

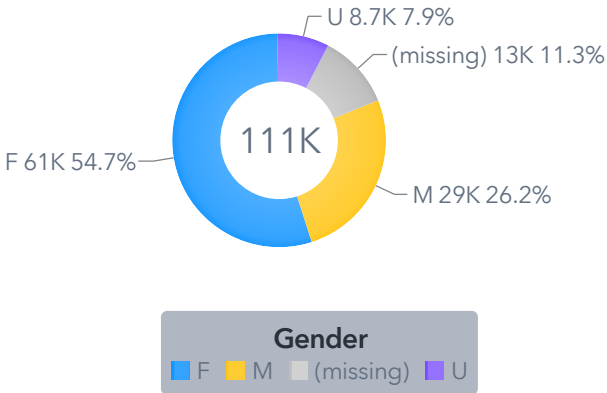
Class Project

Creation Date: Tuesday, May 13, 2025, 01:57:12 AM

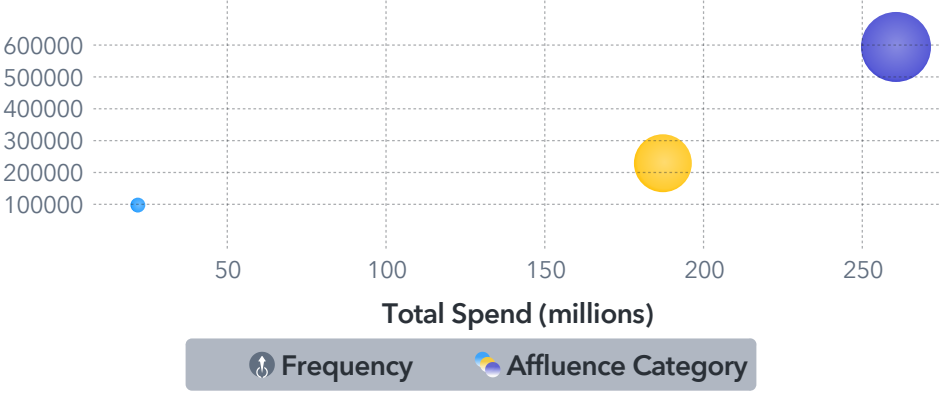
Author: kms60820@commonwealthu.edu

Customer Overview

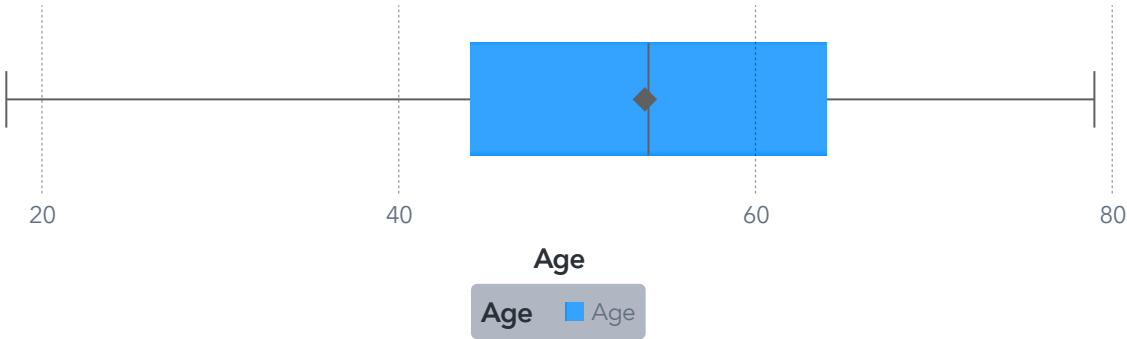
Frequency of Gender
