



The Market: Customer Signature

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General Information

Transactional Table

ROWS	FEATURES	CUSTOMERS
5000 Transactions	15 dimensions (excluding ID)	801 Customers

Signature Table

ROWS	FEATURES
800 Customers	27 dimensions

Data Treatment

OUTLIERS

- Boxplot
- Rating > 10
- 7 Observations removed

MISSING VALUES

Numerical:

- Total_amt
- Rating

Binary:

- Kidhome

Categorical:

- Nationality

INCOHERENCES

1st:

- DOB > Date of Transaction

2nd:

- Cogs < 0

Total removed:

- 28 observations

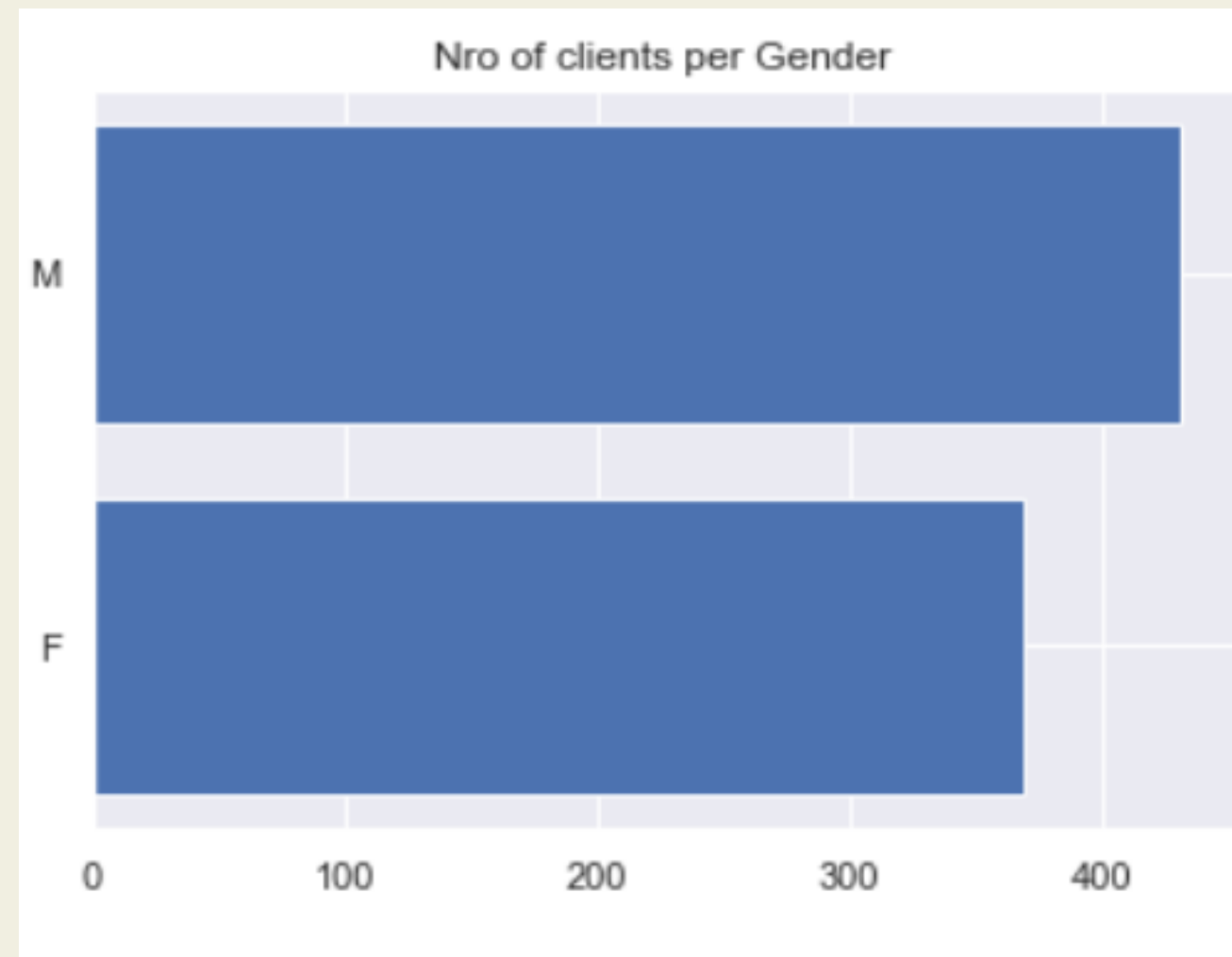
Signature Table - Dimensions

0	Nationality	800	non-null	object
1	YOB	800	non-null	int32
2	DOB	800	non-null	datetime64[ns]
3	Gender	800	non-null	object
4	Address	800	non-null	object
5	Kidhome	800	non-null	float64
6	Age	800	non-null	int32
7	frequency	800	non-null	int64
8	Rating	800	non-null	float64
9	Average_expense	800	non-null	float64
10	Catalog	800	non-null	float64
11	Online	800	non-null	float64
12	Store	800	non-null	float64

13	Fav_channel	800	non-null	object
14	Electronic accessories	800	non-null	float64
15	Fashion accessories	800	non-null	float64
16	Food and beverages	800	non-null	float64
17	Health and beauty	800	non-null	float64
18	Home and lifestyle	800	non-null	float64
19	Sports and travel	800	non-null	float64
20	Fav_prod_line	800	non-null	object
21	Cash	800	non-null	float64
22	Credit Card	800	non-null	float64
23	MBWay	800	non-null	float64
24	Paypal	800	non-null	float64
25	Fav_Payment_Method	800	non-null	object
26	Tot_Amount	800	non-null	float64

Graphics:

