**HTML FILE:** **analysis\_report.HTML**

**OUTPUT: HTML FILE**

**Data Analysis Report**

**1. Columns with Missing Values**

* STATE
* TENURE\_IN\_MONTHS
* CLOSESTSTOREDISTANCE
* AGE
* INCOME
* LENGTH OF RESIDENCE
* NUMBER OF PERSONS IN LIVING UNIT
* NUMBER OF ADULTS IN LIVING UNIT
* MOSAIC
* CAPE: AGE: POP: MEDIAN AGE
* CAPE: AGE: POP: % 0-17
* CAPE: AGE: POP: % 18-99+
* CAPE: AGE: POP: % 65-99+
* CAPE: ETHNIC: POP: % WHITE ONLY
* CAPE: ETHNIC: POP: % BLACK ONLY
* CAPE: ETHNIC: POP: % ASIAN ONLY
* CAPE: ETHNIC: POP: % HISPANIC
* CAPE: DENSITY: PERSONS PER HH FOR POP IN HH
* CAPE: HHSIZE: HH: AVERAGE HOUSEHOLD SIZE
* CAPE: TYP: HH: % MARRIED COUPLE FAMILY
* CAPE: CHILD: HH: % WITH PERSONS LT18
* CAPE: CHILD: HH: % MARR COUPLE FAMW- PERSONS LT18
* CAPE: CHILD: HH: % MARR COUPLE FAMW-O PERSONS LT18
* CAPE: LANG: HH: % SPANISH SPEAKING
* CAPE: EDUC: POP25+: MEDIAN EDUCATION ATTAINED
* CAPE: HOMVAL: OOHU: MEDIAN HOME VALUE
* CAPE: BUILT: HU: MEDIAN HOUSING UNIT AGE
* CAPE: TENANCY: OCCHU: % OWNER OCCUPIED
* CAPE: TENANCY: OCCHU: % RENTER OCCUPIED
* CAPE: EDUC: ISPSA
* CAPE: EDUC: ISPSA DECILE
* CAPE: INC: FAMILY INC STATE DECILE
* CAPE: INC: HH: MEDIAN FAMILY HOUSEHOLD INCOME

**2. Numeric Columns**

* CUSTOMERID
* LCPCOUNT
* TENURE\_IN\_MONTHS
* CLOSESTSTOREDISTANCE
* FEMALE
* AGE
* HS\_DIPLOMA
* SOME\_COLLEGE
* BACH\_GRAD\_DEG
* LT\_HS\_DIPLOMA
* MARRIED
* MNGMNT\_OFFICEADMIN
* TECH\_PROF
* SALES\_JOB
* BLUE\_COLLAR
* FARMER
* RETIRED
* SFDU
* MFDU
* HOMEOWNER
* INCOME
* MAIL\_RESP\_MULTI
* MAIL\_RESP\_SINGLE
* LENGTH OF RESIDENCE
* NUMBER OF PERSONS IN LIVING UNIT
* NUMBER OF ADULTS IN LIVING UNIT
* METRO
* URBAN
* MOR BANK: UPSCALE MERCHANDISE BUYER
* MOR BANK: MALE MERCHANDISE BUYER
* MOR BANK: FEMALE MERCHANDISE BUYER
* MOR BANK: CRAFTS-HOBBY MERCHANDISE BUYER
* MOR BANK: GARDENING-FARMING BUYER
* MOR BANK: BOOK BUYER
* MOR BANK: COLLECT-SPECIAL FOODS BUYER
* MOR BANK: GIFTS AND GADGETS BUYER
* MOR BANK: GENERAL MERCHANDISE BUYER
* MOR BANK: FAMILY AND GENERAL MAGAZINE
* MOR BANK: FEMALE ORIENTED MAGAZINE
* MOR BANK: MALE SPORTS MAGAZINE
* MOR BANK: RELIGIOUS MAGAZINE
* MOR BANK: GARDENING-FARMING MAGAZINE
* MOR BANK: CULINARY INTERESTS MAGAZINE
* MOR BANK: HEALTH AND FITNESS MAGAZINE
* MOR BANK: DO-IT-YOURSELFERS
* MOR BANK: NEWS AND FINANCIAL
* MOR BANK: PHOTOGRAPHY
* MOR BANK: OPPORTUNITY SEEKERS AND CE
* MOR BANK: RELIGIOUS CONTRIBUTOR
* MOR BANK: POLITICAL CONTRIBUTOR
* MOR BANK: HEALTH AND INSTITUTION CONTRIBUTOR
* MOR BANK: GENERAL CONTRIBUTOR
* MOR BANK: MISCELLANEOUS
* MOR BANK: ODDS AND ENDS
* MOR BANK: DEDUPED CATEGORY HIT COUNT
* MOR BANK: NON-DEDUPED CATEGORY HIT COUNT
* MORTGAGE-HOME PURCHASE: HOME PURCHASE PRICE
* CHILDREN
* CAPE: AGE: POP: MEDIAN AGE
* CAPE: AGE: POP: % 0-17
* CAPE: AGE: POP: % 18-99+
* CAPE: AGE: POP: % 65-99+
* CAPE: ETHNIC: POP: % WHITE ONLY
* CAPE: ETHNIC: POP: % BLACK ONLY
* CAPE: ETHNIC: POP: % ASIAN ONLY
* CAPE: ETHNIC: POP: % HISPANIC
* CAPE: DENSITY: PERSONS PER HH FOR POP IN HH
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* CAPE: TYP: HH: % MARRIED COUPLE FAMILY
* CAPE: CHILD: HH: % WITH PERSONS LT18
* CAPE: CHILD: HH: % MARR COUPLE FAMW- PERSONS LT18
* CAPE: CHILD: HH: % MARR COUPLE FAMW-O PERSONS LT18
* CAPE: LANG: HH: % SPANISH SPEAKING
* CAPE: EDUC: POP25+: MEDIAN EDUCATION ATTAINED
* CAPE: HOMVAL: OOHU: MEDIAN HOME VALUE
* CAPE: BUILT: HU: MEDIAN HOUSING UNIT AGE
* CAPE: TENANCY: OCCHU: % OWNER OCCUPIED
* CAPE: TENANCY: OCCHU: % RENTER OCCUPIED
* CAPE: EDUC: ISPSA
* CAPE: EDUC: ISPSA DECILE
* CAPE: INC: FAMILY INC STATE DECILE
* CAPE: INC: HH: MEDIAN FAMILY HOUSEHOLD INCOME
* FREQUENCY
* QUANTITY
* TOTALSALES
* FREQUENCY\_2Y
* QUANTITY\_2Y
* TOTALSALES\_2Y
* 1-Engagement Spend
* 2-Wedding Bands Spend
* 3-Fashion Diamonds Spend
* 4-Fashion Jewelry Spend
* 5-Close Out Spend
* 6-Promotional Items Spend
* 7-Cost Only Spend
* 8-Marketing Premium SKUs Spend
* 9-Repairs & Appraisals Spend
* 10-Pre Owned Spend
* 11-Watches Spend
* 12-Misc Merchandise Spend
* 15-Store Events Spend
* 16-Single Stone Jewelry Spend
* MDAYREV\_L1Y
* MDAYREV\_L2Y
* MDAYREV\_L3Y
* MDAYREV\_L4Y
* MDAYQTY\_L1Y
* MDAYQTY\_L2Y
* MDAYQTY\_L3Y
* MDAYQTY\_L4Y
* MDAYSHOPPER\_L1Y
* MDAYSHOPPER\_L2Y
* MDAYSHOPPER\_L3Y
* MDAYSHOPPER\_L4Y