Frequency



Affluence Grade by Total Spend sized by Frequency
Affluence Grade

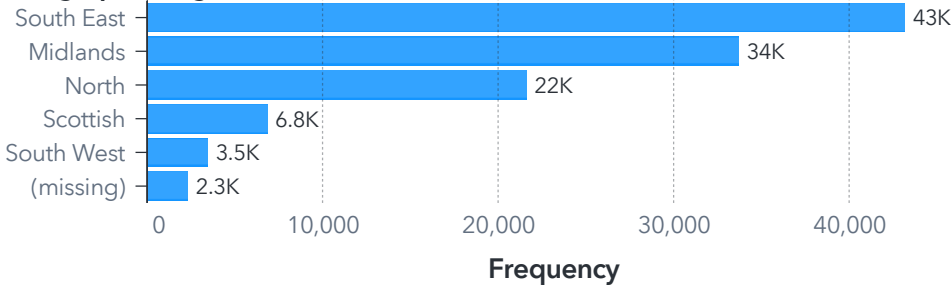


Age

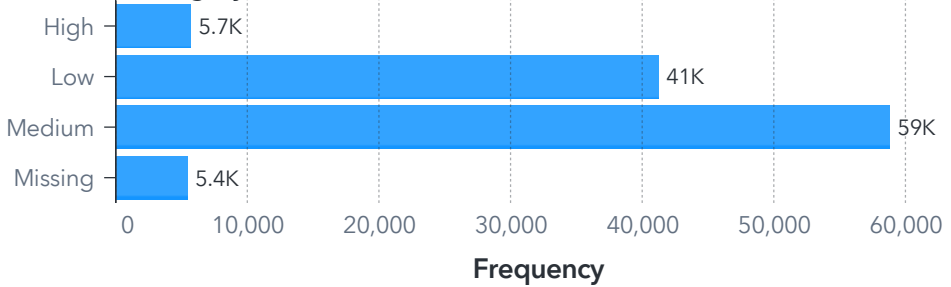


Total Spend
491M

Frequency of Geographic Region
Geographic Region

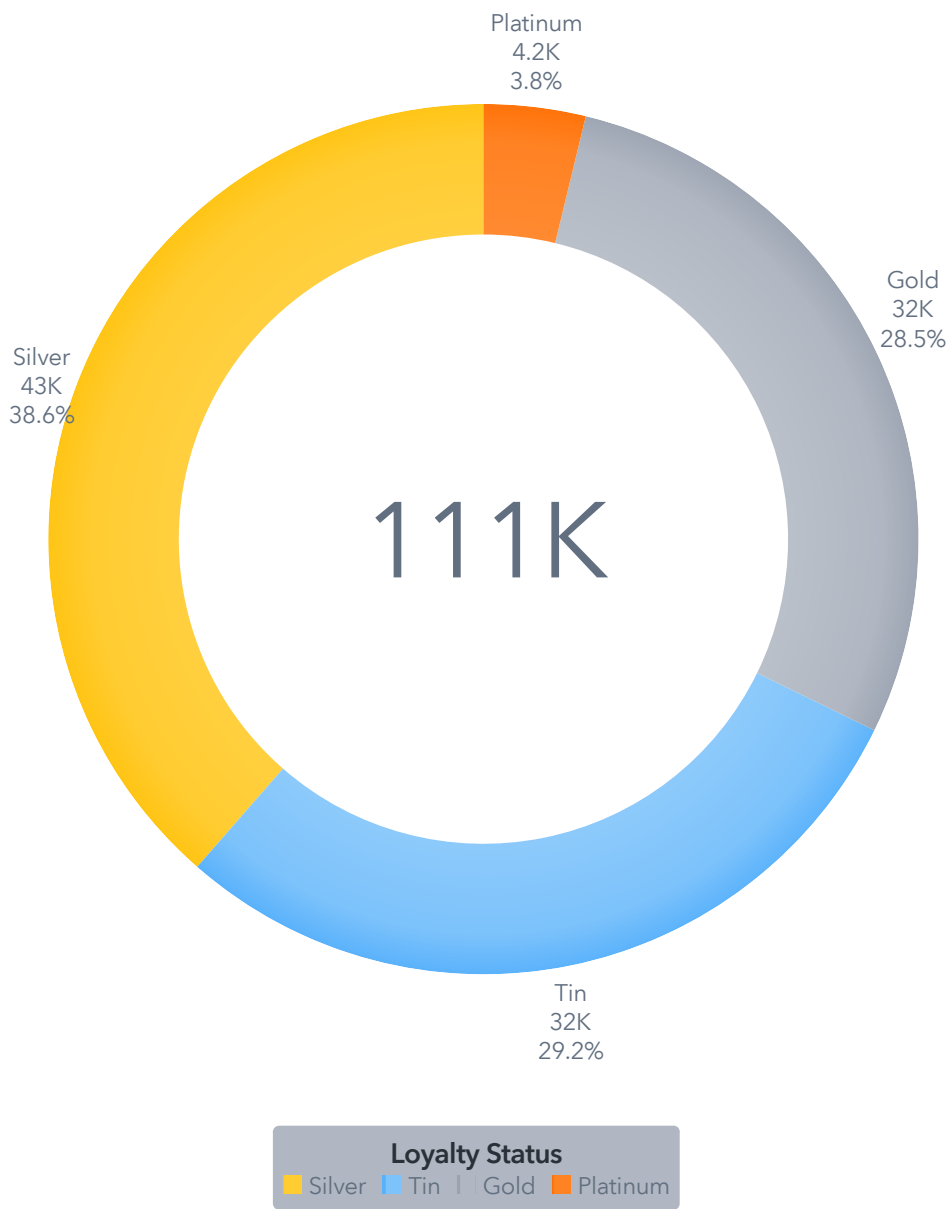