Number of customers by gender

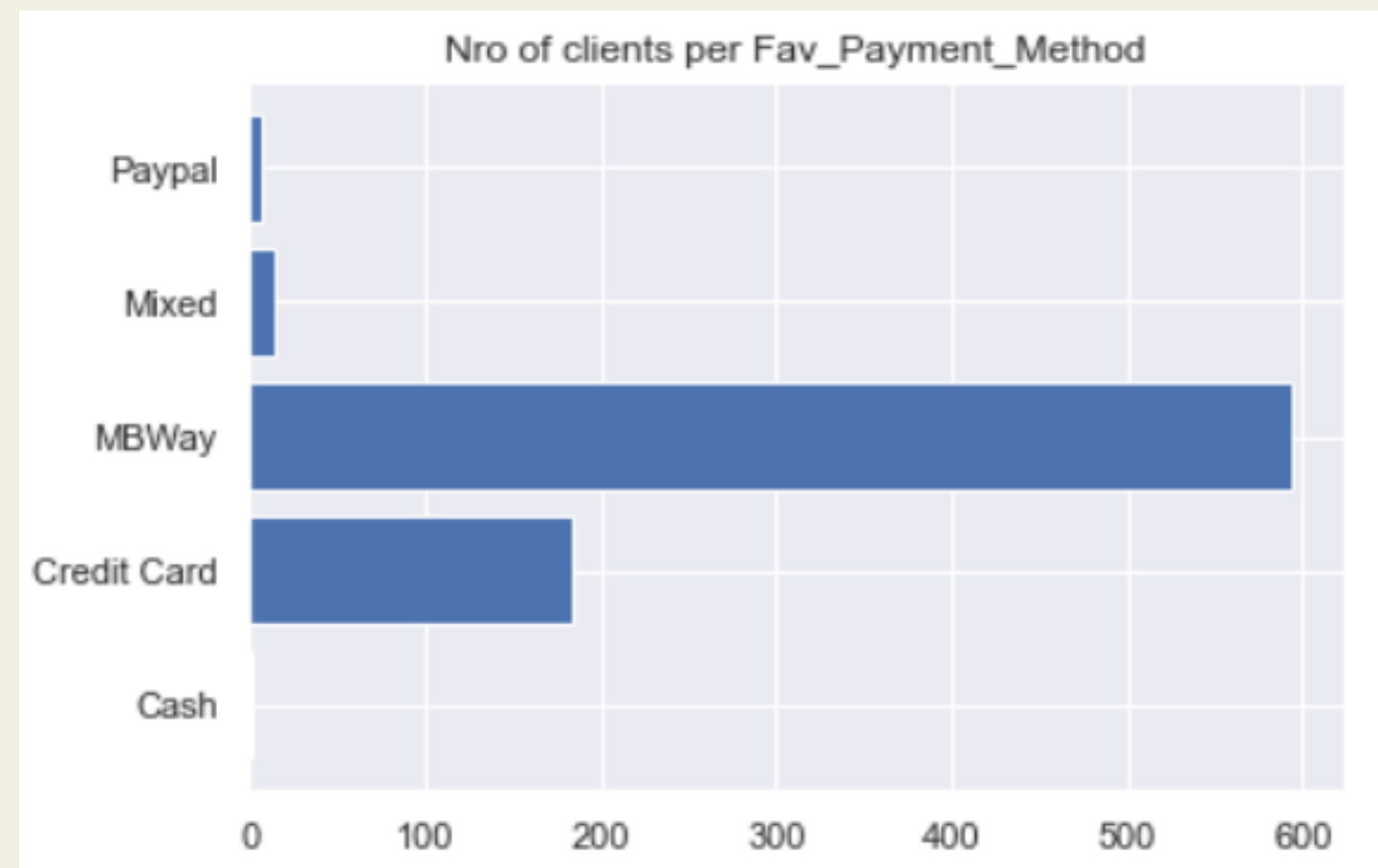