**3. Categorical Columns**

* STATE
* PRIVATELABELTENDERFLAG
* MOSAIC

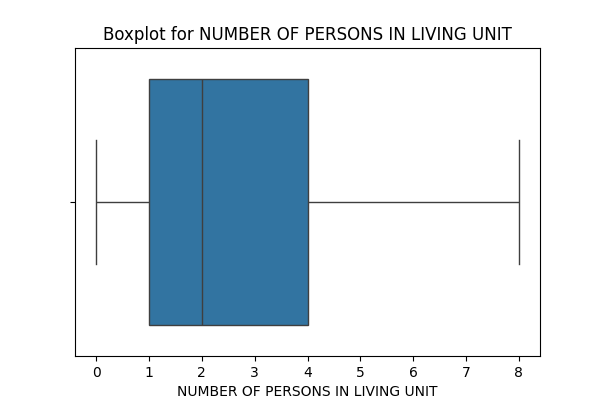
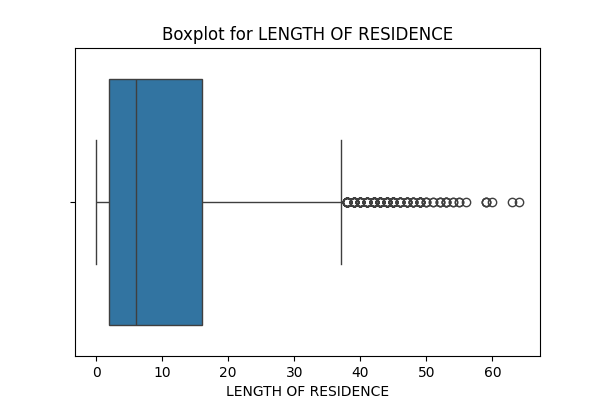
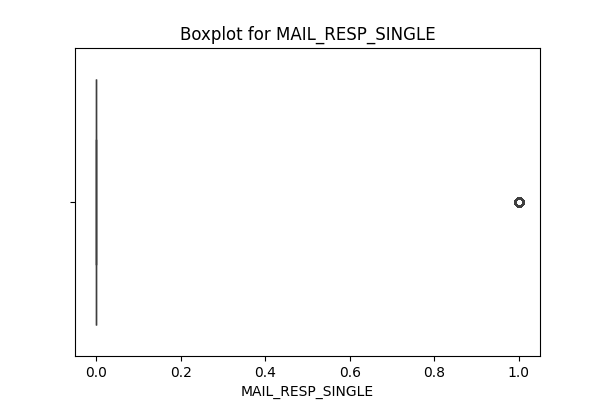
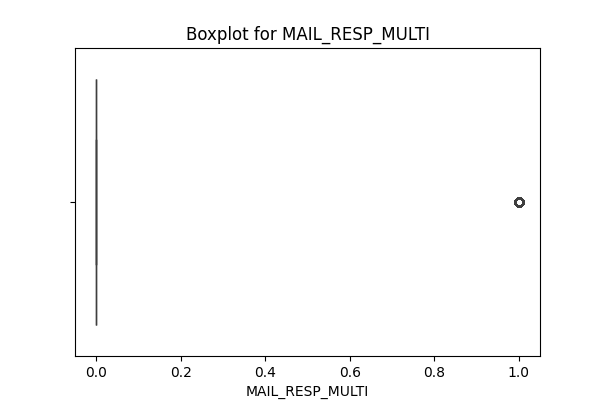
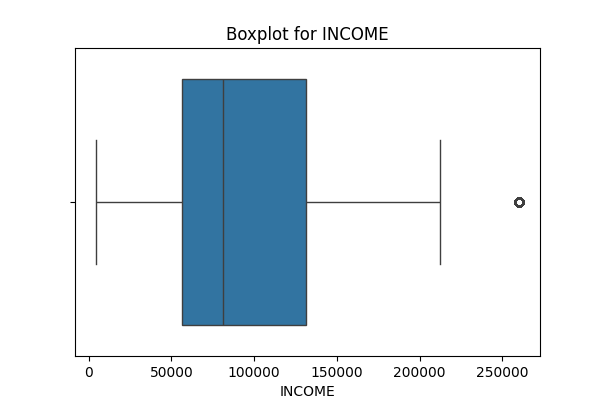