Frequency of Affluence Category
Affluence Category

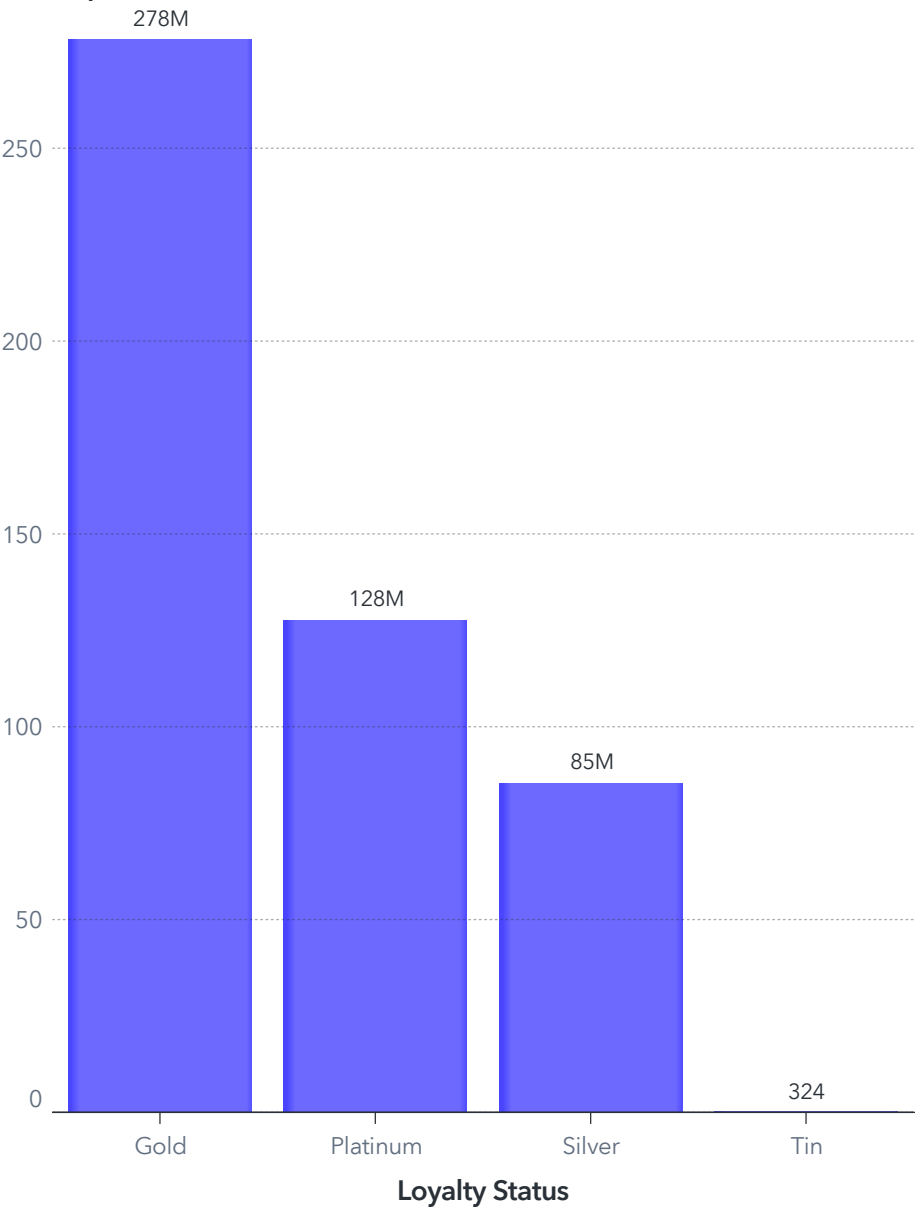


Loyalty Program 1

Frequency of Loyalty Status
Frequency

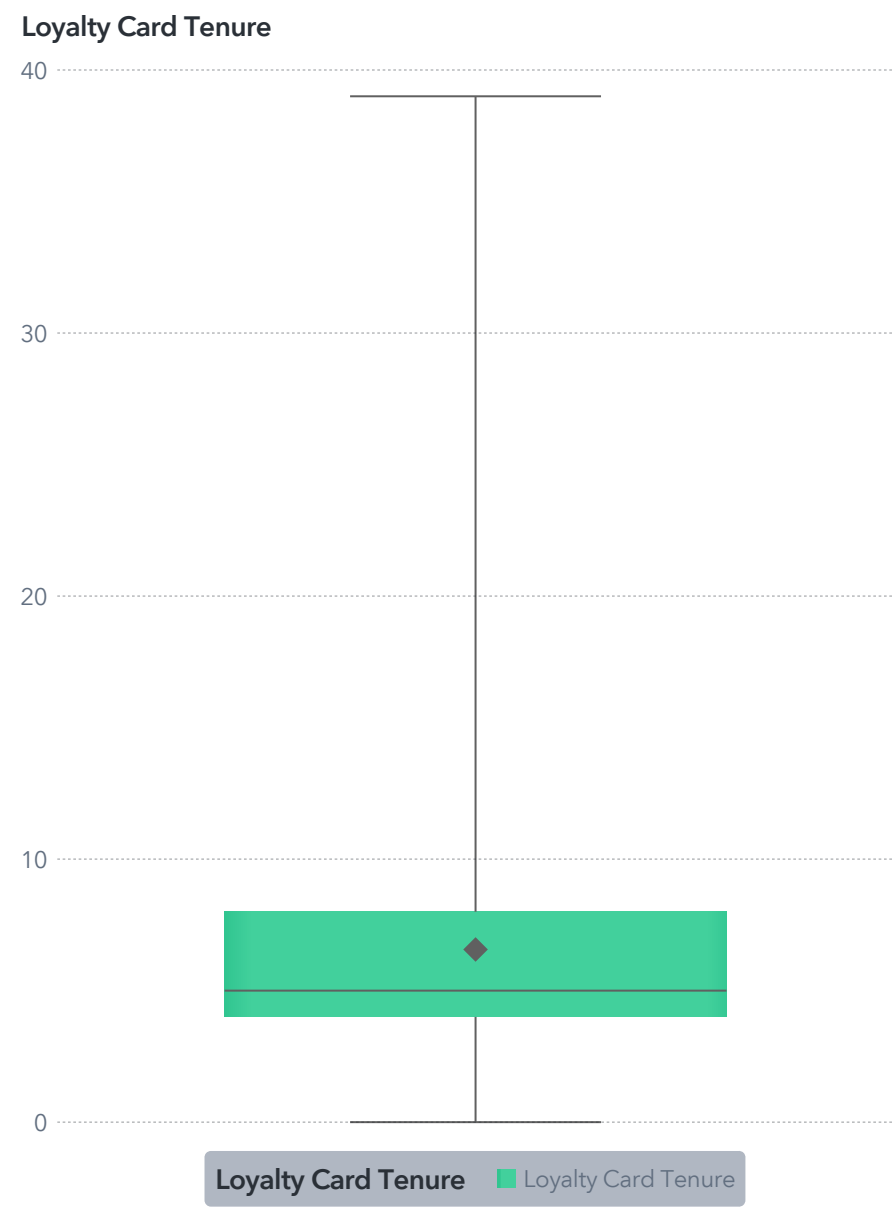


Total Spend by Loyalty Status
Total Spend (millions)