Number of customers by gender

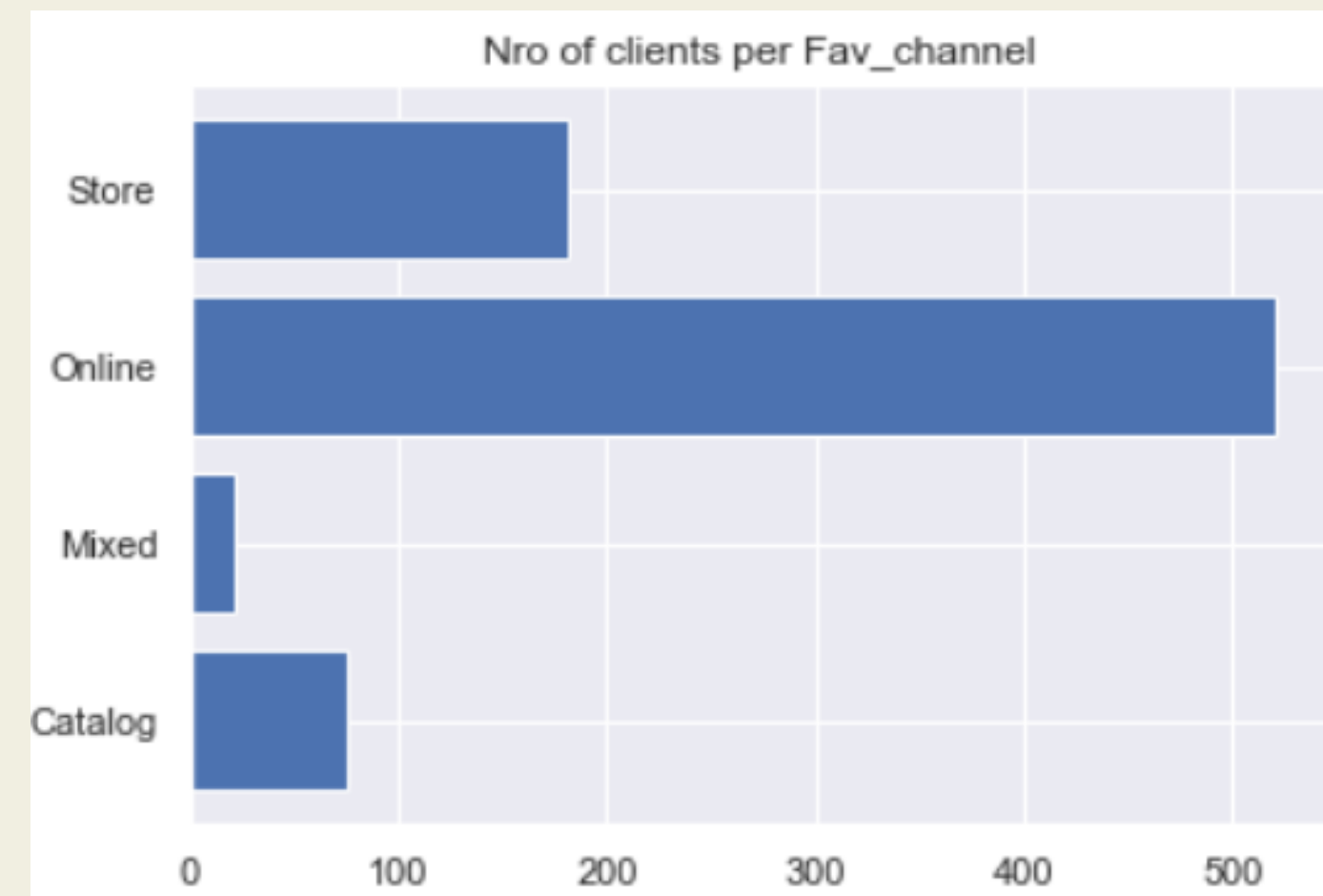


Graphics:

