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   
  
[8 rows x 114 columns]

# Distribution Plots:

