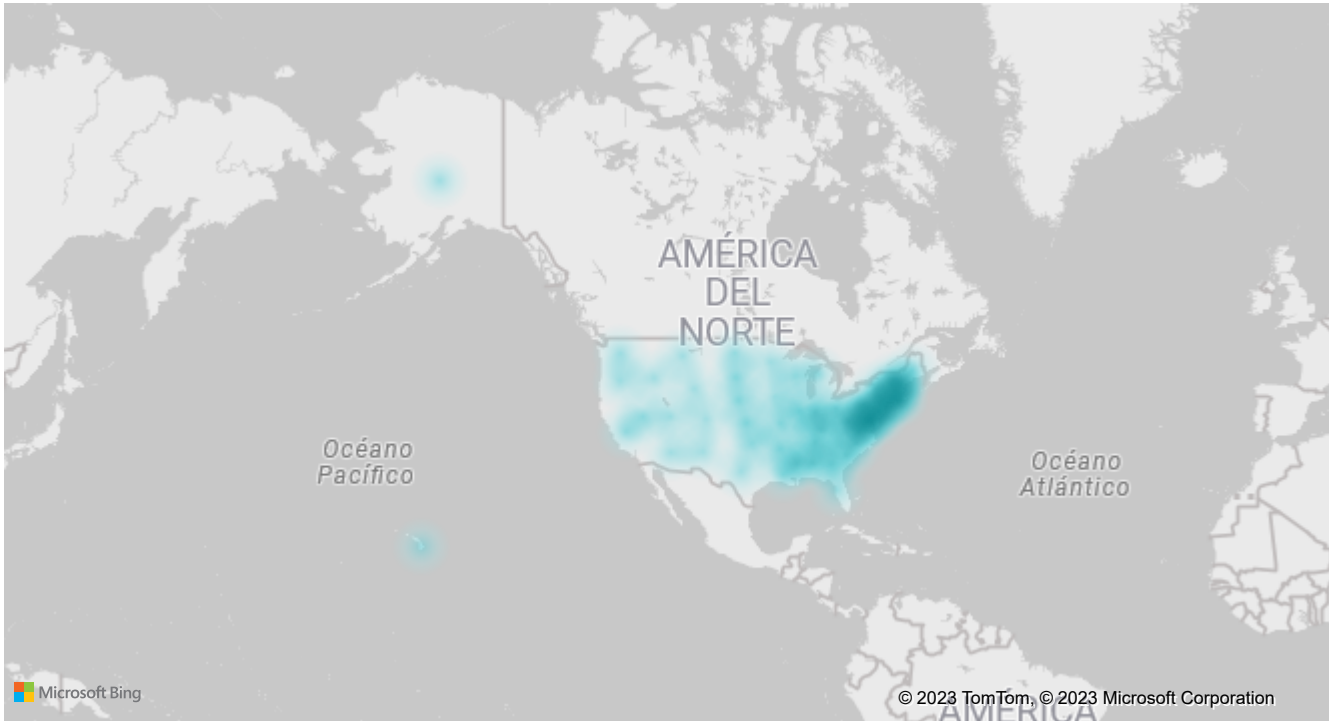
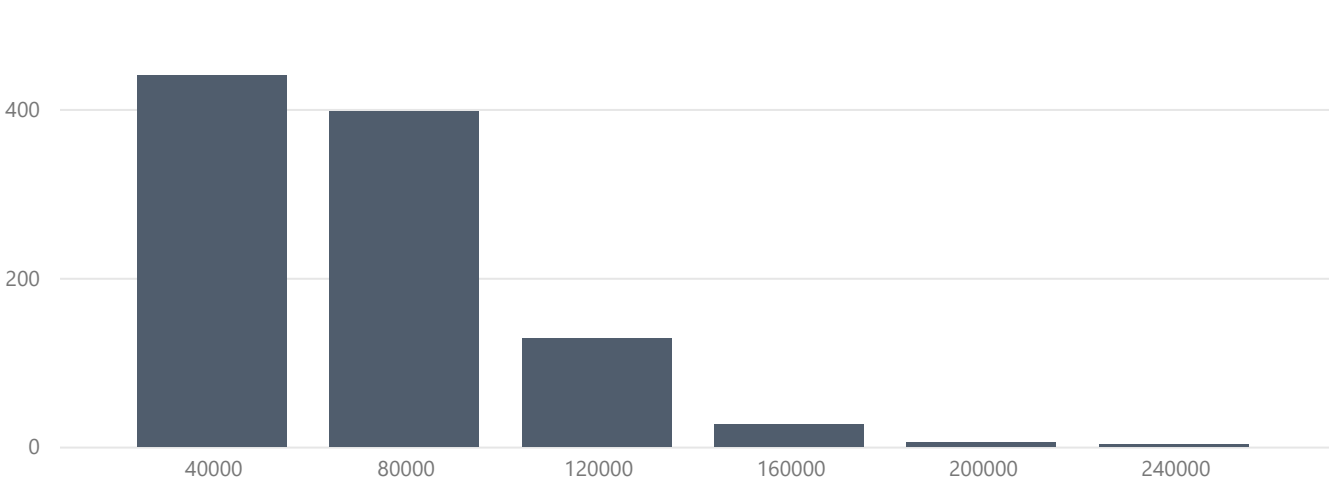