Number of customers by favorite payment method

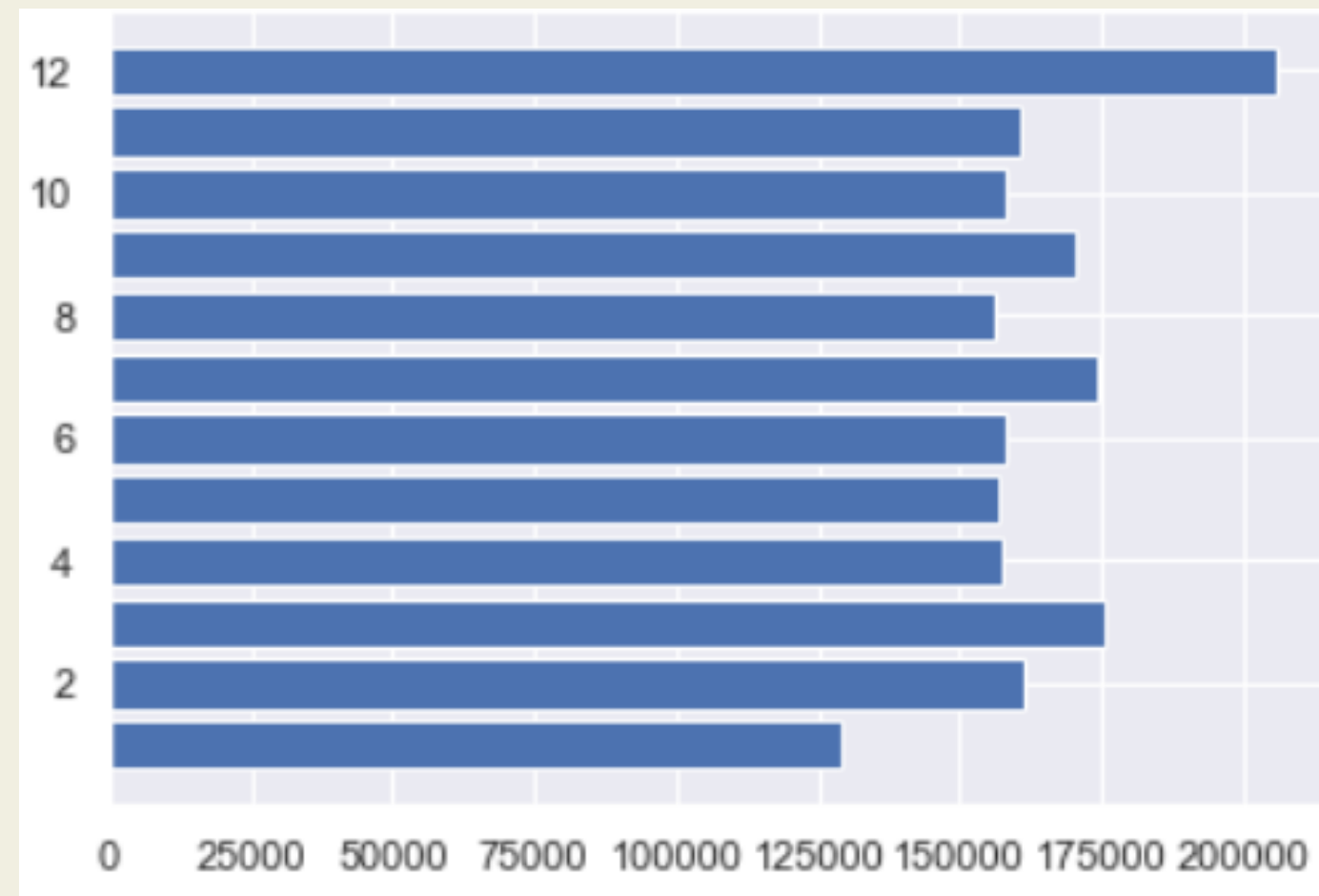


Number of customers by favorite payment method

