



Business Overview

This page summarizes the current state of the business operations



\$286K

Total Sale Amount



\$627K

Value of Goods in Stock



3.79

Average Rating (stars)



3,191

Total Stock



1.15%

Return Rate Measure

Home Page

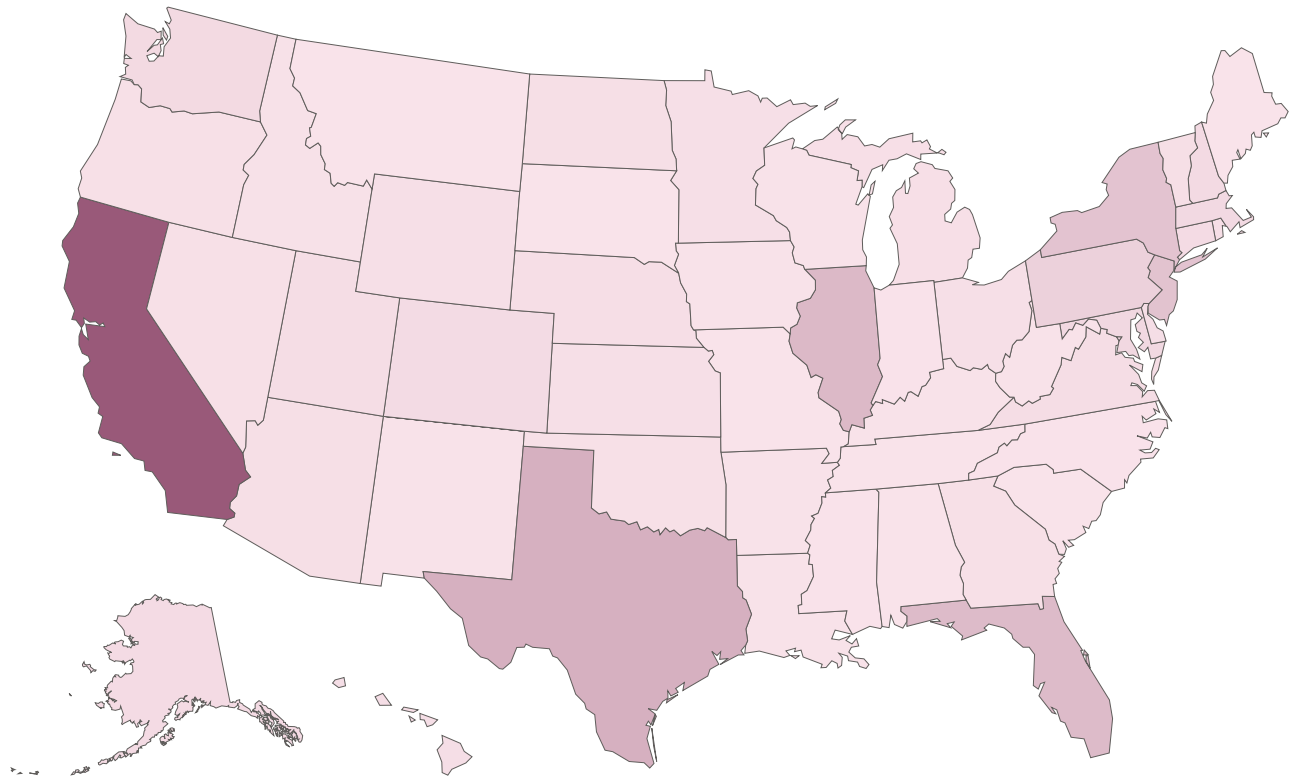
Regression Analysis

Customer Income

Additional Analysis

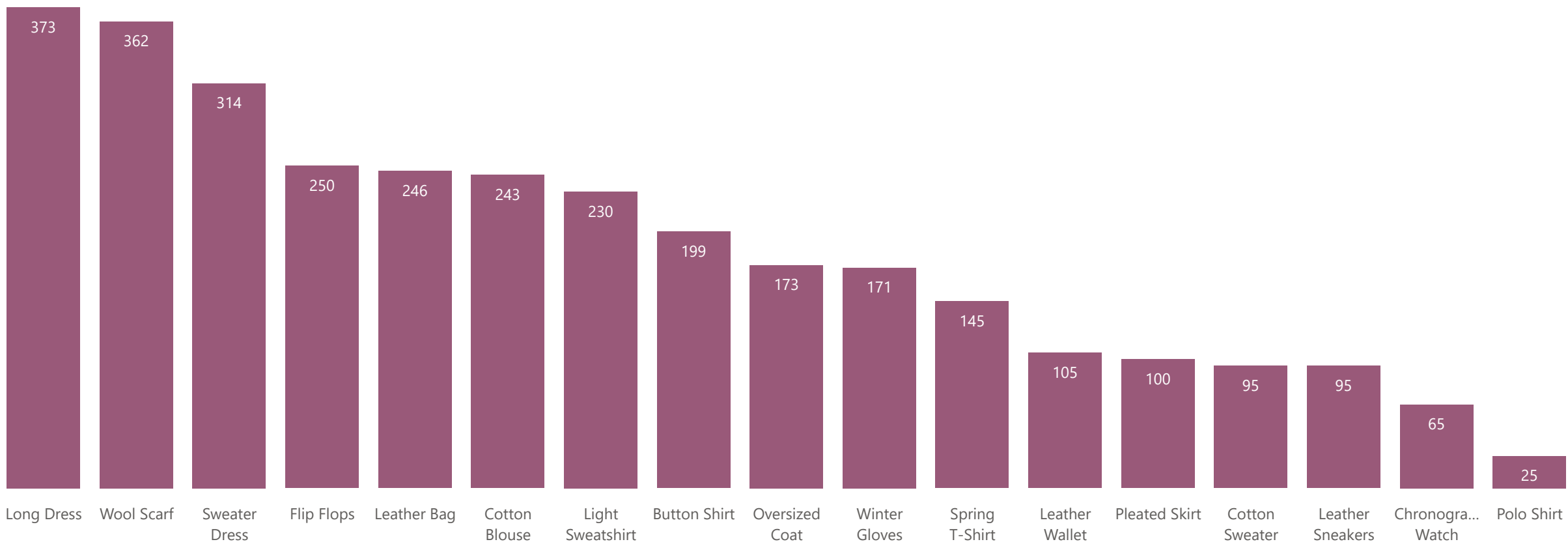


Total Sales by State



First Name	Last Name	State	Last 6 Months Purchases
Aaron	Kelley	Kansas	\$425.00
Abel	Aguilar	Arkansas	\$90.00