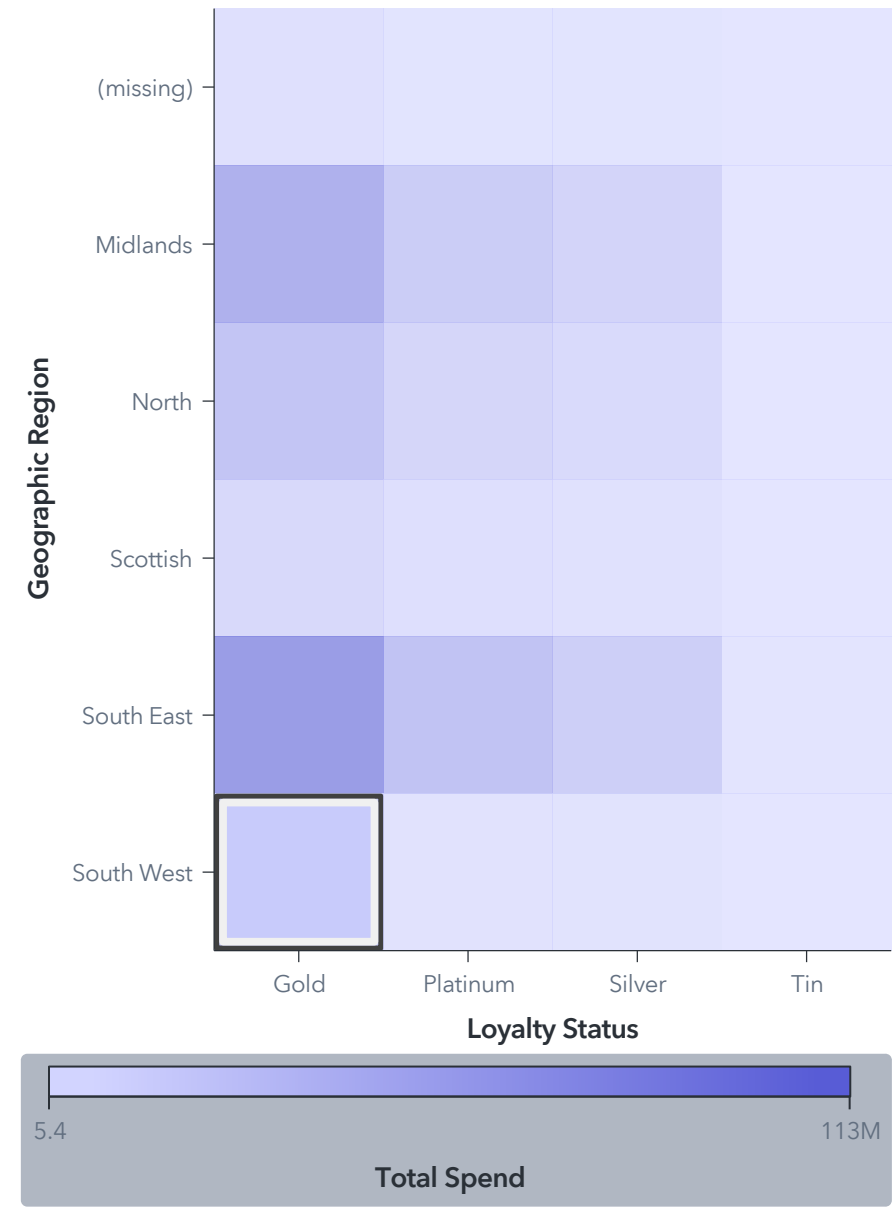


Loyalty Program 2

Loyalty Card Tenure



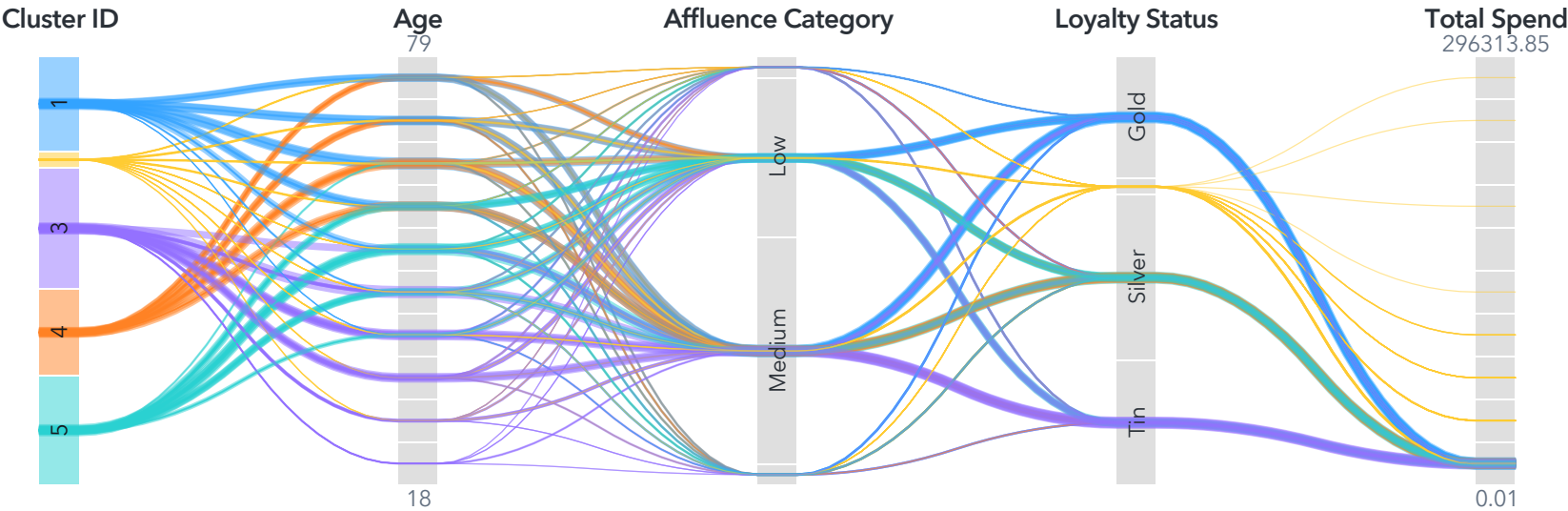
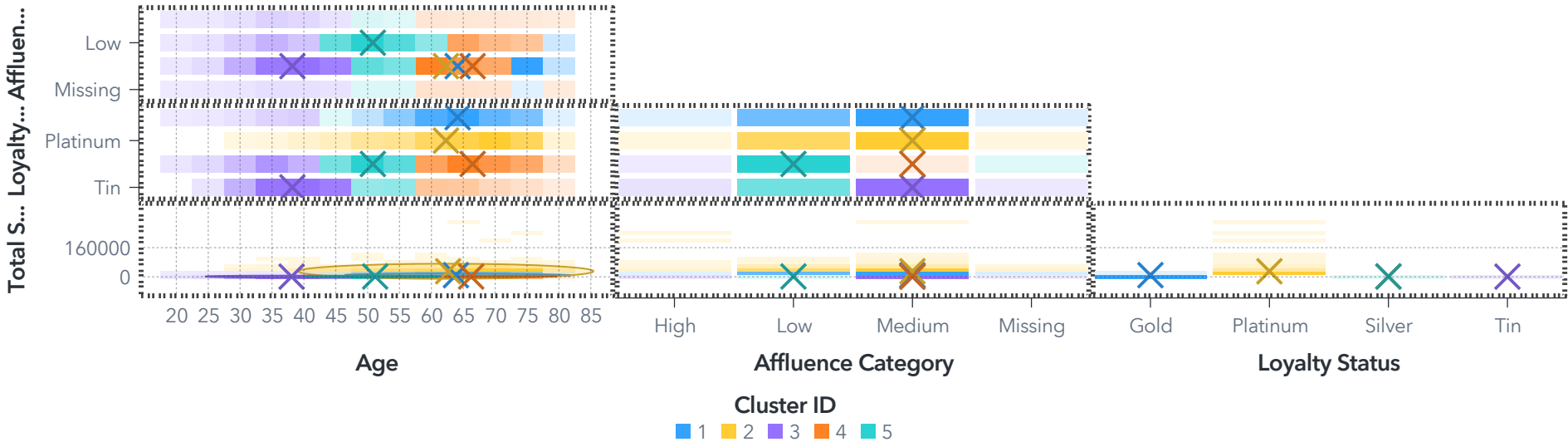