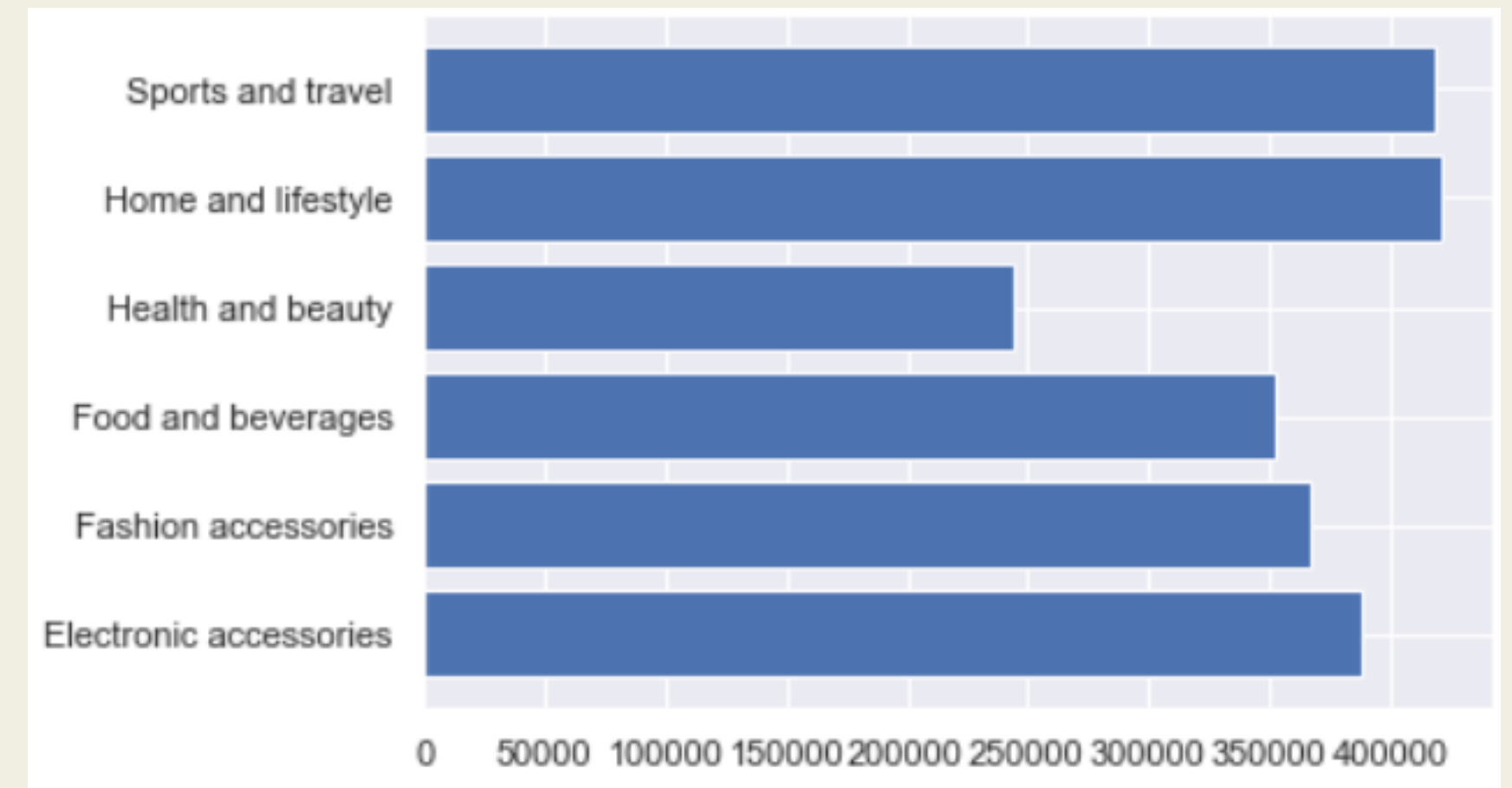


Graphics:

Total Sales by Month (2019)



Total Sales by Product Line



Thank You