Abel	Young	New Mexico	\$150.00
Abraham	Joseph	California	\$25.00
Abraham	Reese	Oregon	\$154.00
Adam	Houston	Vermont	\$56.40
Adrian	Herrera	North Dakota	\$127.00
Alan	Vega	Mississippi	\$80.00
Alberto	Duncan	Washington	\$460.00
Alejandro	Bell	Colorado	\$366.00
Alejandro	Chambers	New York	\$393.00
Alejandro	Houston	Rhode Island	\$287.00
Alexandra	Oliver	North Carolina	\$75.00
Alfred	Griffith	Pennsylvania	\$92.00
Alice	Craig	Illinois	\$84.00

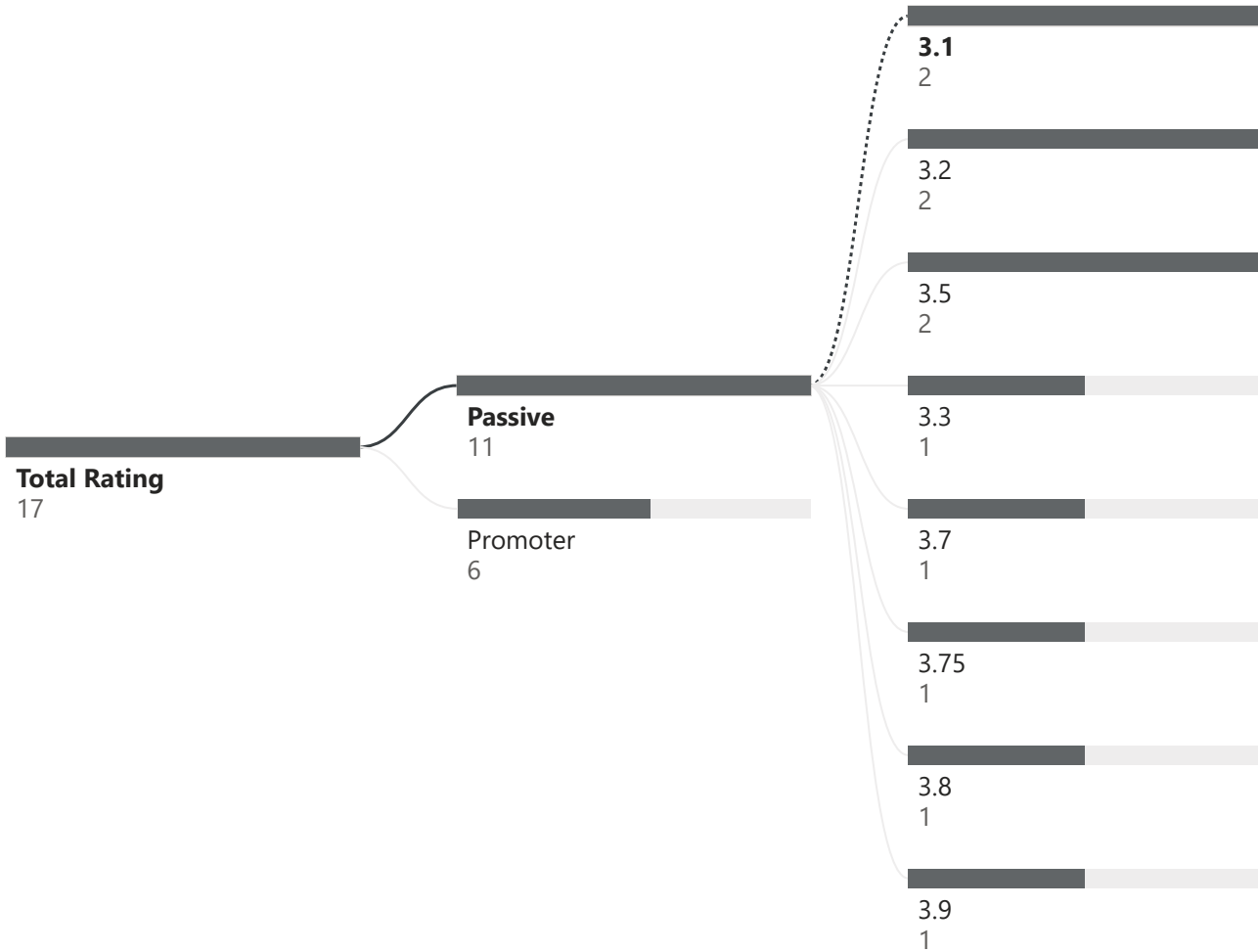
Total Number of Products Available in Stock



