Market Analysis Report for National Clothing Chain

Linear Regression (Sales & Income)
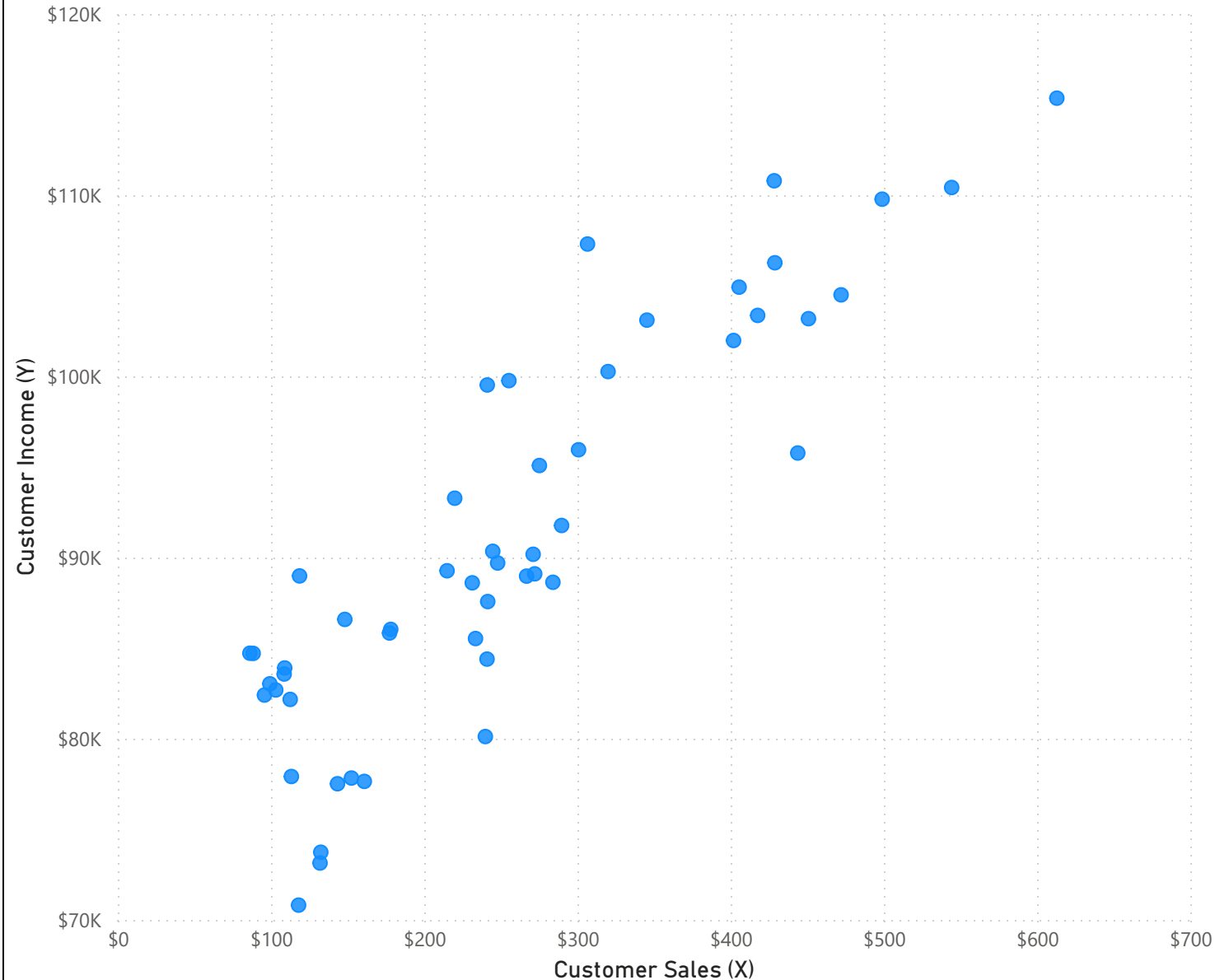
Correlation (Cust Rating and Prod Return Rate)

Customer Segmentation

Customer Demographics

Linear Regression (Customer Sales & Income)

Customer Sales (X) and Customer Income (Y)

