Estudio de Compras durante el Black Friday

Javier Mateo

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Introducción

En este informe se analizará un dataset obtenido de Kaggle. Este dataset contiene información de tickets de compra de cada cliente durante la semana del Black Friday.

```
library(tidyverse)
```

```
data=read_csv(file="Datos/BlackFriday.csv", col_names=TRUE, )
```

```
## Parsed with column specification:
## cols(
##   User_ID = col_double(),
##   Product_ID = col_character(),
##   Gender = col_character(),
##   Age = col_character(),
##   Occupation = col_double(),
##   City_Category = col_character(),
##   Stay_In_Current_City_Years = col_character(),
##   Marital_Status = col_double(),
##   Product_Category_1 = col_double(),
##   Product_Category_2 = col_double(),
##   Product_Category_3 = col_double(),
##   Purchase = col_double()
## )
```

```
summary(data)
```

```
##     User_ID         Product_ID           Gender
##  Min.   :1000001   Length:537577      Length:537577
##  1st Qu.:1001495   Class :character   Class :character
##  Median :1003031   Mode  :character   Mode  :character
##  Mean   :1002992
##  3rd Qu.:1004417
##  Max.   :1006040
##
##      Age              Occupation     City_Category
##  Length:537577      Min.   : 0.000   Length:537577
##  Class :character   1st Qu.: 2.000   Class :character
##  Mode  :character   Median : 7.000   Mode  :character
##                     Mean   : 8.083
##                     3rd Qu.:14.000
##                     Max.   :20.000
##
##  Stay_In_Current_City_Years Marital_Status   Product_Category_1
##  Length:537577              Min.   :0.0000   Min.   : 1.000
##  Class :character           1st Qu.:0.0000   1st Qu.: 1.000
##  Mode  :character           Median :0.0000   Median : 5.000
##                             Mean   :0.4088   Mean   : 5.296
##                             3rd Qu.:1.0000   3rd Qu.: 8.000
```

```
##                             Max.   :1.0000   Max.   :18.000
##
##  Product_Category_2 Product_Category_3    Purchase
##  Min.   : 2.00      Min.   : 3.0       Min.   :  185
##  1st Qu.: 5.00      1st Qu.: 9.0       1st Qu.: 5866
##  Median : 9.00      Median :14.0       Median : 8062
##  Mean   : 9.84      Mean   :12.7       Mean   : 9334
##  3rd Qu.:15.00      3rd Qu.:16.0       3rd Qu.:12073
##  Max.   :18.00      Max.   :18.0       Max.   :23961
##  NA's   :166986     NA's   :373299
```

Including Plots

You can also embed plots, for example:

```
##      speed           dist
##  Min.   : 4.0   Min.   :  2.00
##  1st Qu.:12.0   1st Qu.: 26.00
##  Median :15.0   Median : 36.00
##  Mean   :15.4   Mean   : 42.98
##  3rd Qu.:19.0   3rd Qu.: 56.00
##  Max.   :25.0   Max.   :120.00
```

Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.