

1. Percent of female customers = 66.6%

Statistics

Gender

N	Valid	50000
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	33302	66.6	66.6	66.6
	Male	16698	33.4	33.4	100.0
	Total	50000	100.0	100.0	

2. Three states with largest percentage of customers: **New Jersey** (22.1%), **New York** (33.1%), **Pennsylvania** (17.4%)

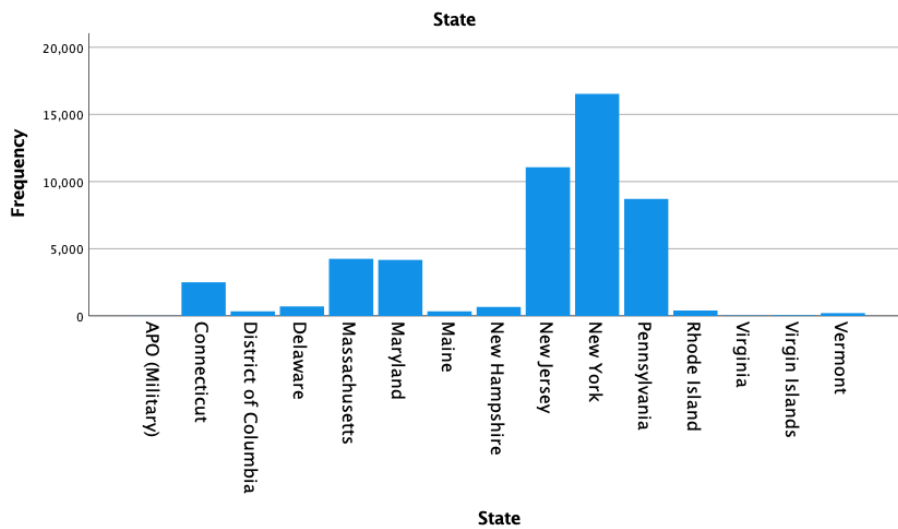
Statistics

State

N	Valid	50000
	Missing	0

State

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	APO (Military)	5	.0	.0	.0
	Connecticut	2512	5.0	5.0	5.0
	District of Columbia	339	.7	.7	5.7
	Delaware	711	1.4	1.4	7.1
	Massachusetts	4252	8.5	8.5	15.6
	Maryland	4172	8.3	8.3	24.0
	Maine	343	.7	.7	24.7
	New Hampshire	665	1.3	1.3	26.0
	New Jersey	11068	22.1	22.1	48.1
	New York	16530	33.1	33.1	81.2
	Pennsylvania	8718	17.4	17.4	98.6
	Rhode Island	402	.8	.8	99.4
	Virginia	27	.1	.1	99.5
	Virgin Islands	45	.1	.1	99.6
	Vermont	211	.4	.4	100.0
	Total	50000	100.0	100.0	



3. **Avr. Total \$ spent** = \$208.32,
Avr. Total # purchases = 3.89,
Avr. # months since last purchase = 12.36 months

Descriptive Statistics

	N	Mean
Months since last purchase	50000	12.36
Total \$ spent	50000	208.3183
Total # purchases	50000	3.890
Valid N (listwise)	50000	

4. There is a significant correlation between customers' total spending on books and total spending on non-book products.

Correlations

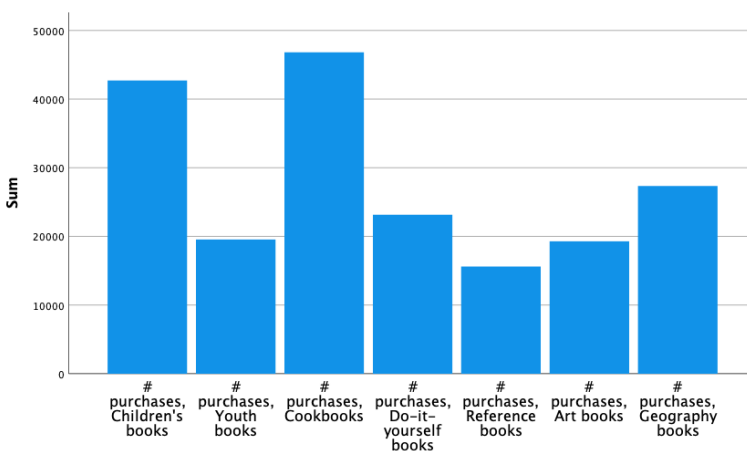
		Total \$ spent on books	Total \$ spent on non-book products
Total \$ spent on books	Pearson Correlation	1	.157**
	Sig. (2-tailed)		<.001
	N	50000	50000
Total \$ spent on non-book products	Pearson Correlation	.157**	1
	Sig. (2-tailed)	<.001	
	N	50000	50000

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

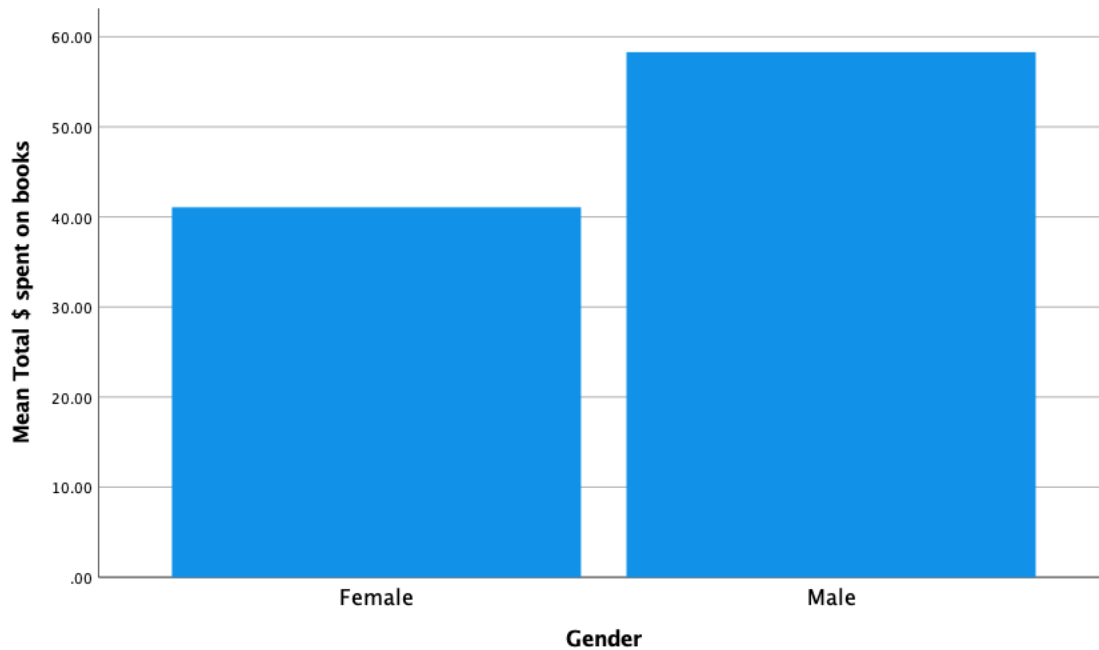
5. The most sold book category: **Cook books (46 830 books)**; and the least sold book category: **Reference (15 612 books)**

Descriptive Statistics

	N	Sum
# purchases, Children's books	50000	42723
# purchases, Youth books	50000	19549
# purchases, Cookbooks	50000	46830
# purchases, Do-it-yourself books	50000	23153
# purchases, Reference books	50000	15612
# purchases, Art books	50000	19296
# purchases, Geography books	50000	27348
Valid N (listwise)	50000	



6. Bar chart showing the average total spending on books for male and female customers



7. Total # of people who bought the book = 4 522.

Among **female** customers, **7.2%** of them bought the book AHOF.

Among **male** customers, **12.8%** of them bought the book AHOF.

Gender * Bought "Art History of Florence?" Crosstabulation

			Bought "Art History of Florence?"		Total
			No	Yes	
Gender	Female	Count	30913	2389	33302
		% within Gender	92.8%	7.2%	100.0%
		% within Bought "Art History of Florence?"	68.0%	52.8%	66.6%
	Male	Count	14565	2133	16698
		% within Gender	87.2%	12.8%	100.0%
		% within Bought "Art History of Florence?"	32.0%	47.2%	33.4%
Total	Count		45478	4522	50000
	% within Gender		91.0%	9.0%	100.0%
	% within Bought "Art History of Florence?"		100.0%	100.0%	100.0%

8. For female, Total # of purchases = 111 968 (57.6%), Avg. purchases = 3.36

For male, Total # of purchases = 82 543 (42.4%), Avg. purchases = 4.94

Case Summaries

Total # purchases

Gender	Mean	Sum	% of Total Sum	N	% of Total N
Female	3.362	111968.0	57.6%	33302	66.6%
Male	4.943	82543.0	42.4%	16698	33.4%
Total	3.890	194511.0	100.0%	50000	100.0%

9. Min = 0, Max = 72 months, Avr. month_in_between_first_&_recent_purchase = 13.31

Descriptive Statistics

	N	Minimum	Maximum	Mean
MonthBetween	50000	.00	72.00	13.3108
Valid N (listwise)	50000			

10. Among repeat customers, 10.3% of them bought the book AHOF

RepeatCustomer * Bought "Art History of Florence?" Crosstabulation

			Bought "Art History of Florence?"		
			No	Yes	Total
RepeatCustomer	0	Count	14196	924	15120
		% within RepeatCustomer	93.9%	6.1%	100.0%
		% within Bought "Art History of Florence?"	31.2%	20.4%	30.2%
	1	Count	31282	3598	34880
		% within RepeatCustomer	89.7%	10.3%	100.0%
		% within Bought "Art History of Florence?"	68.8%	79.6%	69.8%
	Total	Count	45478	4522	50000
		% within RepeatCustomer	91.0%	9.0%	100.0%
		% within Bought "Art History of Florence?"	100.0%	100.0%	100.0%