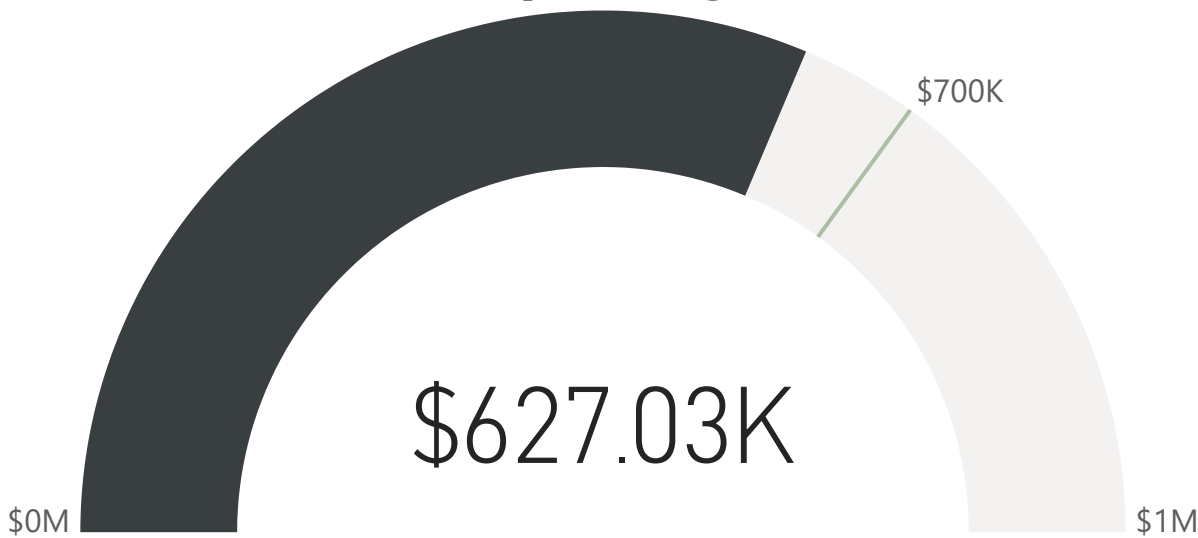
Rating Group

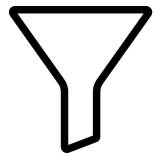
Passive

Customer Rating



Total Value of Goods in Stock with respect to Target





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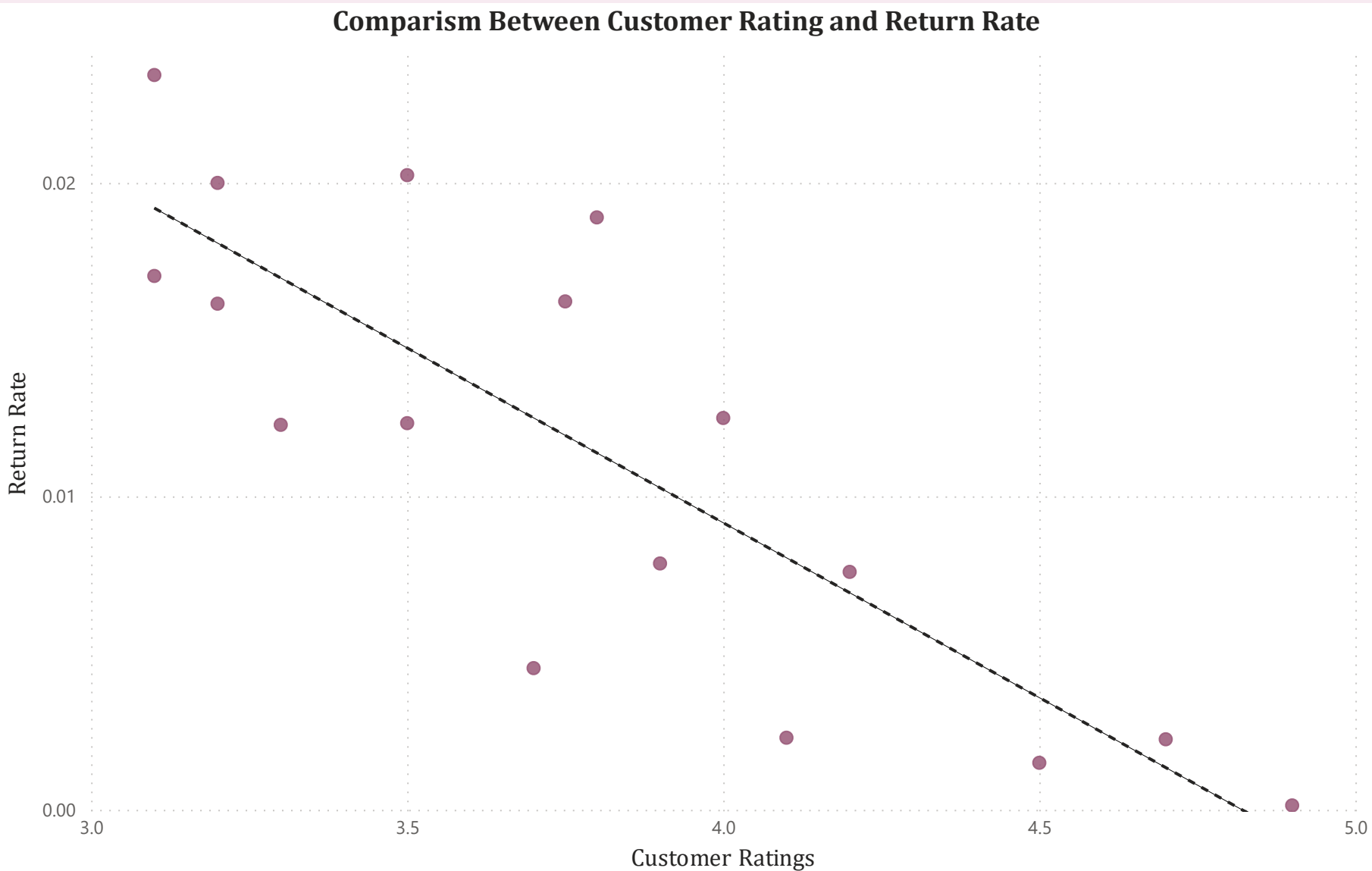
REGRESSION ANALYSIS

This page key relationships between variables



