

Some average of each Segment

segment	spend_per_txn	spend_per_item	total_txns	total_items	hhincome
Summer Fling	55.21	28.99	2.139	4.517	68118
Mad Christmas	52.98	28.38	2.208	4.606	67706
Daddy Daycare	50.45	27.2	2.105	4.395	67985
Hood Rich	50.8	28.2	2.058	4.28	65889
Coal for Christmas	51.48	28.8	2.103	4.178	67128
Personal Shopper	50.62	26.94	2.95	6.148	73941
Be My Valentine	51.39	28.88	2.417	4.881	69136

segment	mens_dept_spend	womens_dept_spend	kids_dept_spend	athletic_dept_spend	accessories_spend	mens_dept_spend
Summer Fling	12.37	32.38	5.866	54.31	5.024	12.37
Mad Christmas	15.4	34.79	5.12	50.25	4.724	15.4
Daddy Daycare	15.73	29.15	6.549	43.4	5.049	15.73
Hood Rich	13.17	27.63	5.454	49.93	3.68	13.17
Coal for Christmas	12.69	30.86	5.348	48.4	4.554	12.69
Personal Shopper	15.24	43.23	7.535	68.53	7.047	15.24
Be My Valentine	12.67	33.89	7.054	58.3	5.25	12.67

Number of Visit in Each Month

segment	1	1	3	4	5	6	7	8	9	10	11	12
Summer Fling	121.18	130.92	159.05	136.33	174.2	140.66	188.27	280.24	193.68	110.36	75.74	100.63
Mad Christmas	67.88	76.02	86.88	78.19	98.83	66.79	83.08	128.15	79.28	71.13	41.81	66.79
Daddy Daycare	45.87	55.14	69.78	75.15	80.03	68.81	67.83	106.87	79.06	61.98	34.16	46.85
Hood Rich	55.06	50.1	62	77.87	99.2	102.18	85.81	99.2	59.02	41.17	24.8	41.17
Coal for Christmas	166.66	161.87	201.43	191.84	202.63	157.07	175.05	260.18	172.66	136.69	92.32	113.91
Personal Shopper	108.29	108.29	142.05	138.23	140.78	115.93	112.75	184.09	140.14	91.73	56.69	93
Be My Valentine	98.85	123.95	108.78	78.97	89.96	83.16	65.9	114.01	84.73	54.91	31.9	50.21