0.78

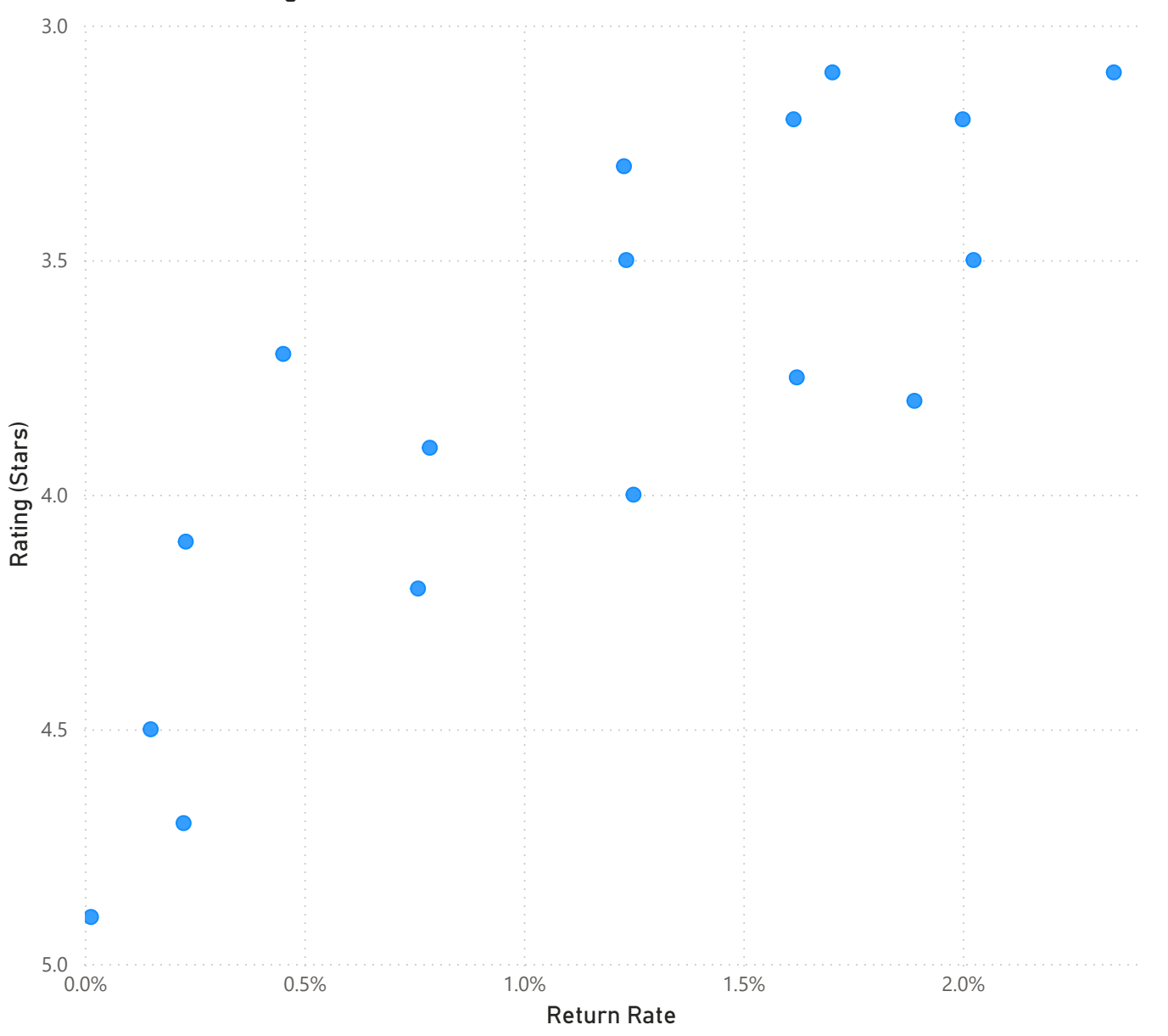R^2

$$y = 72.43(x) + 72638.21$$

Final Regression Formula

Findings:
- We see a high Coefficient of Determination (R^2) which suggest the variables are strongly correlated.
- The scatter plot shows a positive relationship between [Customer Sales] and [Customer Income] which means with increase in Customer Sales we see the Customer Income increases as well.

Note: Using the Final Regression Formula, we can estimate the Customer Income based on Customer Sales.

Correlation between Customer Rating and Product Return Rate

Return Rate and Rating (Stars)

0.69
R^2

Findings:
- We see a medium Coefficient of Determination (R^2) which suggest the variables are moderately correlated.
- The scatter plot shows a Negative relationship between [Return Rate] and [Rating (Stars)] which means with increase in Return Rate (X) we see the Rating(Stars) decreases.