Brief Summary

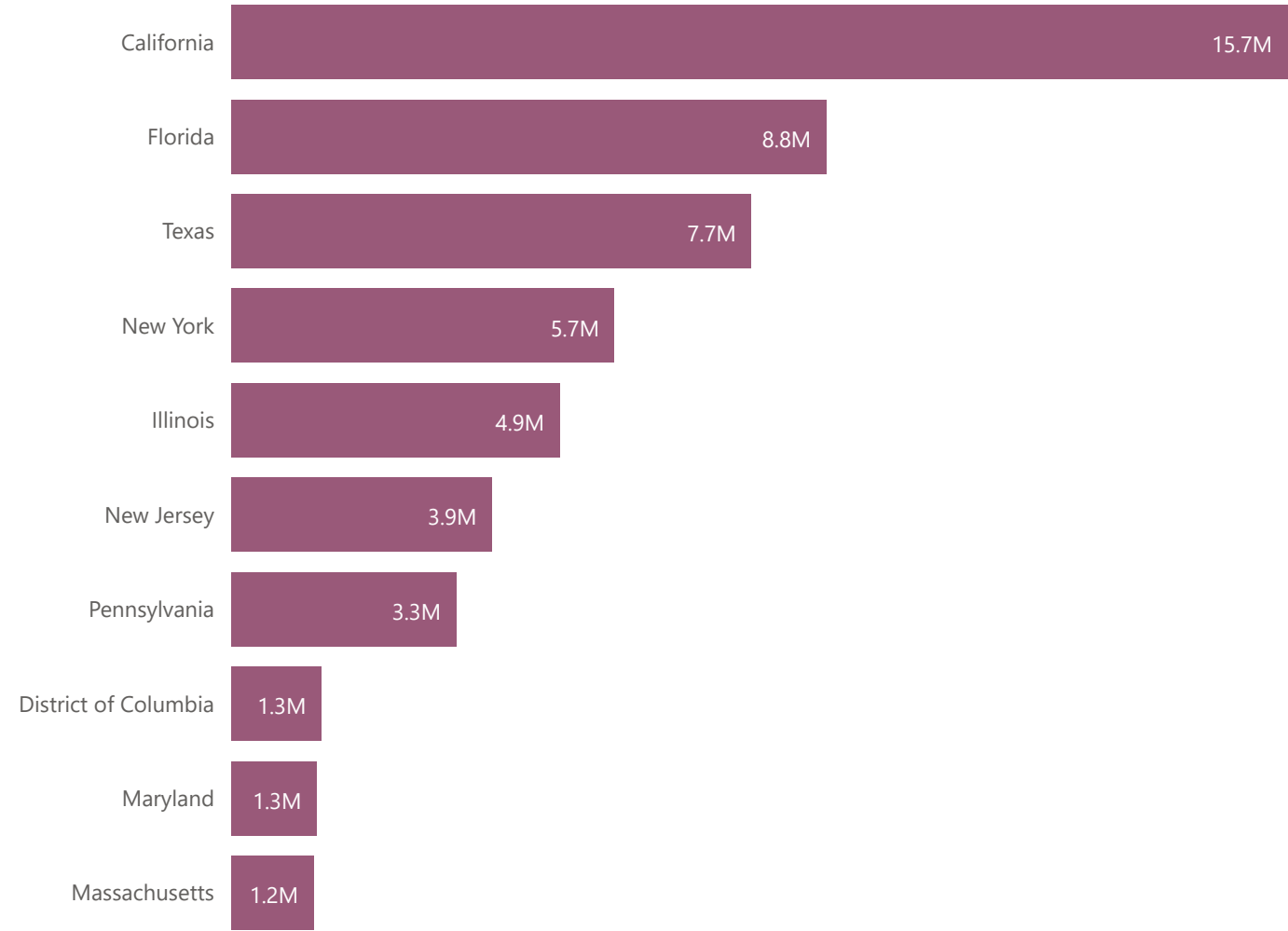
Based on the scatter plot, we can see that there is a positive correlation between the **Average Income** and the **Average Sales**. This is further highlighted by the correlation coefficient of 0.78 which indicates a very good relationship between the two variables.



