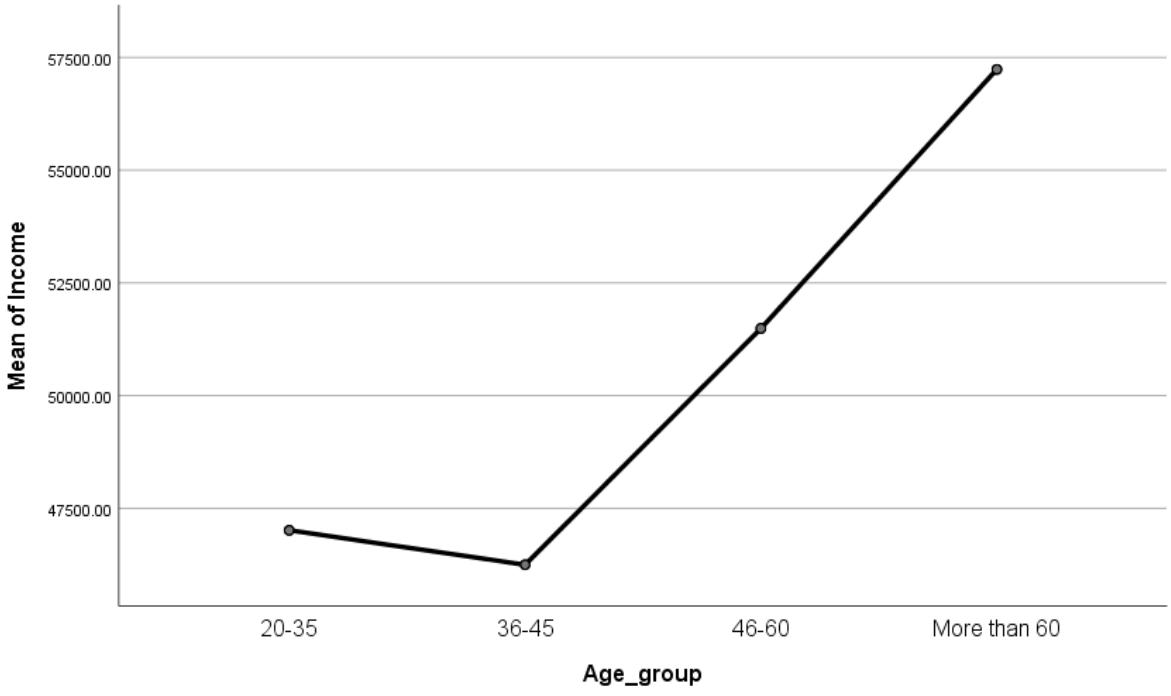
ANOVA					
Accepted_campaign					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.285	3	1.095	2.384	.068
Within Groups	1027.104	2236	.459		
Total	1030.389	2239			

We accept the null hypothesis at 5% level of significance, saying that there is no significant difference in means of the campaign accepted between the age groups. Irrespective of the age groups, all the people have accepted the campaign.

6. One-way ANOVA for age groups and their income:

Null Hypothesis - H0: There is no significant difference in mean income level between the age groups.

ANOVA					
Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38125724141.208	3	12708574713.736	32.433	.000
Within Groups	876146645353.568	2236	391836603.468		
Total	914272369494.776	2239			



We reject the null hypothesis at 5% level of significance, saying that there is significant difference in mean income level based on their age groups.

7. Correlation between Accepted campaigns and the number of store purchases:

Null Hypothesis - H0: There is no correlation between the store purchase and the campaigns accepted.

Correlations

		Accepted_campaign	NumStorePurchases
Accepted_campaign	Pearson Correlation	1	.207**
	Sig. (2-tailed)		.000
	N	2240	2240
NumStorePurchases	Pearson Correlation	.207**	1
	Sig. (2-tailed)	.000	
	N	2240	2240

**. Correlation is significant at the 0.01 level (2-tailed).

We reject the null hypothesis at 5% level of significance. There is a positive correlation between the accepted campaigns and their number of store purchases. It tells that increase in the number of store purchases increases the campaign acceptance by 21%.

8. Correlation between Campaign accepted and number of web visits:

Null Hypothesis - H0: There is no correlation between the campaign acceptance and the number of web visits.

Correlations			
		Accepted_campaign	NumWebVisitsMonth
Accepted_campaign	Pearson Correlation	1	-.166**
	Sig. (2-tailed)		.000
	N	2240	2240
NumWebVisitsMonth	Pearson Correlation	-.166**	1
	Sig. (2-tailed)	.000	
	N	2240	2240
**. Correlation is significant at the 0.01 level (2-tailed).			

We reject the null hypothesis at 5% level of significance. There is a negative correlation between the number of web visits per month and the accepted campaign number.