

## Pearson Correlation Analysis

### *Focused Analysis on Field Avg\_Sale\_Amount*

	Association Measure	p-value
Avg_Num_Products_Purchased	0.8557542	0.000000***
Customer_ID	0.0382352	0.062455.
Years_As_Customer	0.0297819	0.146795
Store_Number	-0.0079457	0.698734

### *Full Correlation Matrix*

	Avg_Sale_Amount	Customer_ID	Store_Number	Avg_Num_Products_Purchased	Years_As_Customer
Avg_Sale_Amount	1.0000000	0.0382352	-0.0079457	0.8557542	0.0297819
Customer_ID	0.0382352	1.0000000	-0.0233227	0.0601359	0.0151644
Store_Number	-0.0079457	-0.0233227	1.0000000	-0.0115250	-0.0095729
Avg_Num_Products_Purchased	0.8557542	0.0601359	-0.0115250	1.0000000	0.0433464
Years_As_Customer	0.0297819	0.0151644	-0.0095729	0.0433464	1.0000000

### *Matrix of Corresponding p-values*

	Avg_Sale_Amount	Customer_ID	Store_Number	Avg_Num_Products_Purchased	Years_As_Customer
Avg_Sale_Amount		0.0624548	0.6987340	0.0000000	0.1467948
Customer_ID	0.0624548		0.2558869	0.0033703	0.4601038
Store_Number	0.6987340	0.2558869		0.5745368	0.6410070
Avg_Num_Products_Purchased	0.0000000	0.0033703	0.5745368		0.0346587
Years_As_Customer	0.1467948	0.4601038	0.6410070	0.0346587	