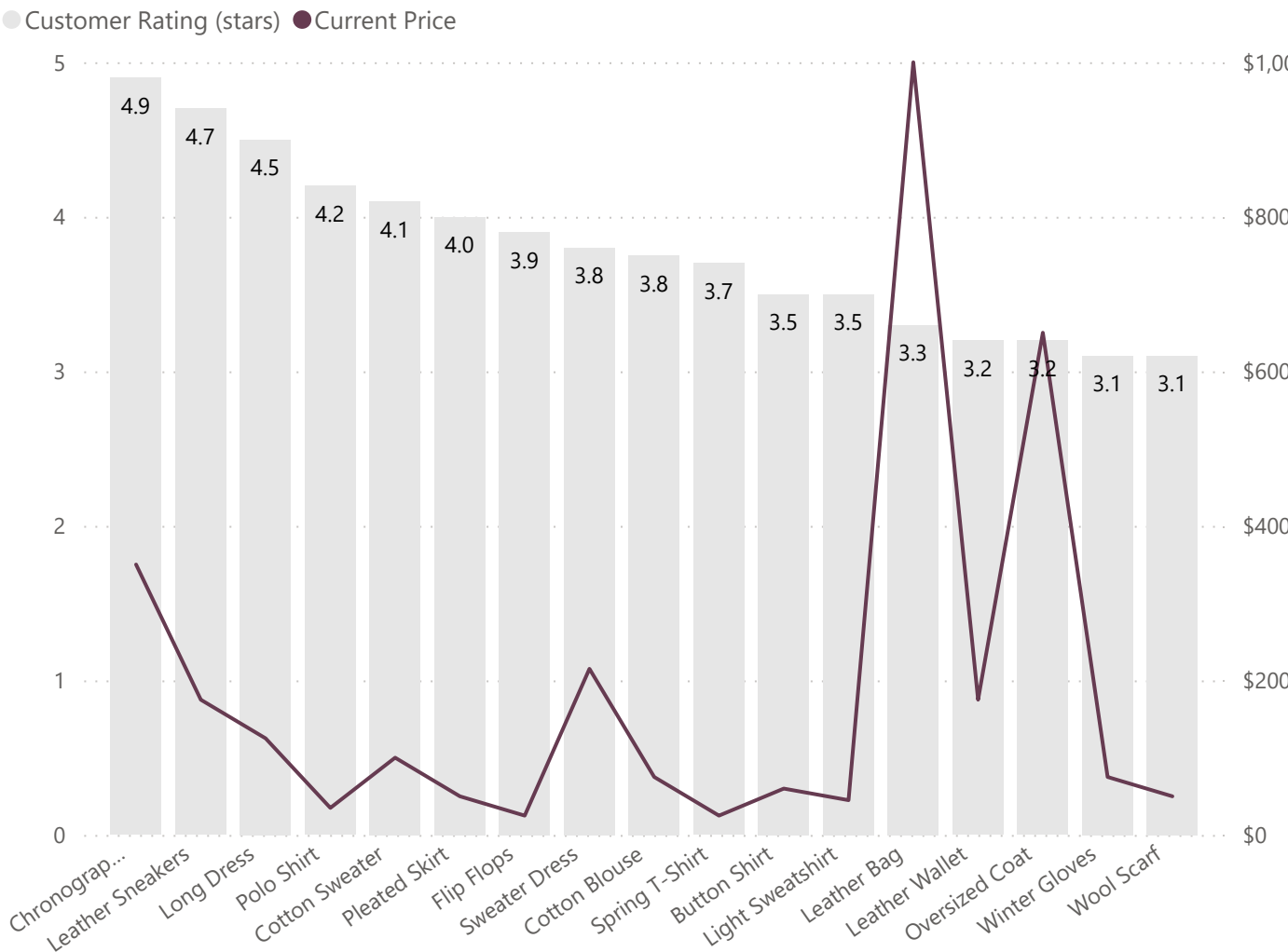
Brief Summary

Based on the scatter plot, we can see that there is a Negative correlation between the **Customer Rating** and the **Return Rate**. This is further highlighted by the correlation coefficient of 0.69 which indicates a good inverse relationship between the two variables.

