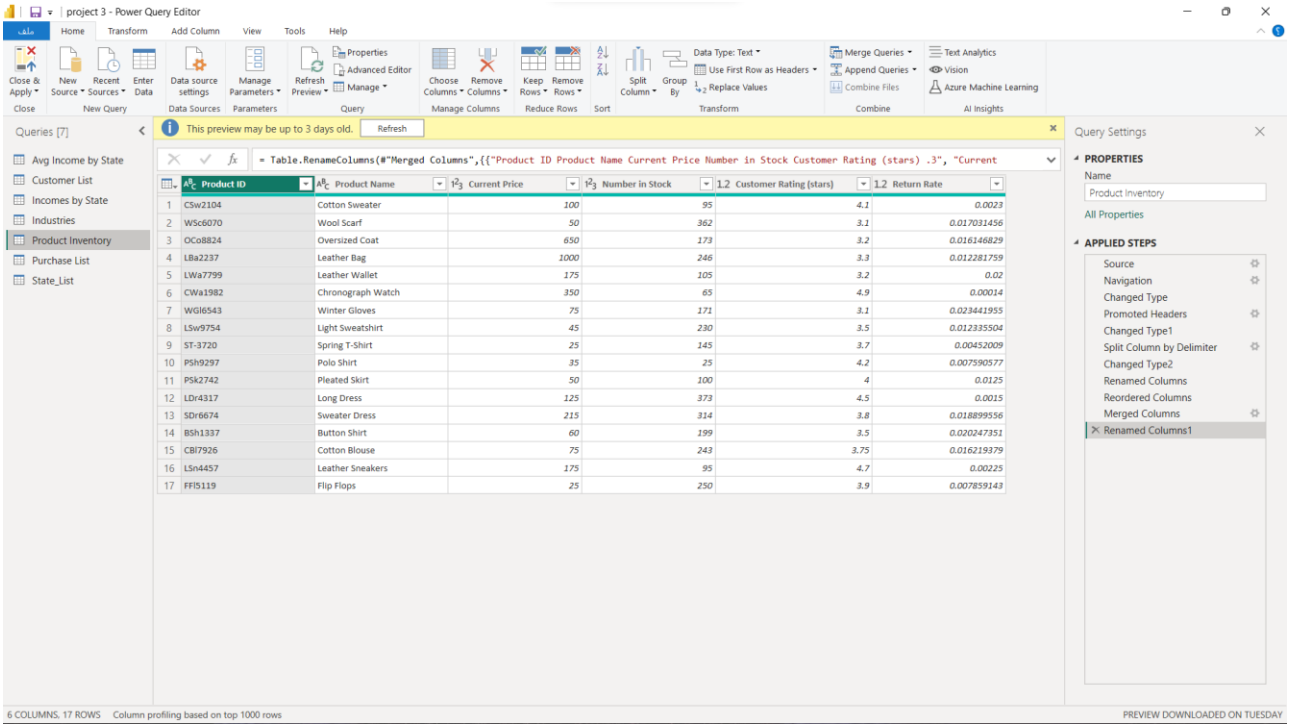
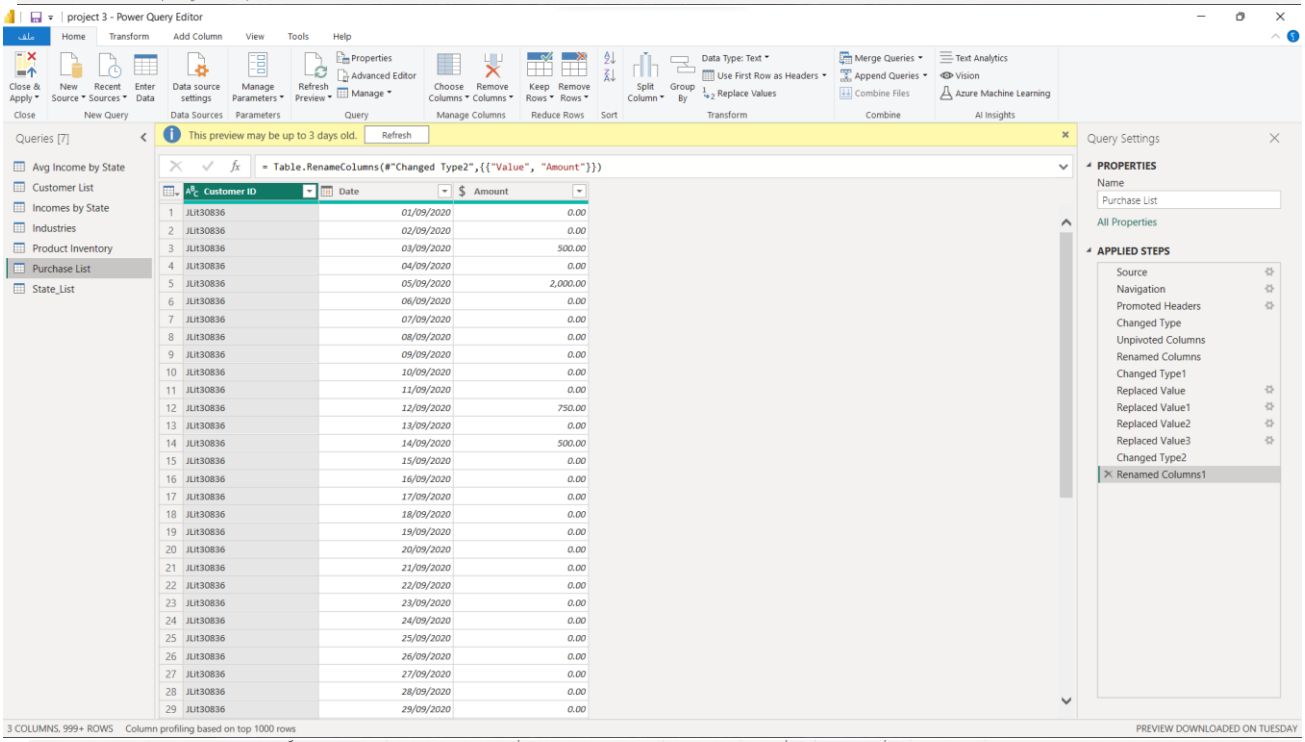





```
Income Range =
                IF('Customer List'[Predicted Income]<= 100000,100000,
                IF('Customer List'[Predicted Income]<= 120000,120000,
                IF('Customer List'[Predicted Income]<= 140000,140000,
                IF('Customer List'[Predicted Income]<= 160000,160000,
                IF('Customer List'[Predicted Income]<= 180000,180000,
                IF('Customer List'[Predicted Income]<= 200000,200000,
                IF('Customer List'[Predicted Income]<= 250000,250000,
                IF('Customer List'[Predicted Income]<= 250000,250000,
                IF('Customer List'[Predicted Income]<= 600000,600000,0
                )))))))))
```

```
1 Recommended Products =
2 IF([Predicted Income] >= 60000 && [Predicted Income] < 120000 , "Polo Shirt, Flip Flops",
3 IF([Predicted Income] >= 120000 && [Predicted Income] < 180000 , "Button Shirt, Wool Scarf",
4 IF([Predicted Income] >= 180000 && [Predicted Income] < 250000 , "Cotton Sweater, Cotton Blouse",
5 IF([Predicted Income] >= 250000 && [Predicted Income] < 600000 , "Chronograph Watch, Oversized Coat",
6 IF([Predicted Income] >= 600000, "Leather Bag",
7 "No Recommendation"
8 )))))
```

```
1 Regression Table = SUMMARIZE('Customer List', 'Customer List'[State], "y", AVERAGE('Customer List'[Last
  6 Months Purchases]))
```