Total Spend by Loyalty Status, Geographic Region



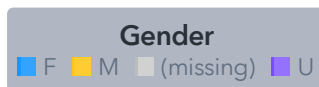
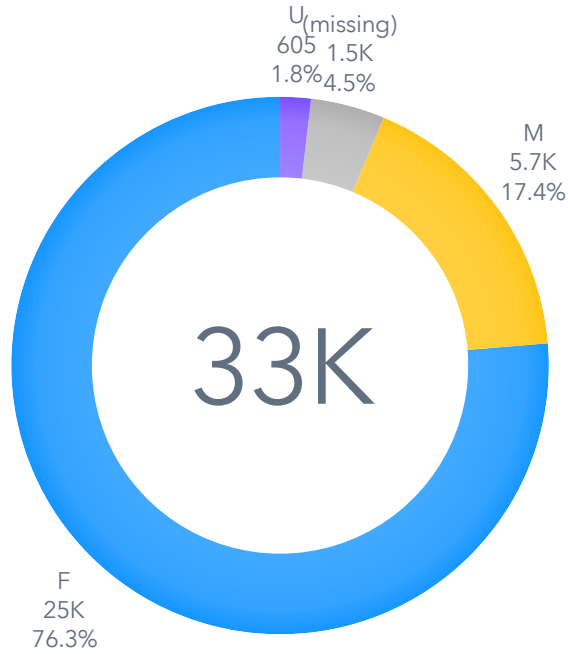
Cluster Analysis