The Top 10 States with the Highest Earning Customers (Predicted)



Average Customer Ratings and Product Prices by Product Name





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CUSTOMER INCOME AND SALES

This page contains an analysis of the predicted income

Jon Little

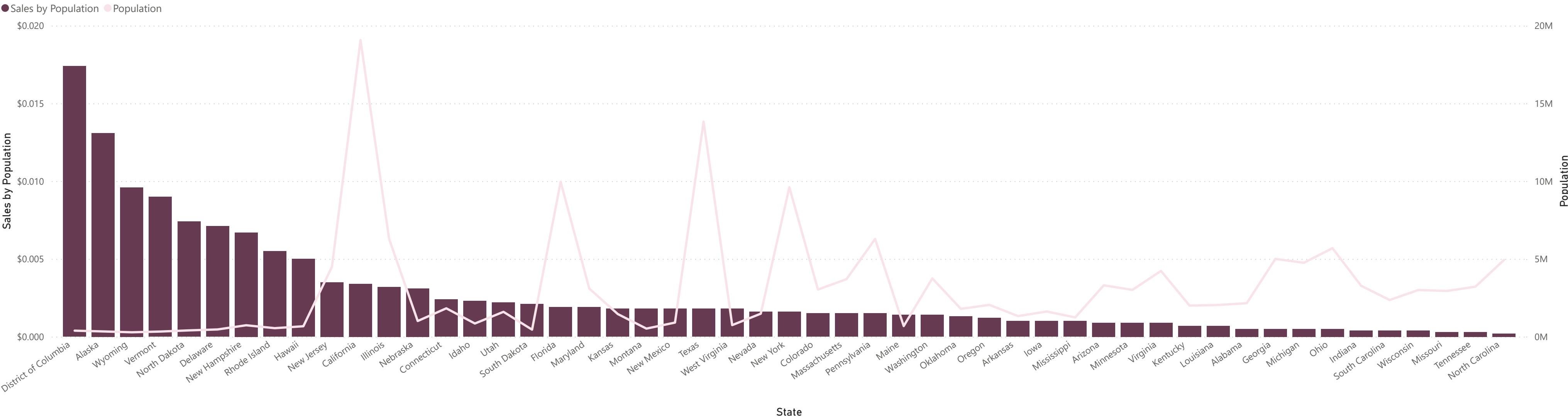
Highest Earning Customer



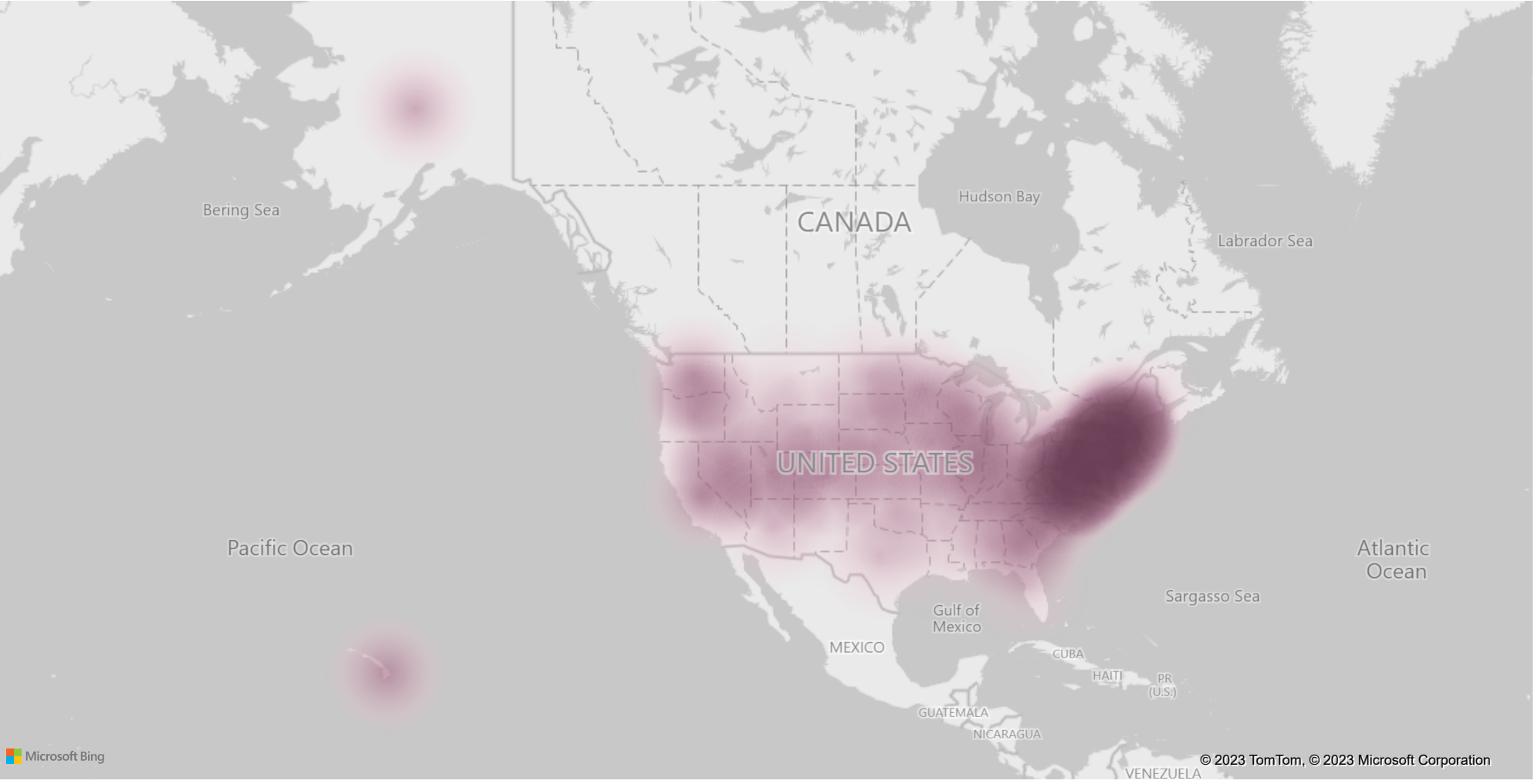
159M

Total Population

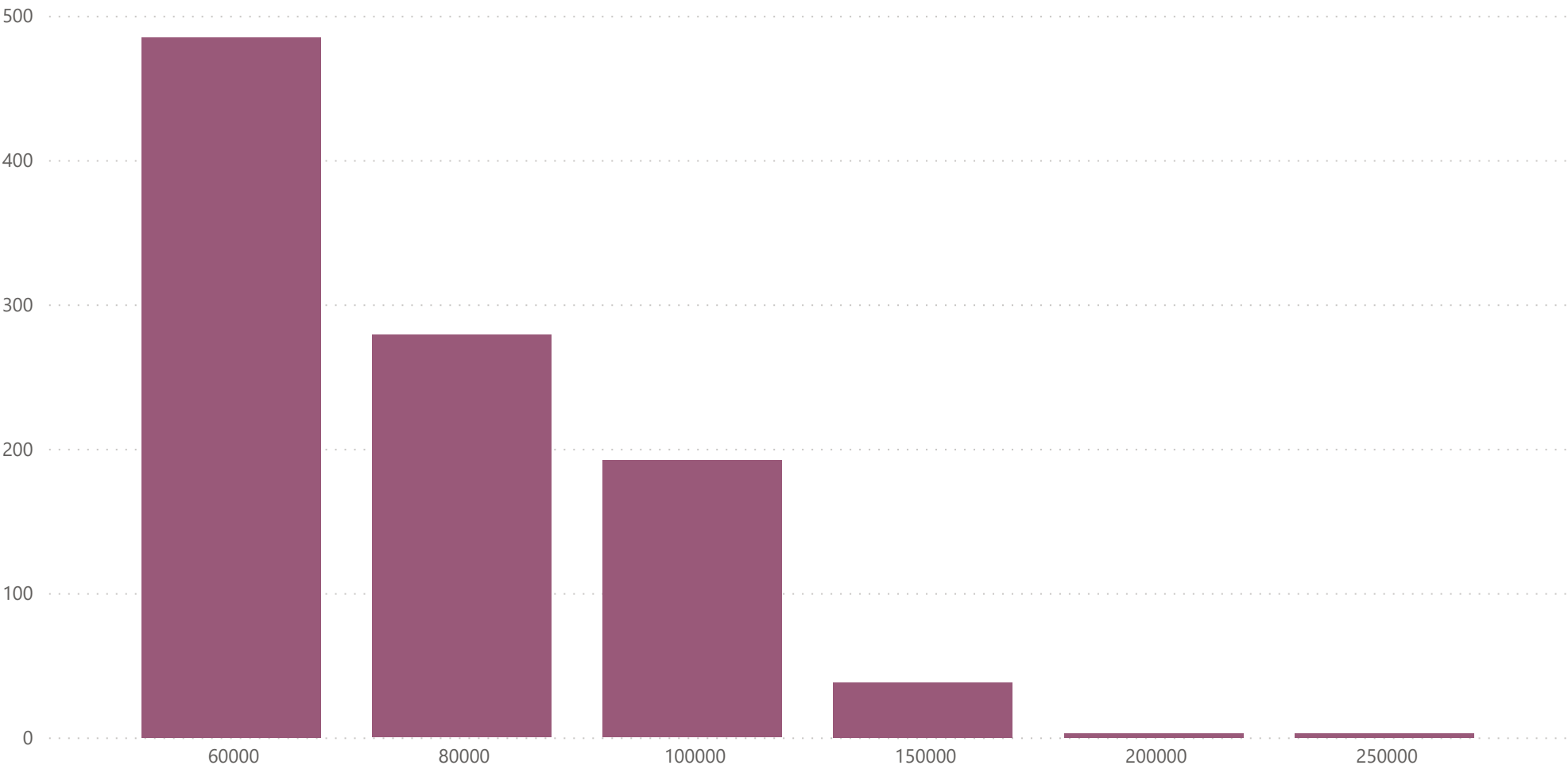
Proportion of Sales to Total Population and Population by State