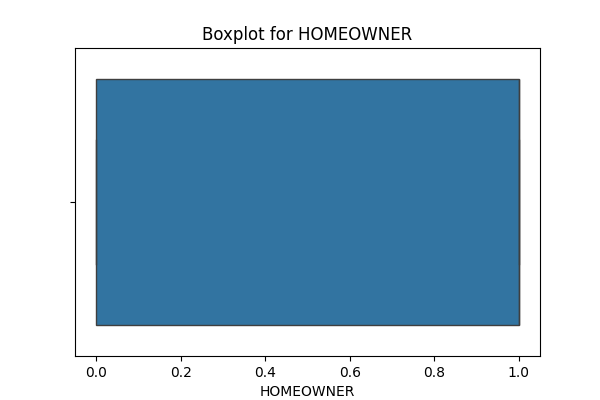
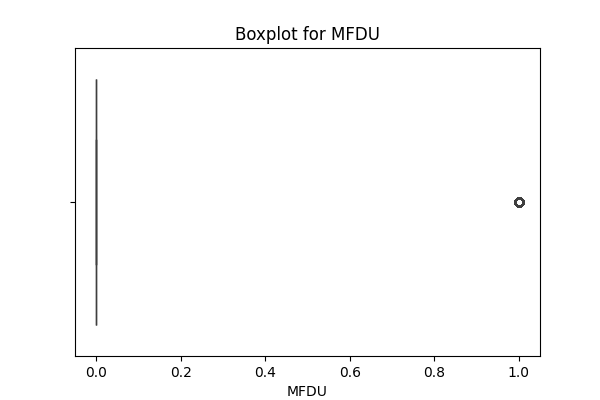
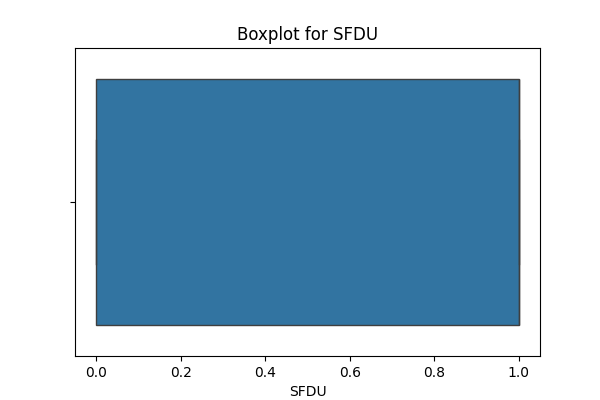
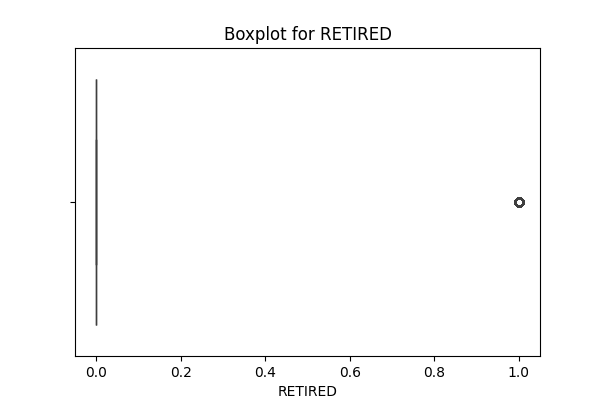
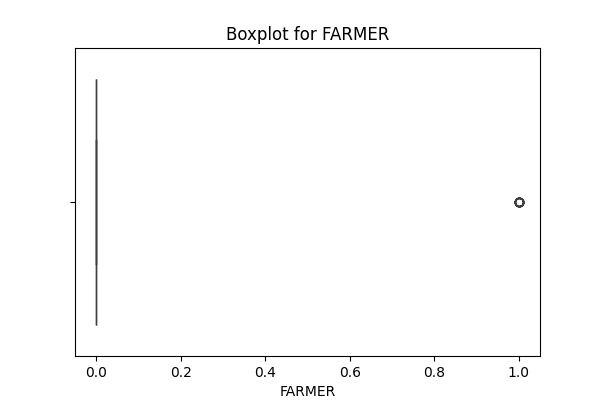
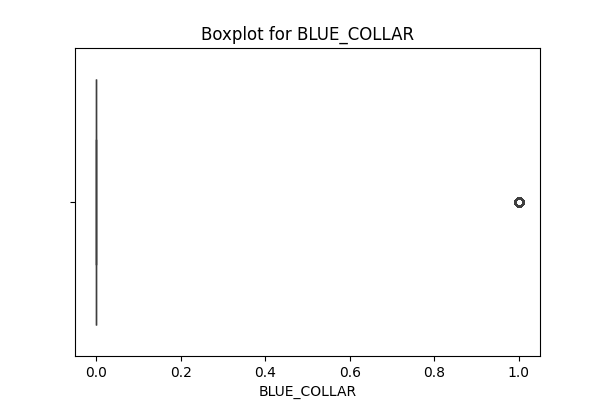