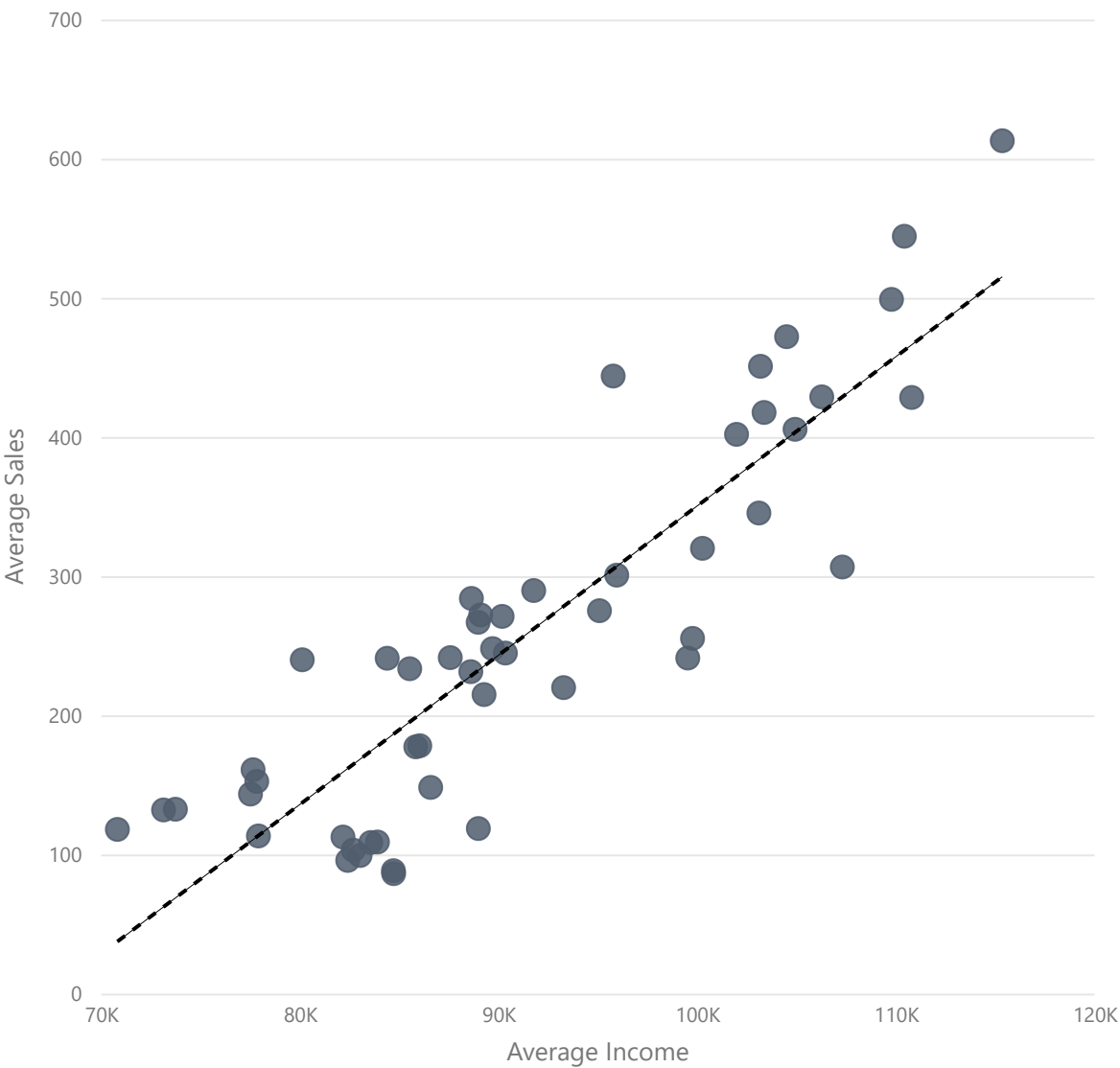
Average Income by State



Total clients by predicted income bin



Average Income and Average Sales