Existing Customer Segmentation

45
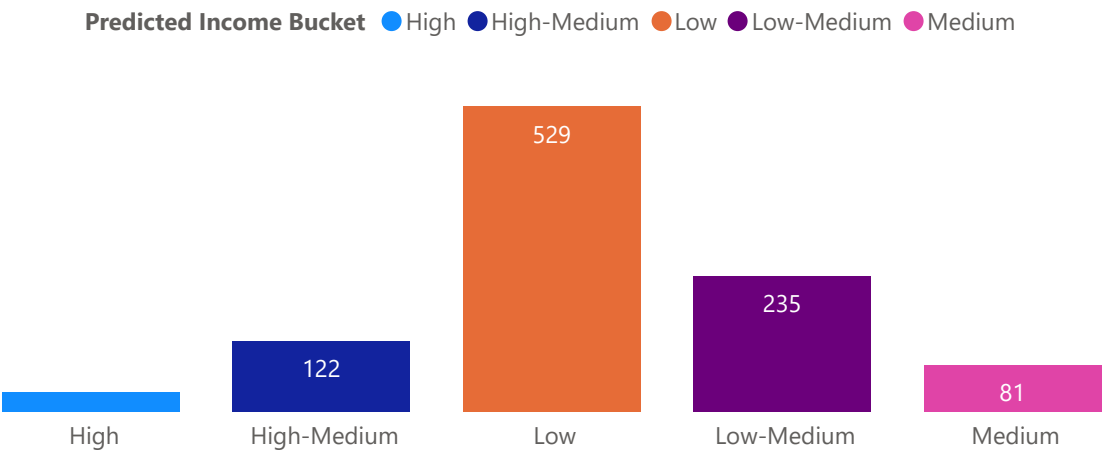Average Customer Age

$100,000 – $114,999
Income Bucket Range

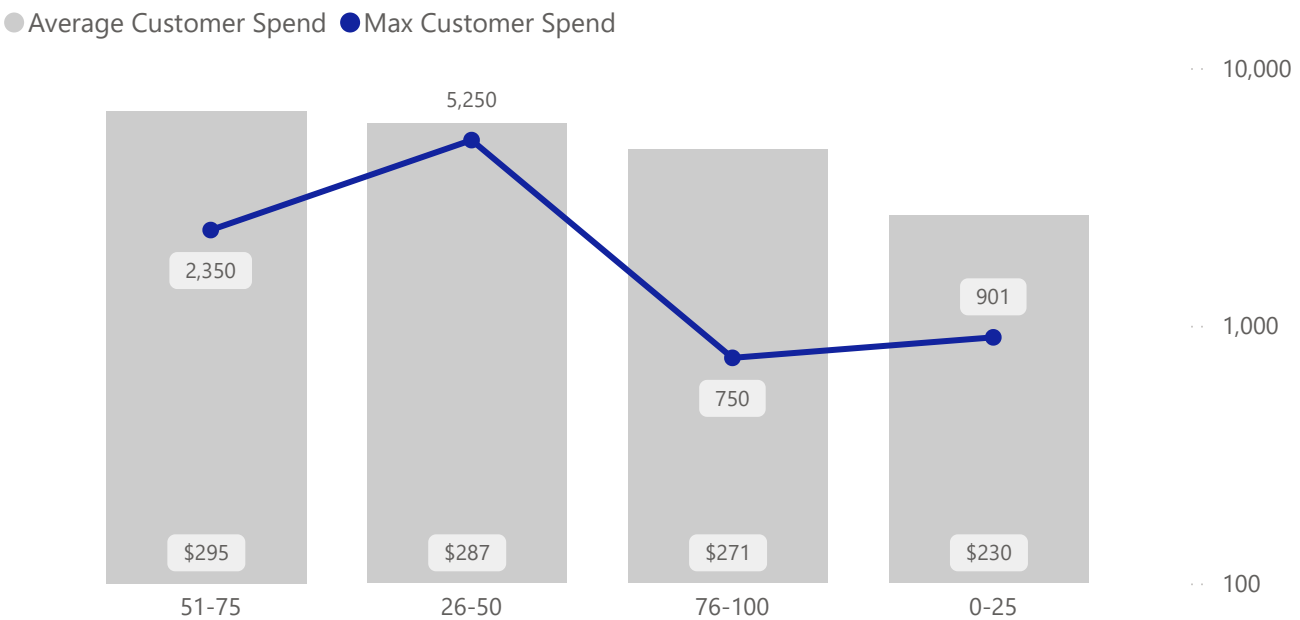**286.02**
Average Customer Spending in Last 6 Months