State	Y	Y^2	X	X^2	XY
Kansas	241.45	58300.30	87569.111	7,668,349,201.33	$21,143,959.8924
Arkansas	132.50	17556.25	73734.11	5,436,718,977.49	$9,769,769.575
New Mexico	160.90	25888.81	77644.128	6,028,610,612.88	$12,492,940.1952
California	428.86	183918.44	106269.184	11,293,139,468.03	$45,574,297.6119
Oregon	219.91	48360.01	93274.124	8,700,062,207.97	$20,511,827.8142
Vermont	272.13	74053.25	89099.112	7,938,651,759.19	$24,246,298.351
North Dakota	271.09	73490.28	90179.118	8,132,273,323.26	$24,446,739.0796
Mississippi	118.00	13924.00	70814.125	5,014,640,299.52	$8,356,066.75
Washington	472.09	222869.83	104499.158	10,920,074,022.71	$49,333,102.4995
Colorado	417.64	174420.13	103364.149	10,684,147,298.49	$43,168,627.3187
New York	241.15	58155.18	99524.188	9,905,063,997.06	$24,000,640.7215
Rhode Island	275.18	75725.03	95079.131	9,040,041,151.72	$26,164,048.1397
North Carolina	108.95	11869.11	83904.123	7,039,901,856.40	$9,140,972.8185
Pennsylvania	244.74	59896.12	90344.131	8,162,062,006.15	$22,110,537.3237
Illinois	443.80	196962.30	95769.149	9,171,729,900.18	$42,502,764.7138
Idaho	177.35	31454.63	85834.093	7,367,491,521.13	$15,223,066.5485
Arizona	266.83	71196.79	88974.124	7,916,394,741.57	$23,740,722.8502
Hawaii	306.58	93992.41	107304.159	11,514,182,538.70	$32,897,504.1647
Louisiana	152.50	23256.25	77829.151	6,057,376,745.38	$11,868,945.5275
Florida	178.15	31735.77	86034.127	7,401,871,008.65	$15,326,581.4189
Nebraska	284.00	80656.00	88634.102	7,856,004,037.35	$25,172,084.968
Wisconsin	118.64	14074.59	88984.097	7,918,169,518.91	$10,556,749.6895
South Dakota	86.23	7435.14	84719.093	7,177,324,718.74	$7,305,096.3373
Wyoming	247.93	61467.93	89699.099	8,045,928,361.41	$22,238,852.9812
New Jersey	428.42	183543.23	110794.199	12,275,354,532.05	$47,466,390.8468