Cluster

Observations: 104K of 111K Polylines: 237



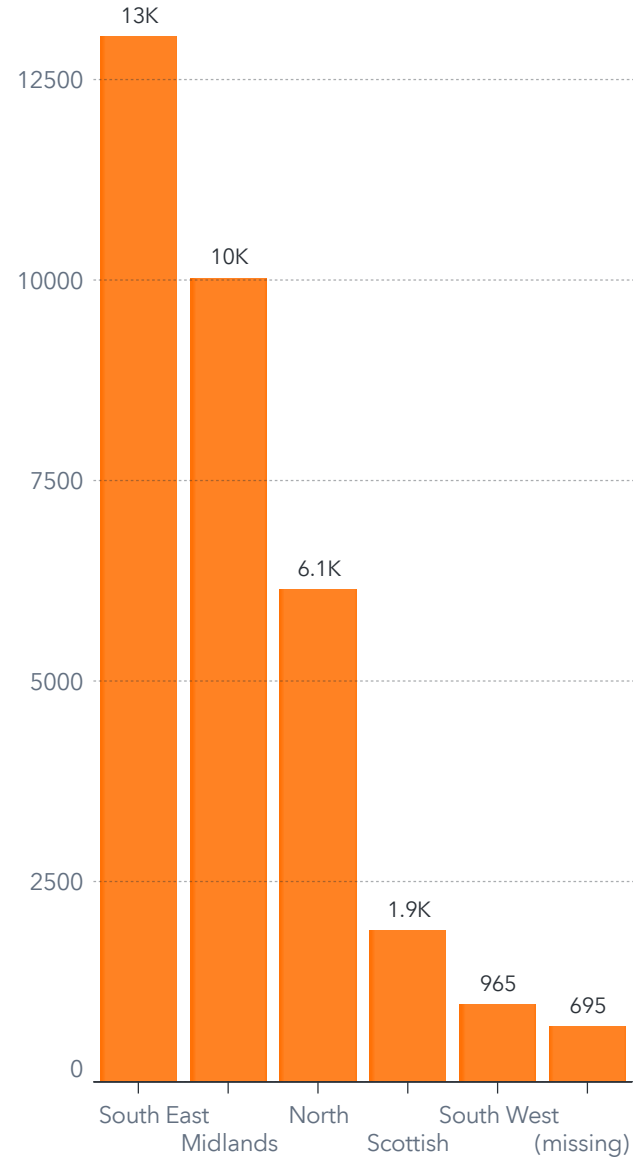
Organics Purchase Count by Gender



Organics Purchased 1

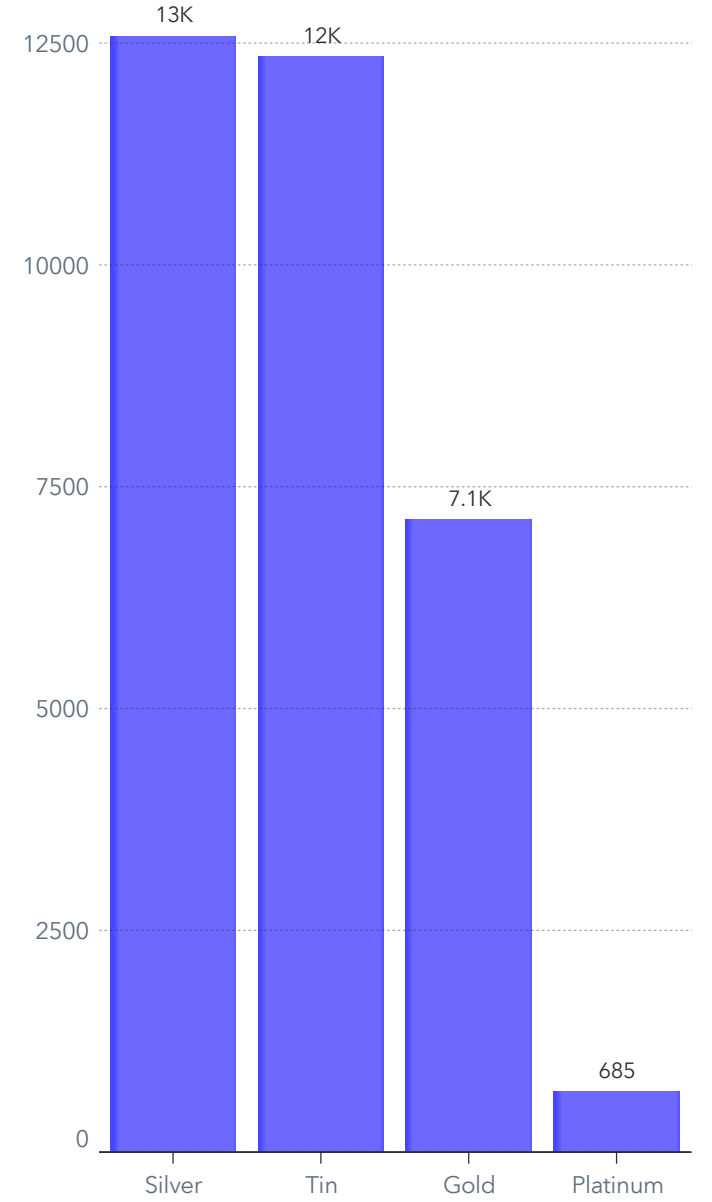
Organics Purchase Count by Geographic Region

