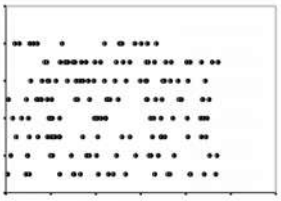
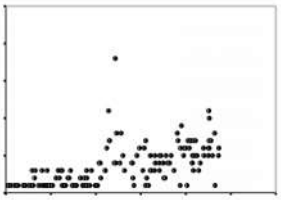
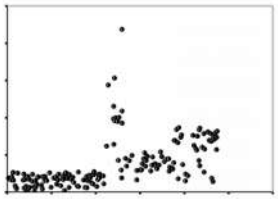
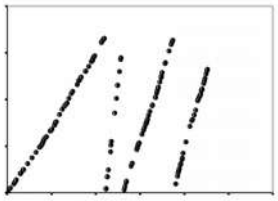
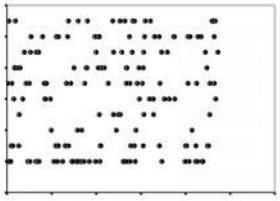
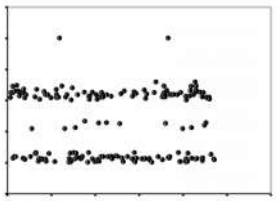
Numeric Fields

Name	Plot	% Missing	Unique Values	Min	Mean	Median	Max	Std Dev	Remarks
#_Years_as_Customer		0.0%	8	1.000	4.501	5.000	8.000	2.310	This field has a small number of unique values, and appears to be a categorical field. Consider changing the field data type to "string".
Avg_Num_Products_Purchased		0.0%	23	1.000	3.347	3.000	26.000	2.739	
Avg_Sale_Amount		0.0%	2,345	1.220	399.774	281.320	2,963.490	340.116	
Customer_ID		0.0%	2,375	2.000	1,647.845	1,629.000	3,335.000	962.728	
Store_Number		0.0%	10	100.000	104.298	105.000	109.000	2.837	This field has a small number of unique values, and appears to be a categorical field. Consider changing the field data type to "string".

Name	Plot	% Missing	Unique Values	Min	Mean	Median	Max	Std Dev	Remarks
ZIP		0.0%	86	80,002.000	80,123.333	80,123.000	80,640.000	107.256	

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String/Character Fields

Name	% Missing	Unique Values	Shortest Value	Longest Value	Min Value Count	Max Value Count	Remarks
Address	0.0%	2,321	60 Ivy St	5250 E Cherry Creek South Dr	1	6	Some values of this field have a small number of value counts. If Appropriate, consider combining some value levels together.
City	0.0%	27	Denver	Greenwood Village	1	750	Some values of this field have a small number of value counts. If Appropriate, consider combining some value levels together.
Customer_Segment	0.0%	4	Credit Card Only	Loyalty Club and Credit Card	194	1,108	
Name	0.0%	2,366	J Ritz	Angela Edington-Molyneux	1	2	Some values of this field have a small number of value counts. If Appropriate, consider combining some value levels together.
Responded_to_Last_Catalog	0.0%	2	No	Yes	171	2,204	
State	0.0%	1	CO	CO	2,375	2,375	