Table: Regression Table (51 rows)

Data

Search

- Purchase List
  - Amount
  - Customer ID
  - Date
- Regression Table
  - b
  - m
  - n
  - Prediction Formula
  - State
  - Sum of X
  - Sum of X2
  - Sum of XY
  - Sum of Y
  - Sum of Y2
  - X
  - x and y correlation for y
  - X^2
  - XY
  - Y
  - Y^2

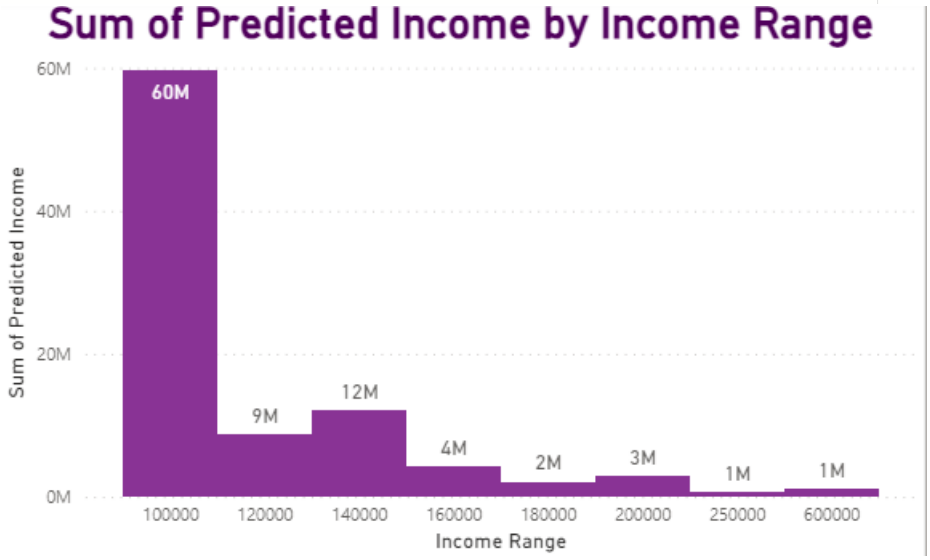
Update available (click to download)

```
1 Prediction Formula = "X = (" & ROUND([b],3) & " - Y) / - " & ROUND([m],3)
```

```
1 m = DIVIDE([n]*[Sum of XY]-[Sum of X]*[Sum of Y],[n]*[Sum of X2]-[Sum of X]^2)
```

```
1 b = DIVIDE([Sum of Y]*[Sum of X2]-[Sum of X]*[Sum of XY],[n]*[Sum of X2]-[Sum of X]^2)
```

```
1 Predicted Income = DIVIDE(-722.14 - 'Customer List'[Last 6 Months Purchases],-0.011)
```



0.69

R2 between Cust Rating and Return Rate

-0.83

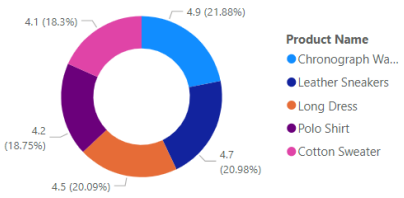
Negative Correlation between Ratings and Return