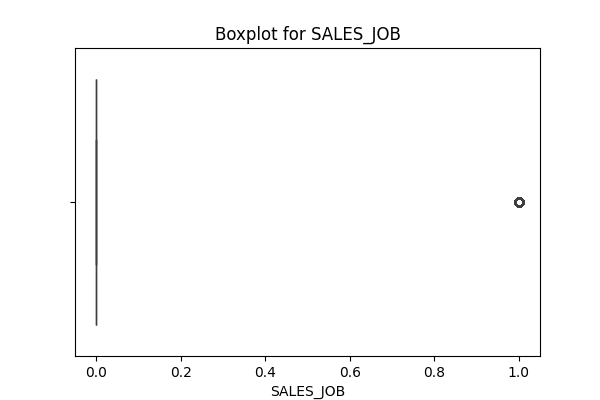
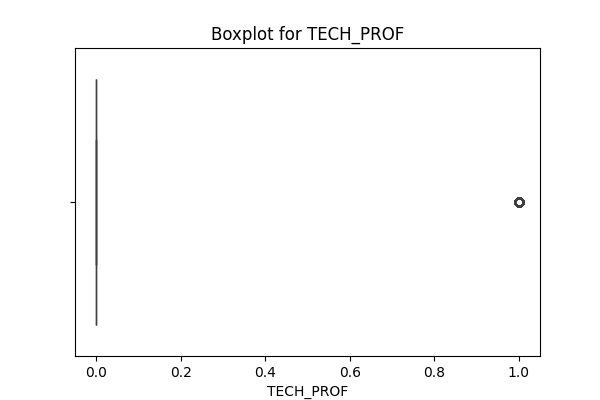
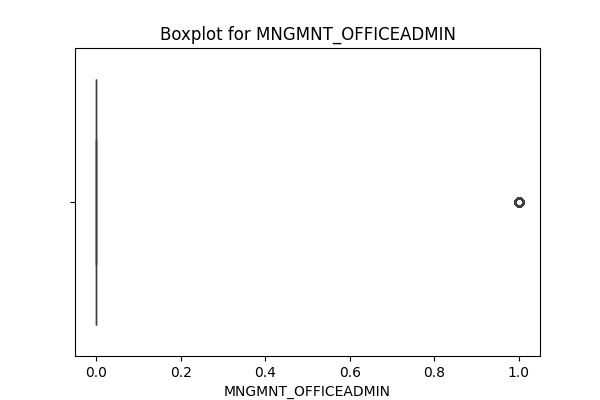
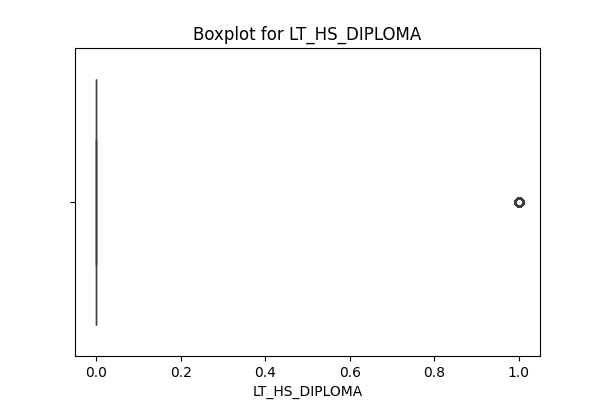
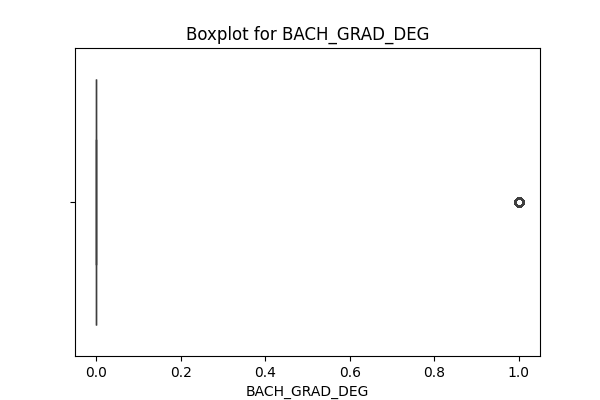
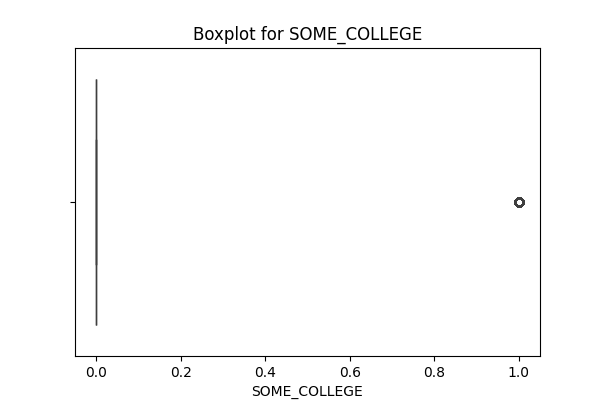
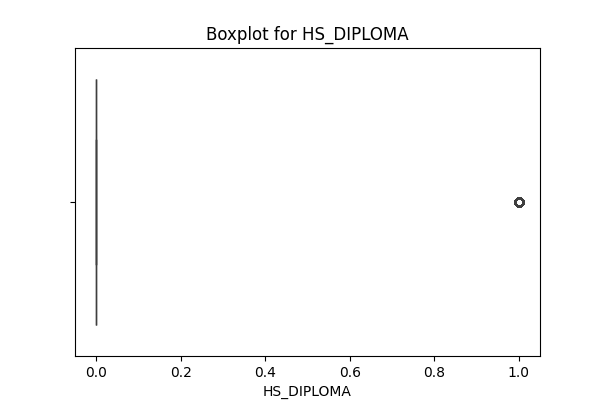