$93.35K
Average Predicted Customer Income

Customer Count by Income Buckets

Predicted Income Bucket ● High ● High-Medium ● Low ● Low-Medium ● Medium

Customer ID	Customer Name	Product Recommendations
AAgu38852	Abel Aguilar	Shirt
ABak33614	Arlene Baker	Shirt
ABak36477	Anne Baker	Shirt
ABal38523	Allen Ballard	Shirt
ABar38831	Alma Barton	Shirt & Sweater
ABel38976	Alejandro Bell	Shirt & Sweater
ABen38905	Amanda Benson	Shirt & Sweater
ABro35015	Austin Brooks	Shirt & Sweater
ABut35079	April Butler	Shirt & Sweater
ACal37333	Amos Caldwell	Shirt & Sweater
ACha33420	Antoinette Chapman	Shirt
ACha37139	Alejandro Chambers	Shirt & Sweater
ACoo34447	Anthony Cook	Shirt
ACor37135	Andrew Cortez	Shirt & Sweater
ACra33314	Antonio Craig	Shirt & Sweater
ACra37187	Alice Craig	Shirt
ACum38588	Angel Cummings	Shirt
ADra38546	Andres Drake	Shirt & Sweater
ADun38780	Alberto Duncan	Shirt & Sweater

Average Customer Spend by Age

● Average Customer Spend ● Max Customer Spend

Existing Customer Demographics

State

All

Jon Little
Customer with the Highest Spending Over 6 Months

Jon Little
Customer with the Highest Income

Aaron Kelley
Customer with the Highest Num of Visits

Visit Count & Average Purchase Value for each Visit by Age

● Average of Predicted Customer Income ● Average Purchase Value

$89K $93K $94K $92K

20.36 29.67 28.13 35.30

0-25   26-50   51-75   76-100
Age Buckets

Customer Demographics

Income by State Heat Map

Customer Demographics

Predicted Income Bucket ● High ● High-Medium ● Low ● Low-Medium ● Medium

CANADA Hudson Bay Labrador ng Sea

Pacific Ocean

Gulf of America

MEXICO CUBA Sargasso Sea GUATEMALA

Microsoft Azure

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State

All

Jon Little
Customer with the Highest Spending Over 6 Months
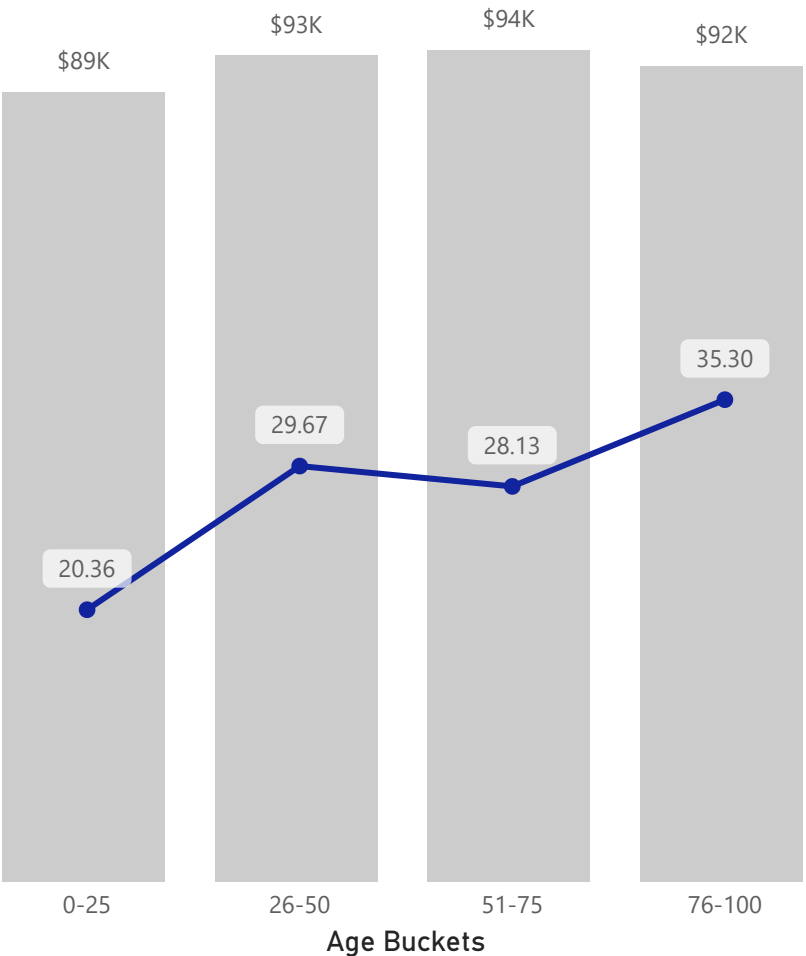
Jon Little
Customer with the Highest Income