Organics Purchase Count



Geographic Region

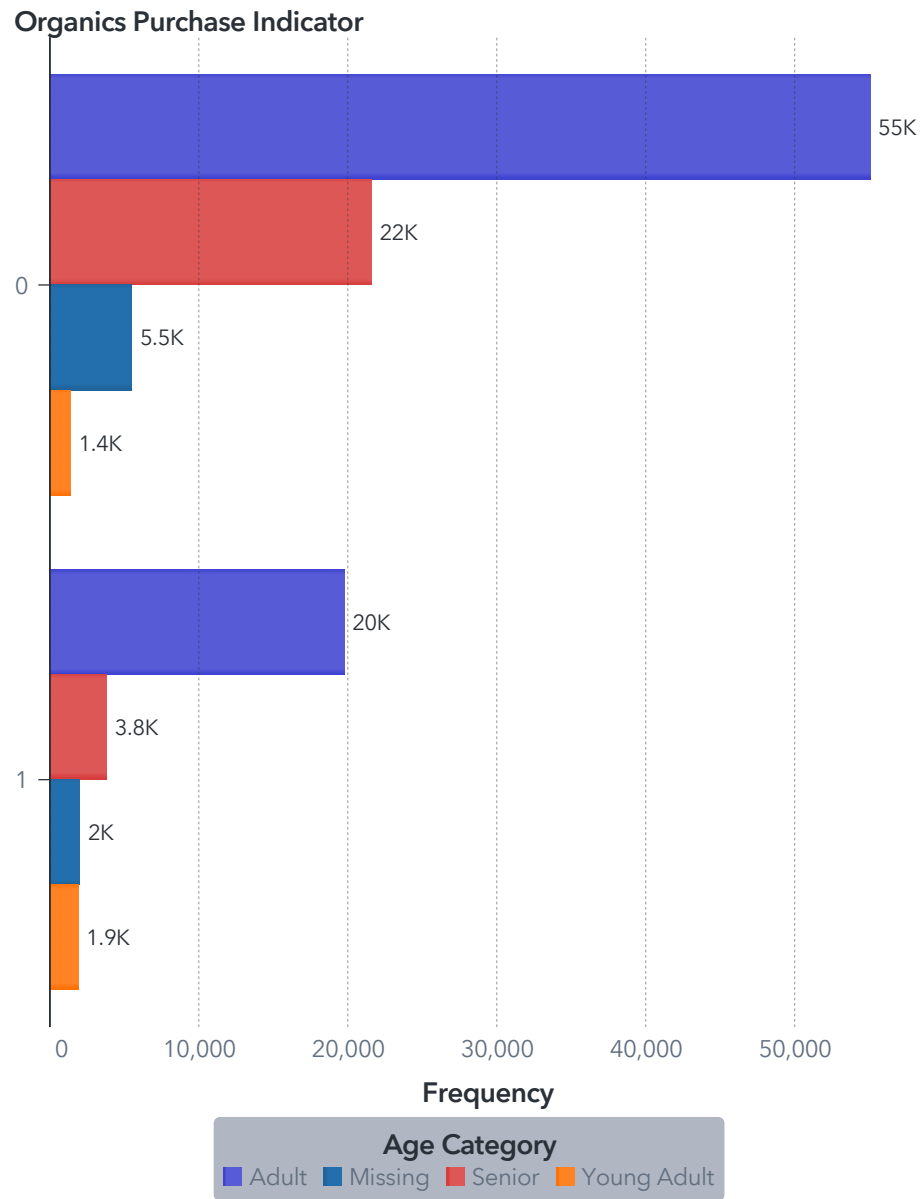
Organics Purchase Count by Loyalty Status