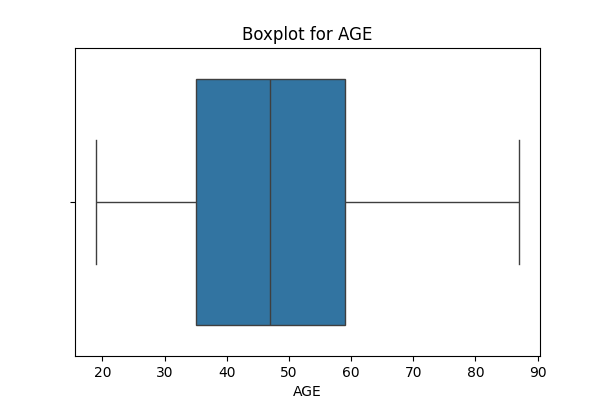
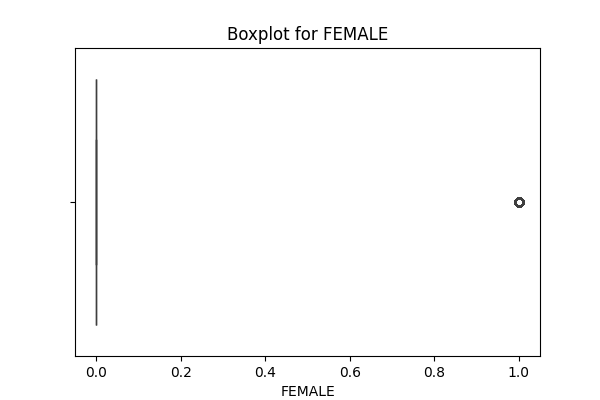
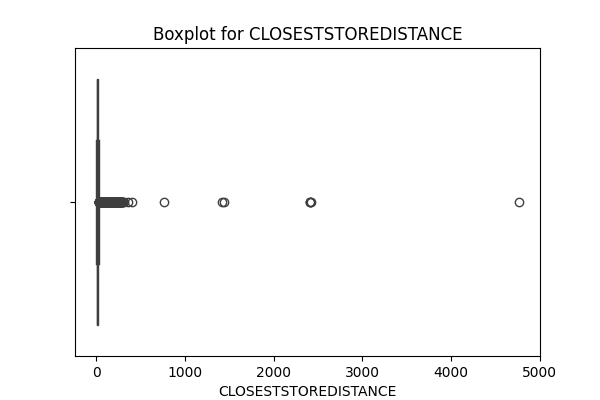
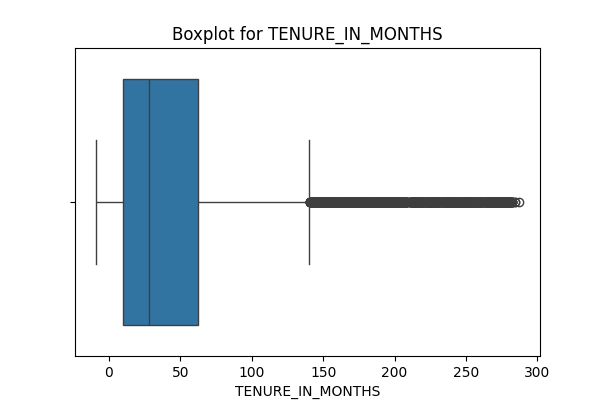
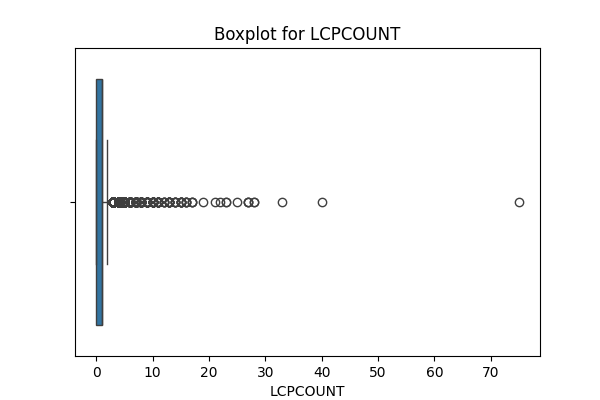
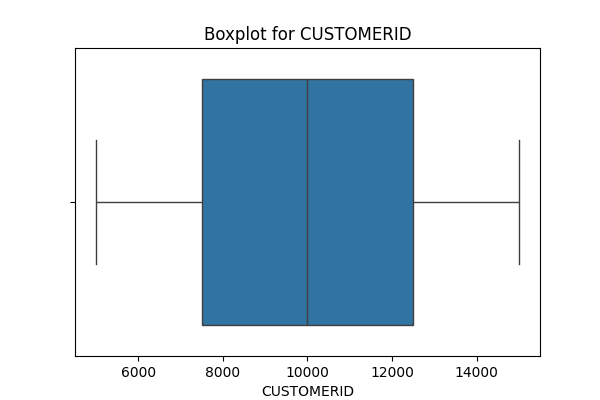
**4. Duplicate Columns**