$$x = 67326.2 + 93.23y$$

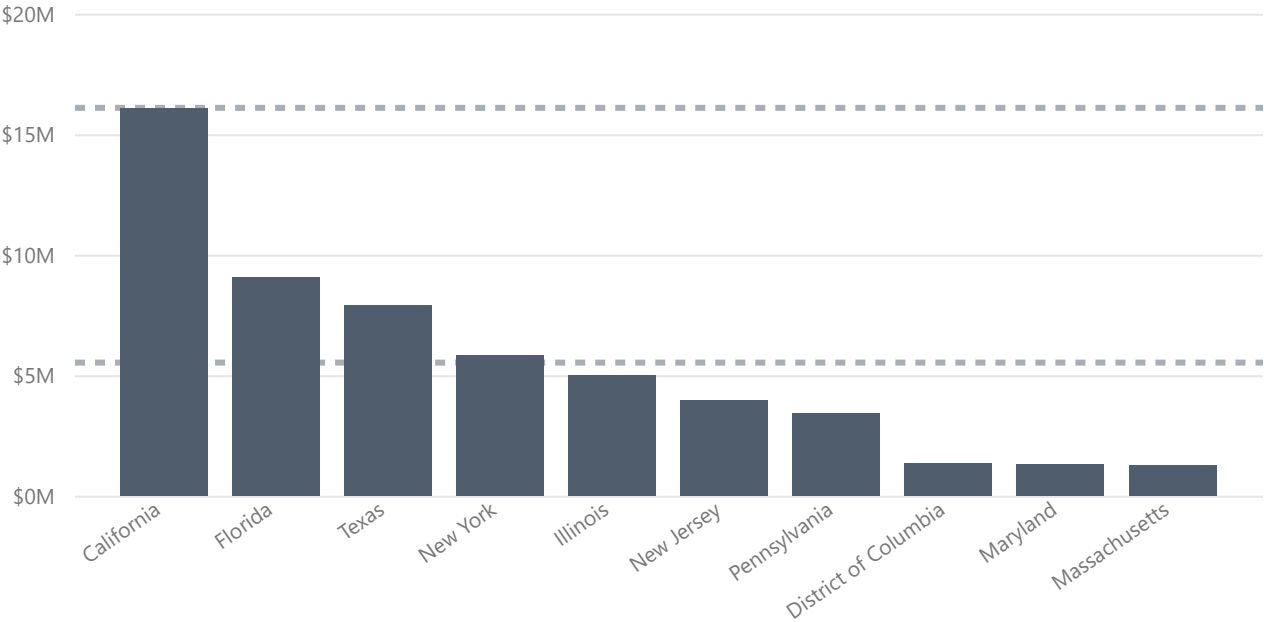
Final Formula

0,78

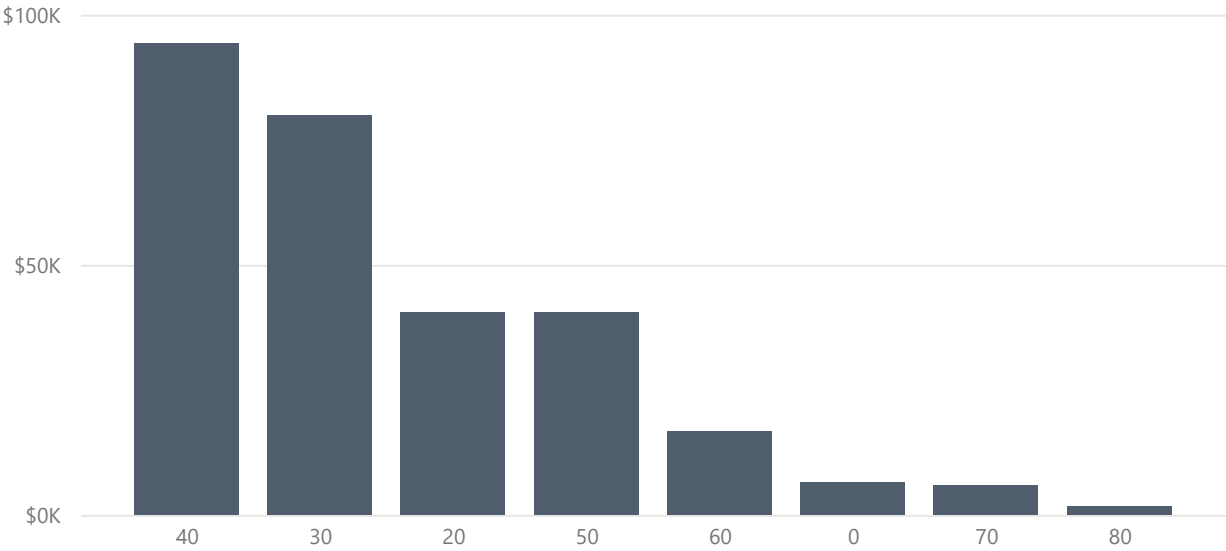