Average Income by State



Histogram Distribution of Income





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Regression Analysis

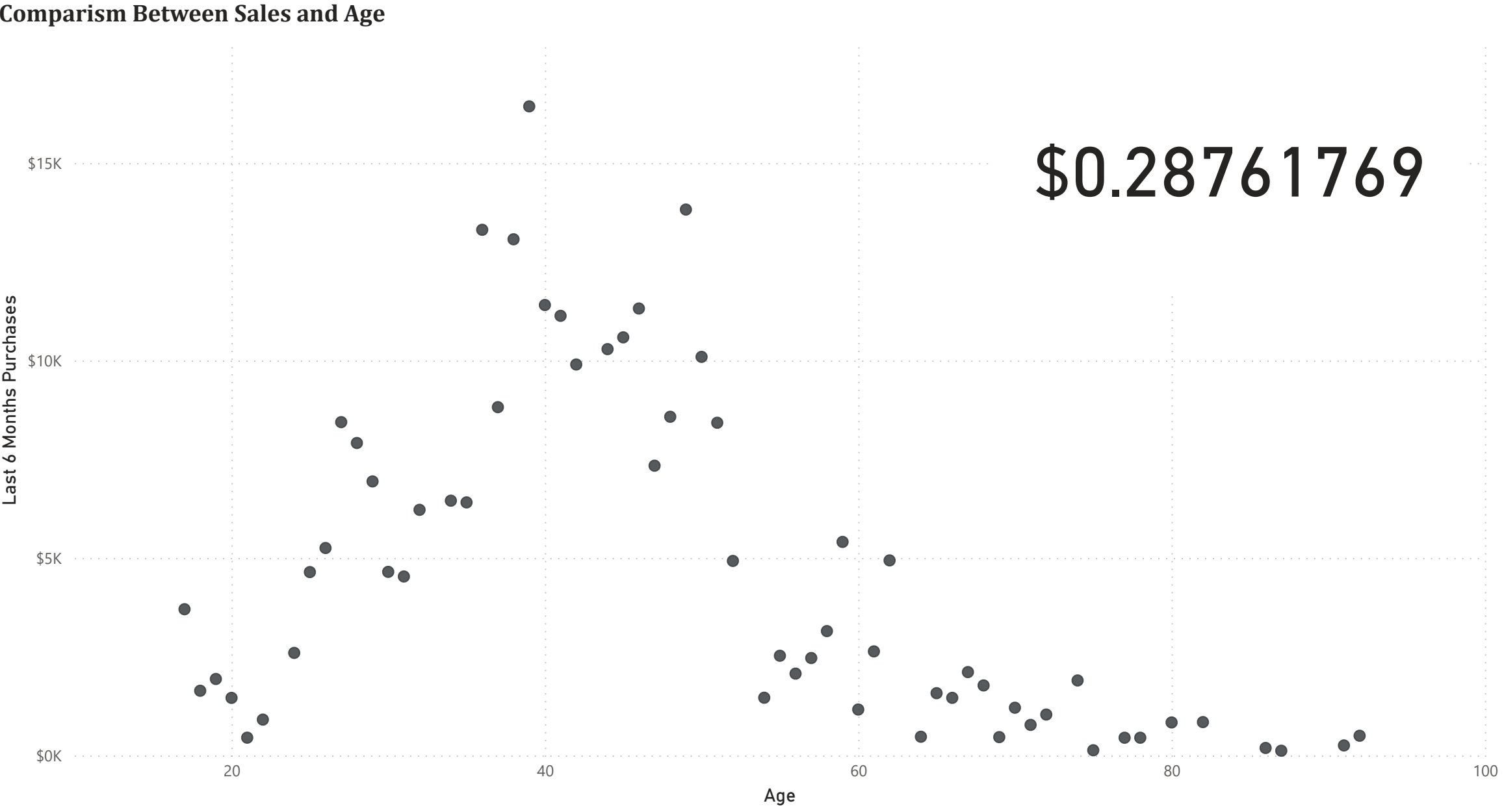
Customer Income

Additional Analysis



ADDITIONAL ANALYSIS

.This page contains additional analysis exploring the customer age



! INSIGHTS

From the Scatterplot, we notice that there is a correlation between the Age of the Customer and the Cumulative Amount Spent. As the age increases, the total amount spent increases. This happens until the age of 45 - 55 after which the amount spent decreases with a corresponding increase in age.

The column chart shows the total population for each state with a focus on the ages between 19 and 54. The marketing team needs to target the top 10 states that fall within our analyzed demographic.

Total Number of Customers (Aged <45) by State