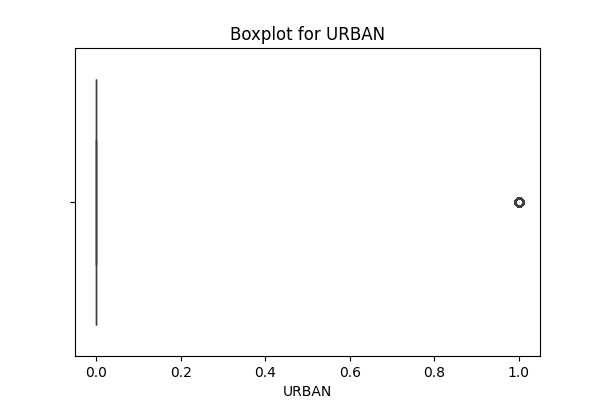
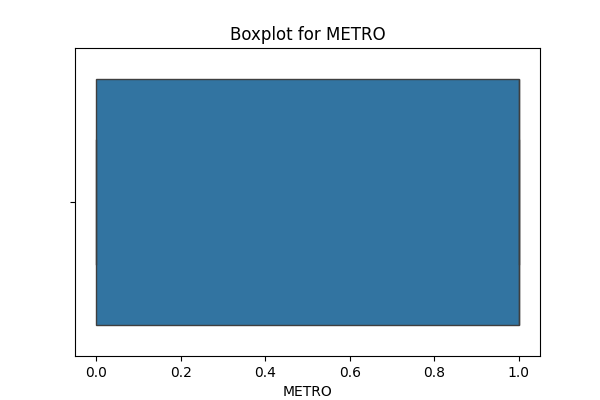
['CHILDREN', 'CAPE: HHSIZE: HH: AVERAGE HOUSEHOLD SIZE', '7-Cost Only Spend']