3.79

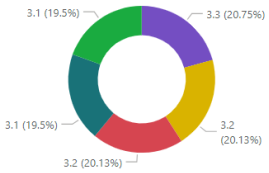
Avg Customer Rating

Customer Rating (stars) Vs Return Rate

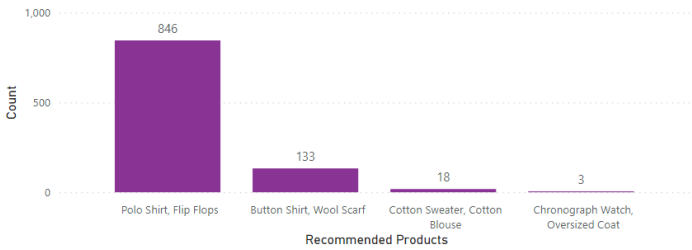
Top 5 Rated Products



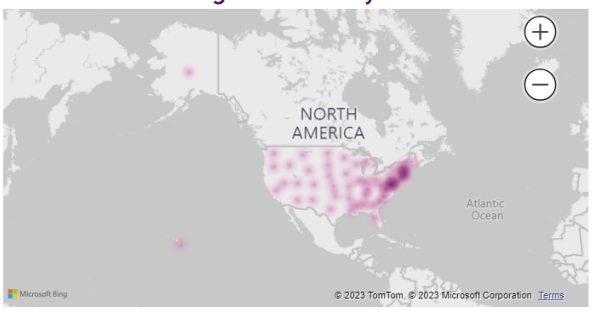
Bottom 5 Rated Products



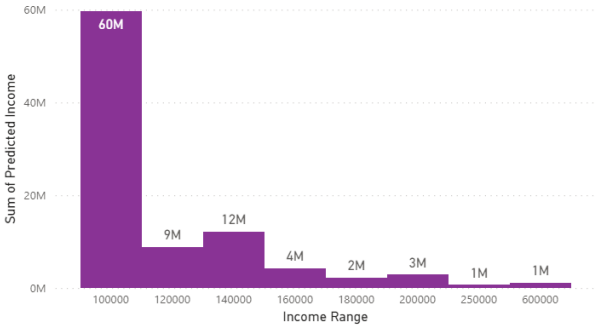
Recommended Products Based On Income



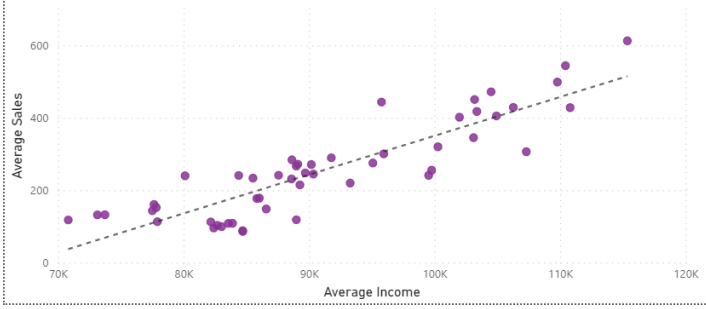
Average Income by State



Sum of Predicted Income by Income Range



Average Income & Average Sales Correlati



0.78

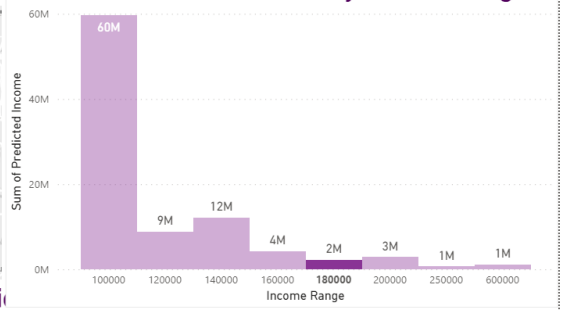
Correlation Coeffecient between Avg Sales and Avg Income

X = (-722.142 - Y) / - 0.011

Prediction Formula

Average Income by State

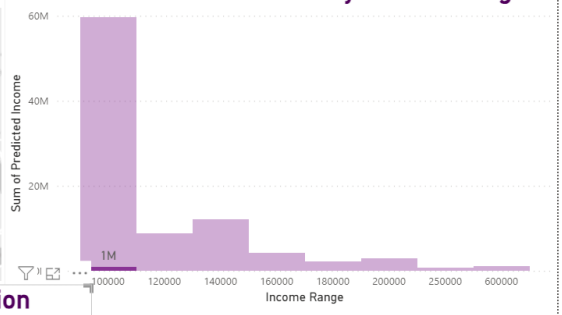
Sum of Predicted Income by Income Range



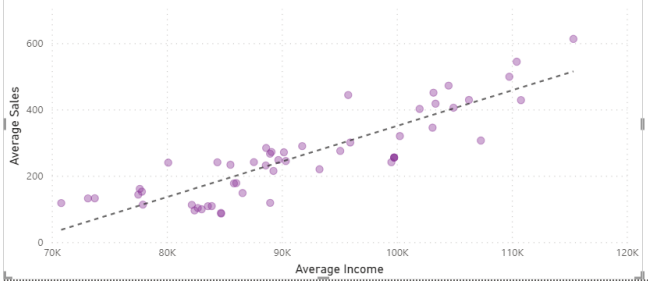
Average Income & Average Sales Correlati

Average Income by State

Sum of Predicted Income by Income Range



Average Income & Average Sales Correlation



(Blank)

Correlation Coeffecient between Avg Sales and Avg Income

X = (- Y) / -

Prediction Formula