R²



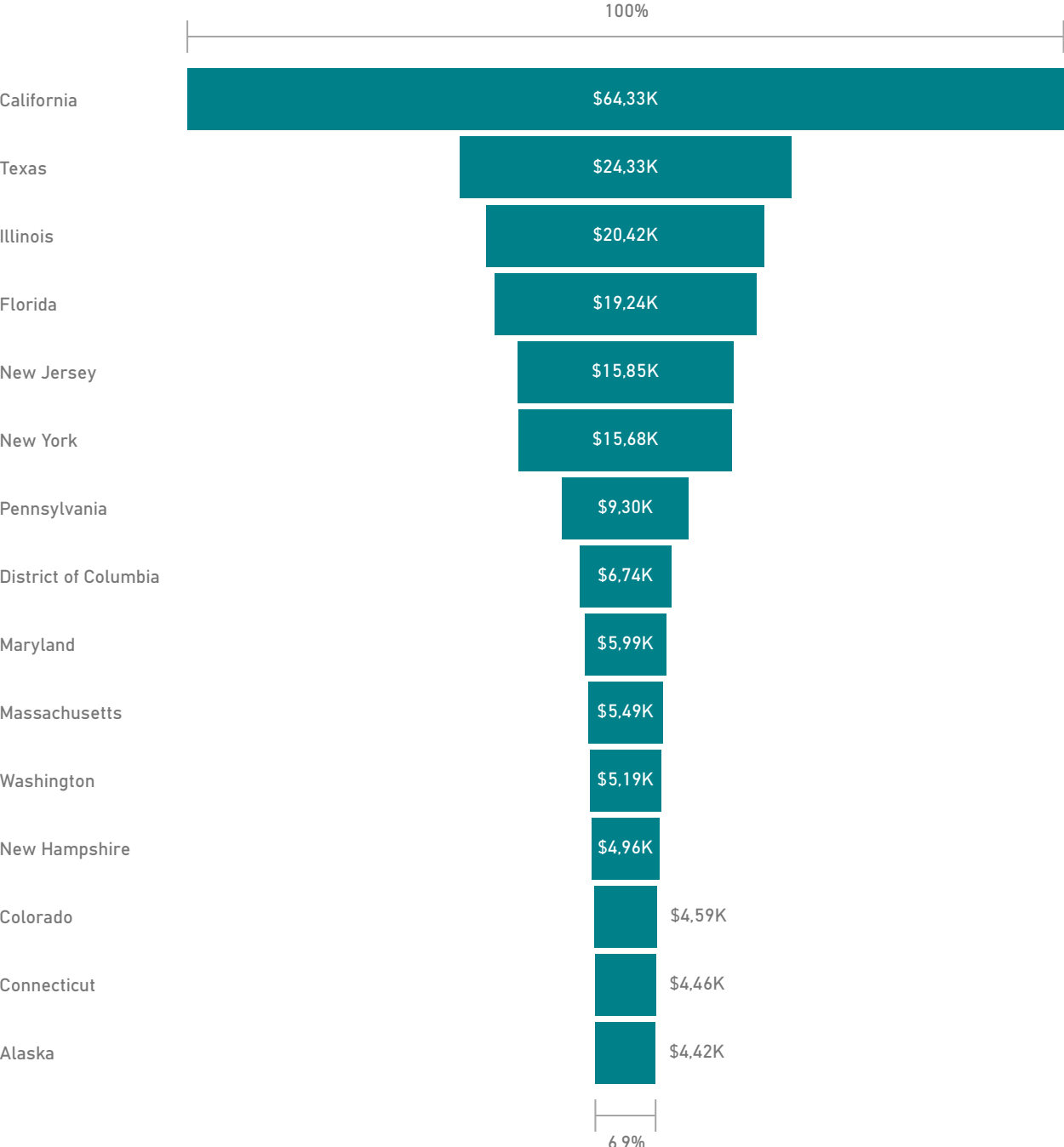
Predicted Income by State



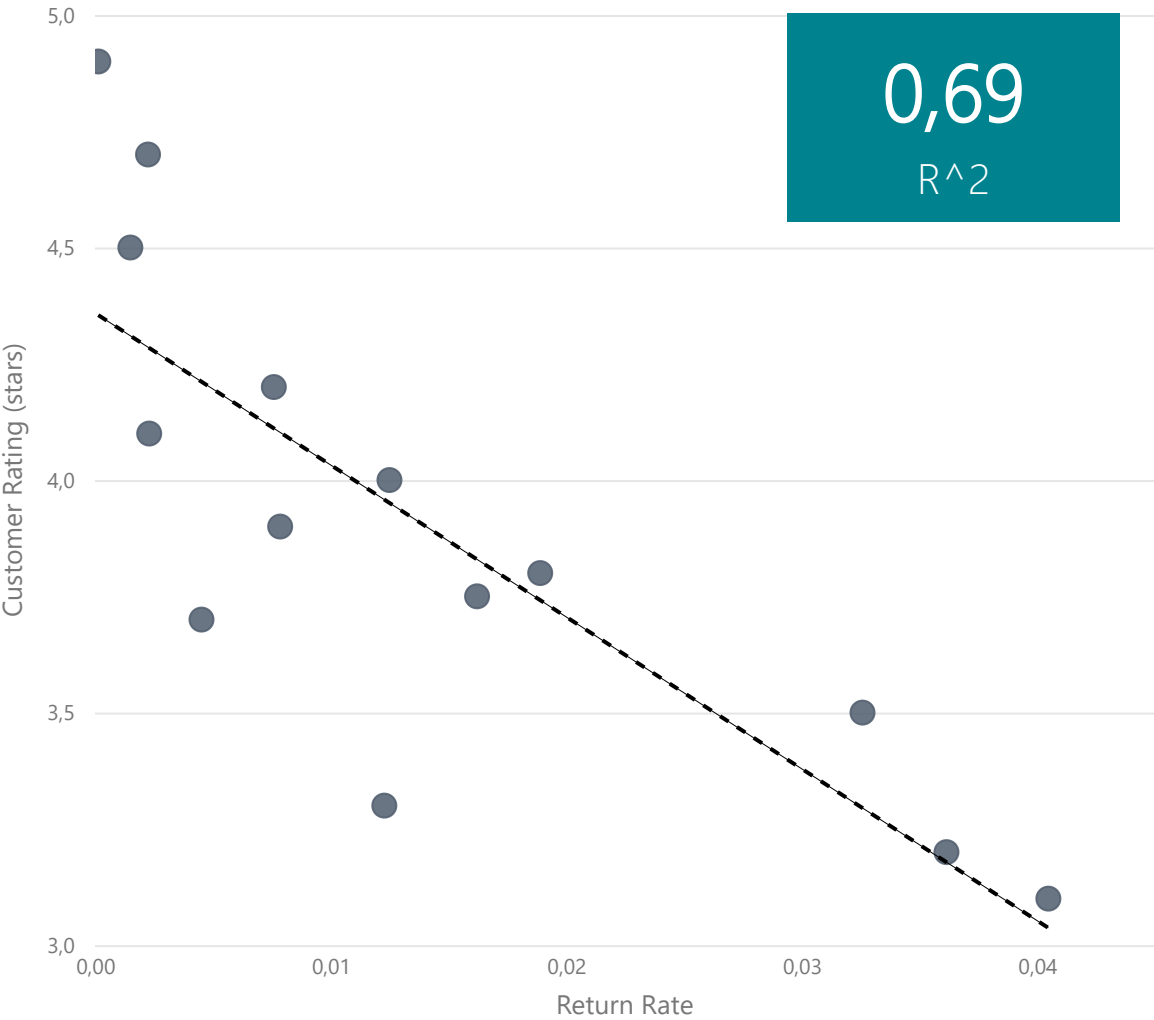
Last 6 Months Purchases by Age



Last 6 Months Purchases total for State



Return Rate by Customer Rating (stars)