**5. Constant Columns**

['MARRIED', 'CHILDREN', '7-Cost Only Spend']

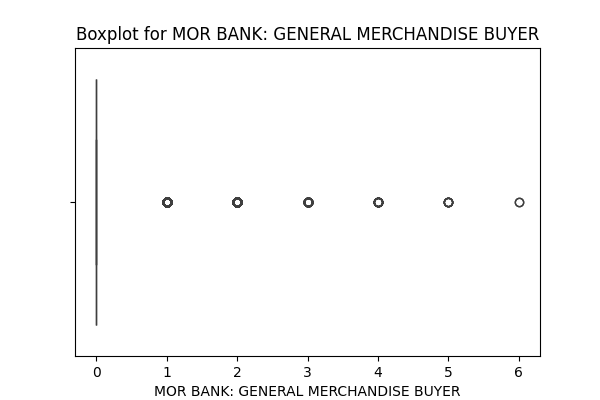
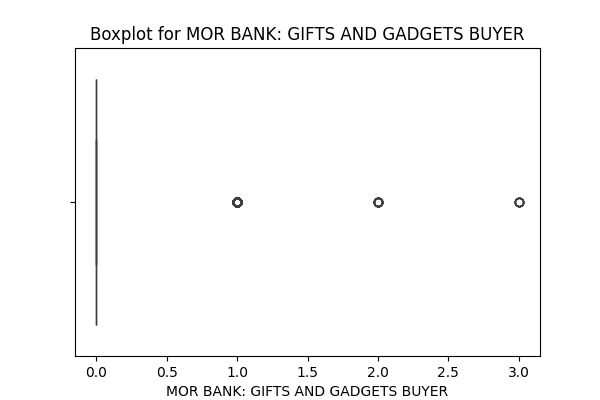
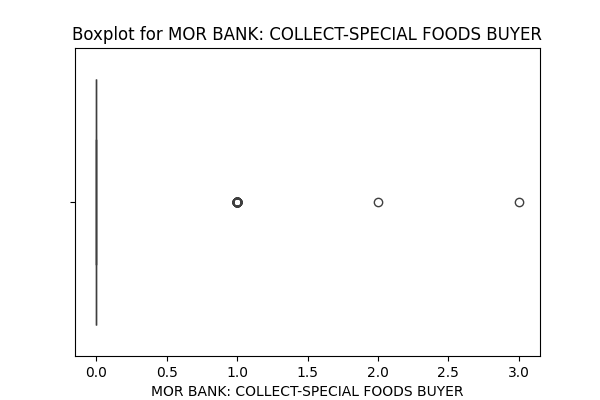
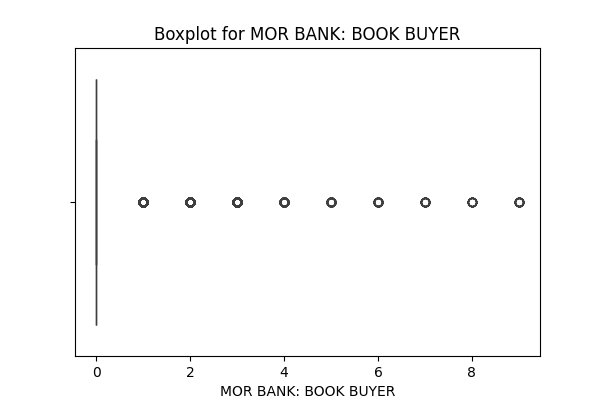
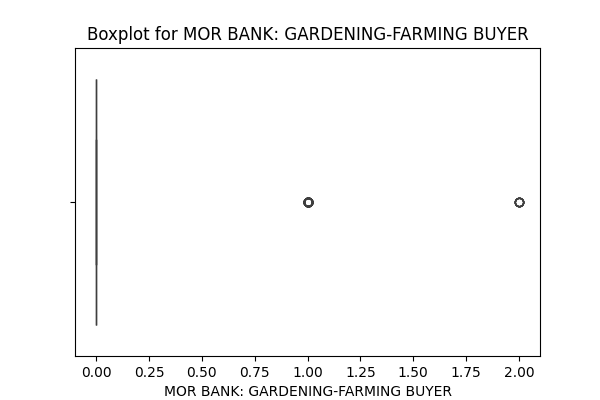
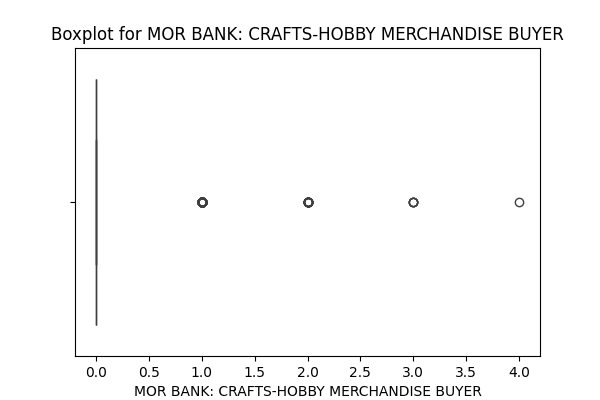
**6. Boxplots**