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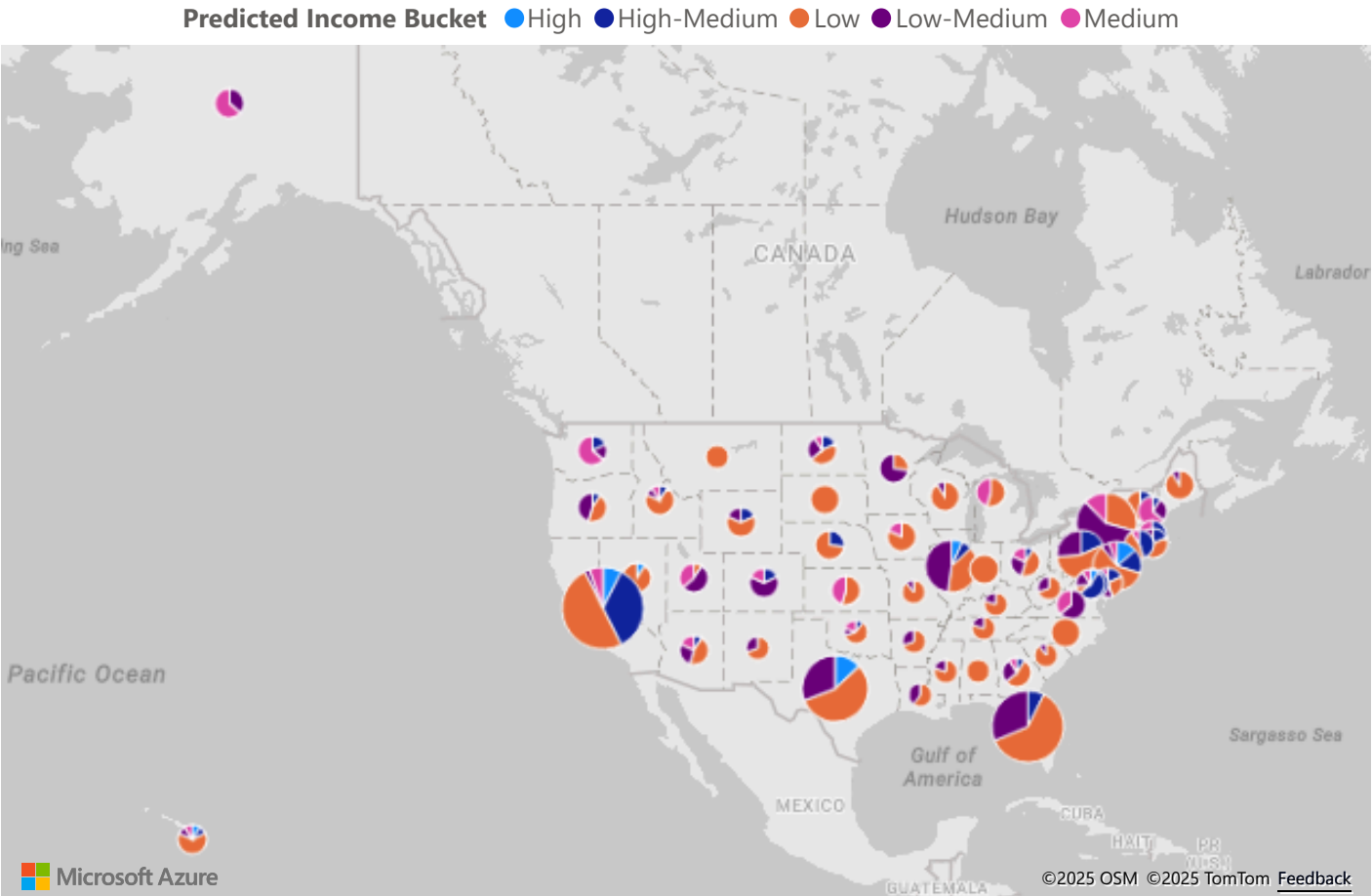## Visit Count & Average Purchase Value for each Visit by Age

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Customer Demographics

Income by State Heat Map

Income by State Heat Map

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Age Buckets

Microsoft Azure

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