Data Analysis Report

Data Summary:

	CUSTOMERID	LCPCOUNT	TENURE_IN_MONTHS	CLOSESTSTOREDISTANCE \
count	10000.00000	10000.000000	9934.000000	8455.000000
mean	10000.50000	1.171900	54.286290	21.126264
std	2886.89568	2.067118	70.087569	83.097443
min	5001.00000	0.000000	-9.000000	0.000000
25%	7500.75000	0.000000	10.000000	4.643872
50%	10000.50000	1.000000	28.000000	8.442909
75%	12500.25000	1.000000	62.000000	17.793590
max	15000.00000	75.000000	287.000000	4763.484736

	FEMALE	AGE	HS_DIPLOMA	SOME_COLLEGE	BACH_GRAD_DEG \
count	10000.000000	4055.000000	10000.00000	10000.000000	10000.000000
mean	0.156700	47.351418	0.09840	0.133800	0.142900
std	0.363536	15.350262	0.29787	0.340454	0.349988
min	0.000000	19.000000	0.00000	0.000000	0.000000
25%	0.000000	35.000000	0.00000	0.000000	0.000000
50%	0.000000	47.000000	0.00000	0.000000	0.000000
75%	0.000000	59.000000	0.00000	0.000000	0.000000
max	1.000000	87.000000	1.00000	1.000000	1.000000

	LT_HS_DIPLOMA	...	MDAYREV_L3Y	MDAYREV_L4Y	MDAYQTY_L1Y \
count	10000.000000	...	10000.000000	10000.000000	10000.000000
mean	0.030400	...	12.308457	9.870698	0.032600
std	0.171694	...	173.528185	139.438375	0.246462

min	0.000000	...	0.000000	0.000000	0.000000
25%	0.000000	...	0.000000	0.000000	0.000000
50%	0.000000	...	0.000000	0.000000	0.000000
75%	0.000000	...	0.000000	0.000000	0.000000
max	1.000000	...	6328.000000	4919.000000	6.000000

	MDAYQTY_L2Y	MDAYQTY_L3Y	MDAYQTY_L4Y	MDAYSHOPPER_L1Y \
count	10000.000000	10000.000000	10000.000000	10000.000000
mean	0.000900	0.028500	0.023100	0.022900
std	0.041223	0.228239	0.197409	0.149592
min	0.000000	0.000000	0.000000	0.000000
25%	0.000000	0.000000	0.000000	0.000000
50%	0.000000	0.000000	0.000000	0.000000
75%	0.000000	0.000000	0.000000	0.000000
max	3.000000	5.000000	5.000000	1.000000

	MDAYSHOPPER_L2Y	MDAYSHOPPER_L3Y	MDAYSHOPPER_L4Y
count	10000.000000	10000.00000	10000.000000
mean	0.000600	0.02050	0.017600
std	0.024489	0.14171	0.131499
min	0.000000	0.00000	0.000000
25%	0.000000	0.00000	0.000000
50%	0.000000	0.00000	0.000000
75%	0.000000	0.00000	0.000000
max	1.000000	1.00000	1.000000

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Distribution Plots: