Explore

Describe Data

24 variables
with 3.4k observations
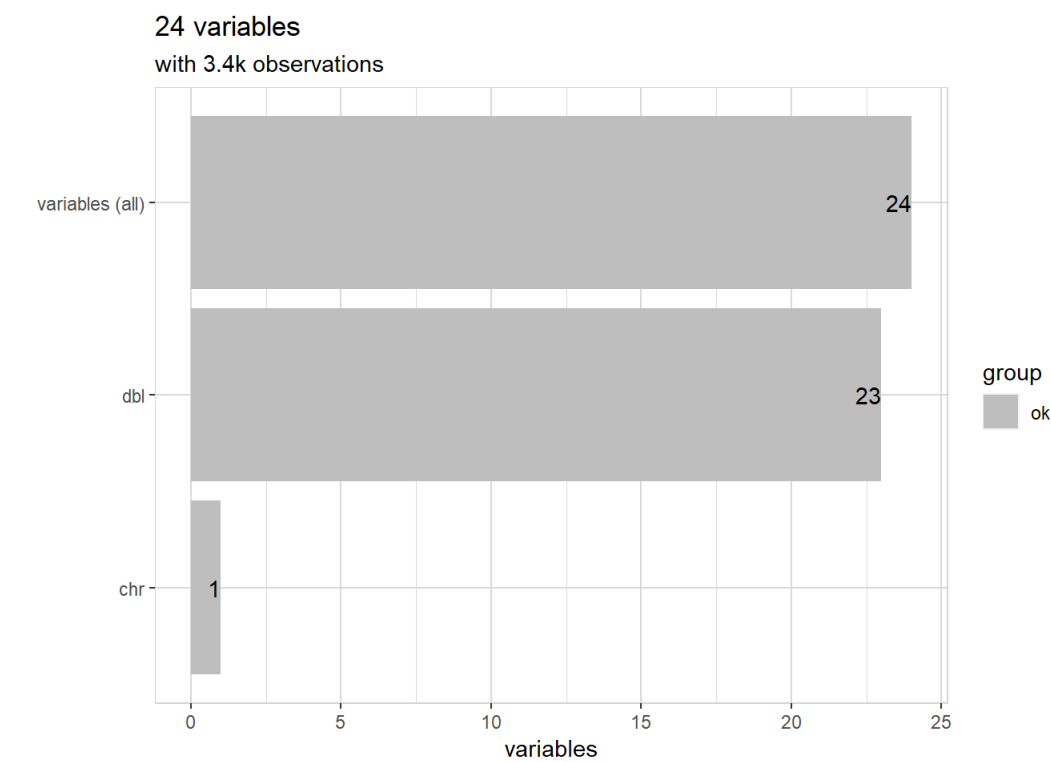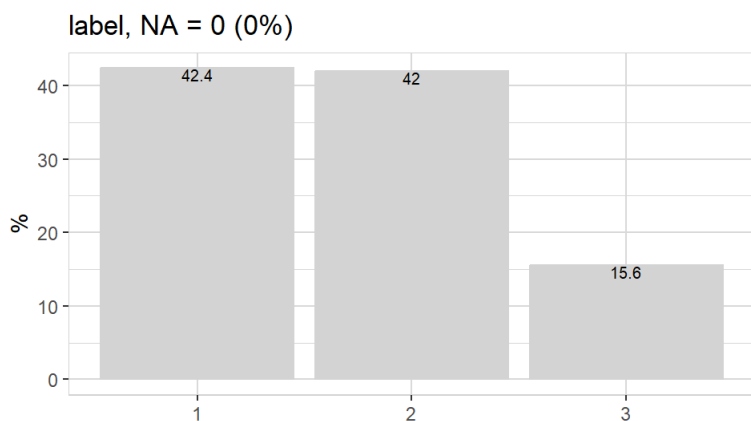


```
## 3 439 (3.4k) observations with 24 variables
## 0 observations containing missings (NA)
## 0 variables containing missings (NA)
## 0 variables with no variance
```

variable	type	na	na_pct	unique	min	mean	max
index	chr	0	0	3439	NA	NA	NA
transactions	dbl	0	0	213	1.00	18.95	624.00
total_spend	dbl	0	0	2806	0.01	276.09	8281.66
avg_bill_value	dbl	0	0	2819	0.01	12.82	306.97
qty_per_order	dbl	0	0	1235	1.00	9.61	173.00
mtbp	dbl	0	0	1814	0.00	46.60	402.50
life_time	dbl	0	0	695	95.00	576.02	822.00
cltv	dbl	0	0	3421	1.22	7641.33	181726.24
basket_size_s	dbl	0	0	498	0.00	0.36	1.00
basket_size_m	dbl	0	0	507	0.00	0.33	1.00
basket_size_l	dbl	0	0	538	0.00	0.31	1.00
basket_price_sensitivity_la	dbl	0	0	497	0.00	0.20	1.00
basket_price_sensitivity_mm	dbl	0	0	529	0.00	0.58	1.00
basket_price_sensitivity_um	dbl	0	0	499	0.00	0.19	1.00
basket_price_sensitivity_na	dbl	0	0	236	0.00	0.03	1.00
basket_type_smallshop	dbl	0	0	554	0.00	0.60	1.00
basket_type_topup	dbl	0	0	508	0.00	0.27	1.00
basket_type_fullshop	dbl	0	0	427	0.00	0.12	1.00
basket_type_na	dbl	0	0	161	0.00	0.01	1.00
basket_dominant_fresh	dbl	0	0	514	0.00	0.44	1.00
basket_dominant_mixed	dbl	0	0	493	0.00	0.23	1.00

variable	type	na	na_pct	unique	min	mean	max
basket_dominant_grocery	dbl	0	0	462	0.00	0.24	1.00
basket_dominant_nonfood	dbl	0	0	354	0.00	0.08	1.00
label	dbl	0	0	3	1.00	1.73	3.00

Describe Target

label, NA = 0 (0%)

Explore Variables

basket_size_s

basket_size_m

basket_size_l

basket_price_sensitivity_la

basket_price_sensitivity_mm

basket_price_sensitivity_um

basket_price_sensitivity_na

basket_type_smallshop

basket_type_topup

basket_type_fullshop

basket_type_na

basket_dominant_fresh

basket_dominant_mixed

basket_dominant_grocery

basket_dominant_nonfood