A blue rectangular object with numbers and a black text

Description automatically generatedA graph of a company

Description automatically generated with medium confidenceA graph of a person

Description automatically generated with medium confidenceA graph with dots and numbers

Description automatically generatedA graph with numbers and dots

Description automatically generatedA graph of a person's average number

Description automatically generated with medium confidenceA graph of a sports magazine

Description automatically generatedA graph with numbers and lines

Description automatically generatedA graph of a growing graph

Description automatically generated with medium confidenceA graph of a number of points

Description automatically generated with medium confidenceA graph of a line

Description automatically generated with medium confidenceA graph with numbers and dots

Description automatically generated with medium confidenceA graph with numbers and dots

Description automatically generatedA graph with numbers and symbols

Description automatically generatedA graph with numbers and dots

Description automatically generatedA graph with numbers and dots

Description automatically generatedA graph with dots and numbers

Description automatically generatedA graph of a number of points

Description automatically generated with medium confidenceA graph of a company

Description automatically generatedA graph with numbers and dots

Description automatically generatedA graph with numbers and lines

Description automatically generatedA graph of a number of dots

Description automatically generatedA graph of a number of dots

Description automatically generatedA graph of a diagram

Description automatically generatedA diagram of a box plot

Description automatically generatedA diagram of a box plot

Description automatically generatedA diagram of a box plot

Description automatically generatedA graph with a blue bar

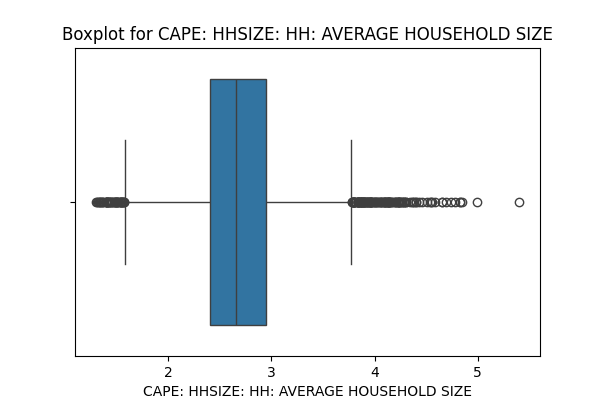
Description automatically generated with medium confidenceA diagram of a box plot

Description automatically generatedA graph with a bar and a line

Description automatically generated with medium confidenceA graph of a box plot

Description automatically generatedA graph with a blue rectangle

Description automatically generatedA diagram of a person's body

Description automatically generatedA graph of a couple

Description automatically generatedA blue rectangular object with black lines

Description automatically generatedA graph of a child

Description automatically generated with medium confidenceA graph with a blue rectangle

Description automatically generatedA graph of a blue rectangular object with a black line

Description automatically generatedA graph of a bar

Description automatically generatedA graph of a blue rectangular object with a black line

Description automatically generatedA blue rectangular object with white text

Description automatically generatedA graph of a diagram

Description automatically generatedA graph of a blue rectangular object with a black line

Description automatically generatedA graph of a box plot

Description automatically generatedA blue rectangular object with numbers

Description automatically generatedA blue rectangular object with text

Description automatically generatedA graph of a family household

Description automatically generatedA diagram of a box plot

Description automatically generatedA diagram of a box plot

Description automatically generatedA graph with numbers and a bar

Description automatically generatedA diagram of a box plot

Description automatically generatedA graph with numbers and lines

Description automatically generatedA graph of a box plot

Description automatically generatedA graph of a boxplot

Description automatically generatedA graph of a wedding band

Description automatically generatedA graph of a boxplot

Description automatically generatedA graph of a box plot

Description automatically generatedA graph of a box plot

Description automatically generatedA graph with numbers and lines

Description automatically generatedA graph with numbers and lines

Description automatically generatedA graph with numbers and symbols

Description automatically generatedA graph with numbers and a line

Description automatically generatedA graph of a box plot

Description automatically generatedA graph of a person holding a box

Description automatically generated with medium confidenceA graph with numbers and lines

Description automatically generatedA graph of a box plot

Description automatically generatedA graph with numbers and lines

Description automatically generatedA diagram with numbers and lines

Description automatically generatedA graph of a box plot

Description automatically generatedA graph of a box plot

Description automatically generatedA graph with dots and numbers

Description automatically generatedA graph with numbers and lines

Description automatically generatedA graph with numbers and dots

Description automatically generatedA graph with numbers and dots

Description automatically generatedA graph with numbers and symbols

Description automatically generatedA graph with numbers and symbols

Description automatically generatedA graph with numbers and symbols

Description automatically generatedA graph with numbers and symbols

Description automatically generated

**7. Distributions**

A diagram of a distribution of customer

Description automatically generatedA graph of distribution of state

Description automatically generatedA graph of a distribution of a number

Description automatically generatedA graph of a number of different colored squares

Description automatically generatedA graph of a distribution of ten

Description automatically generatedA graph of a distribution of a number of people

Description automatically generated