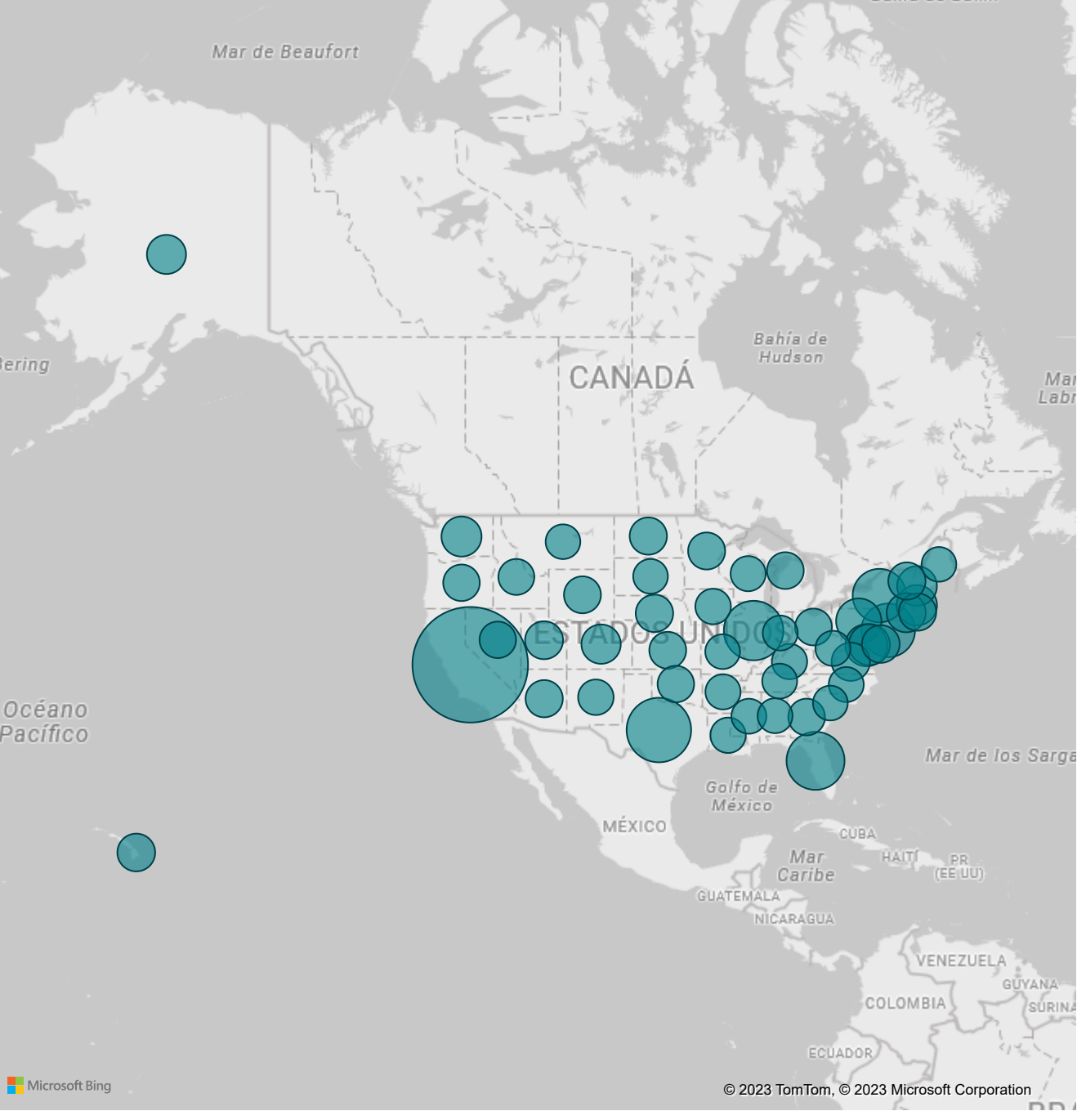
State

All

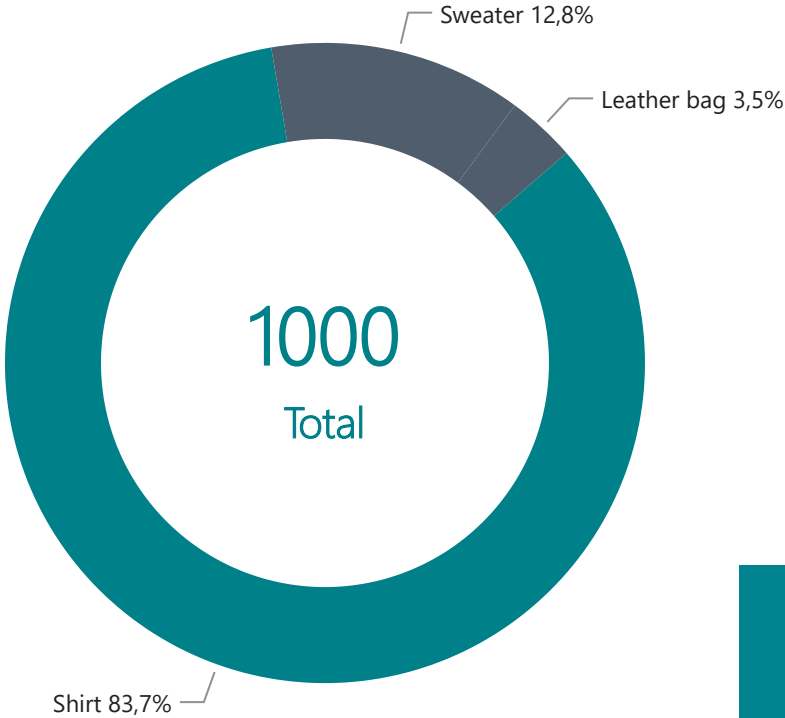
Product Name

All

Last 6 Months Purchases by State



State	Leather bag	Shirt	Sweater	Total
Alabama		10		10
Alaska		11		11
Arizona		10	1	11
Arkansas		10		10
California	11	80	59	150
Colorado		9	2	11
Connecticut		6	5	11
Delaware		9	2	11
District of Columbia	1	4	6	11
Florida		100	8	108
Georgia		10	1	11
Hawaii	1	9	1	11
Idaho		10	1	11
Illinois	4	40	2	46
Indiana		11		11
Iowa		11		11
Kansas		11		11
Kentucky		10		10
Louisiana		10		10
Maine		11		11
Maryland		6	5	11
Massachusetts		8	3	11
Michigan		11		11
Minnesota		11		11
Mississippi		10		10
Missouri		10		10
Montana		10		10
Total	35	837	128	1000



837
Shirts

128
Sweaters

35
Leather Bags

JLit30836 - Jon Little

Client highest income

Customer ID	Full Name	Last 6 Months Purchases	Predicted Income	Age bin	Recommended Product
AKel38792	Aaron Kelley	\$425,00	\$106.948,95	0	Shirt
AAgu38852	Abel Aguilar	\$90,00	\$75.716,90	0	Shirt
AYou37354	Abel Young	\$150,00	\$81.310,70	20	Shirt
AJos37342	Abraham Joseph	\$25,00	\$69.656,95	20	Shirt
ARee38089	Abraham Reese	\$154,00	\$81.683,62	20	Shirt
AHou37417	Adam Houston	\$56,40	\$72.584,37	20	Shirt
AHer38061	Adrian Herrera	\$127,00	\$79.166,41	20	Shirt
AVeg38688	Alan Vega	\$80,00	\$74.784,60	80	Shirt
ADus38788	Alberto Dussan	\$460,00	\$110.212,00	0	Shirt
Total		\$286.015,80	\$93.991.453,03	37500	