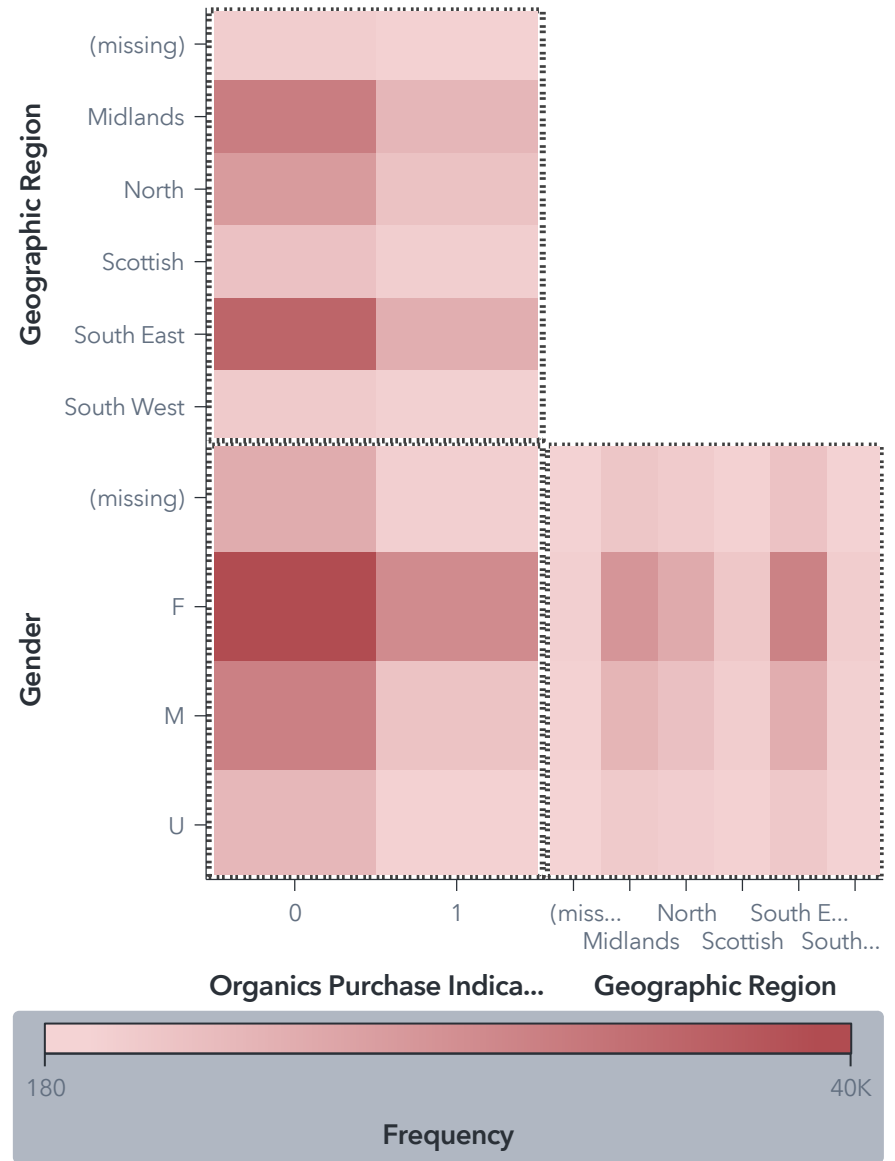
Loyalty Status

Organics Purchased 2

Frequency of Organics Purchase Indicator grouped by Age Category



Frequency by Organics Purchase Indicator, Geographic Region, Gender

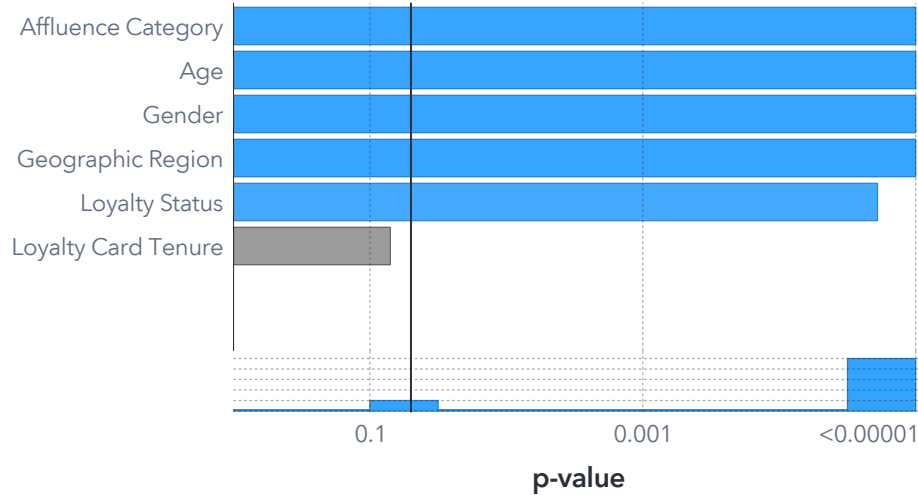


Predictive Model

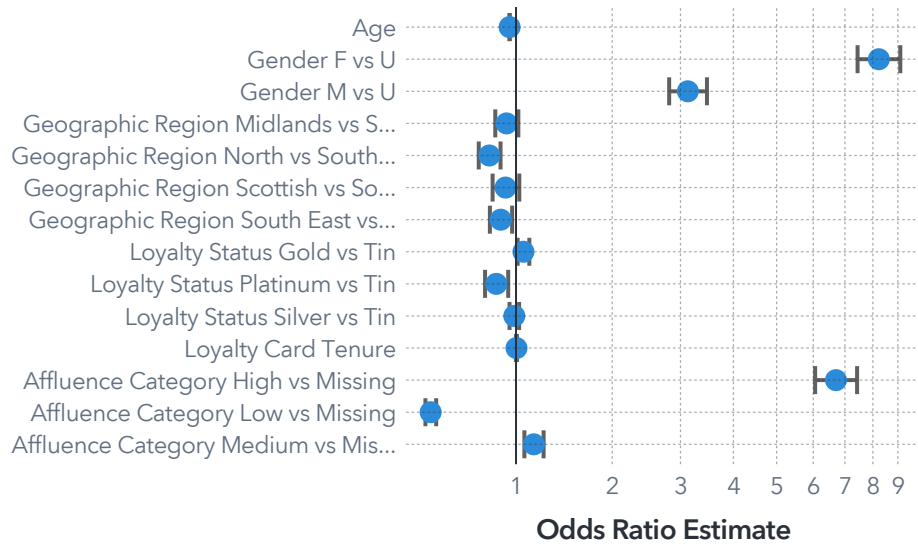
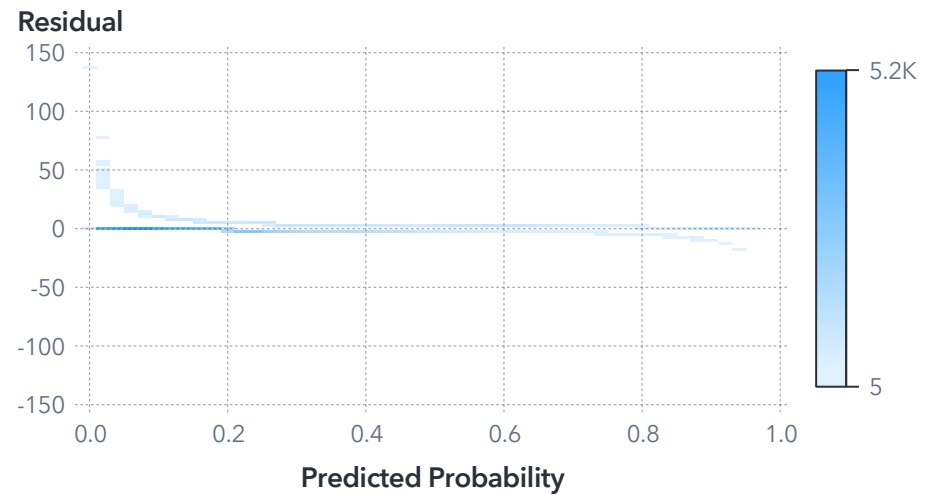
Logistic Regression of Organics Purchase Indicator

Organics Purchase Indicator Event: 1 Fit: KS (Youden) 0.4343 Observations: 89K of 111K

Fit Summary



Residual Plot



Confusion Matrix

