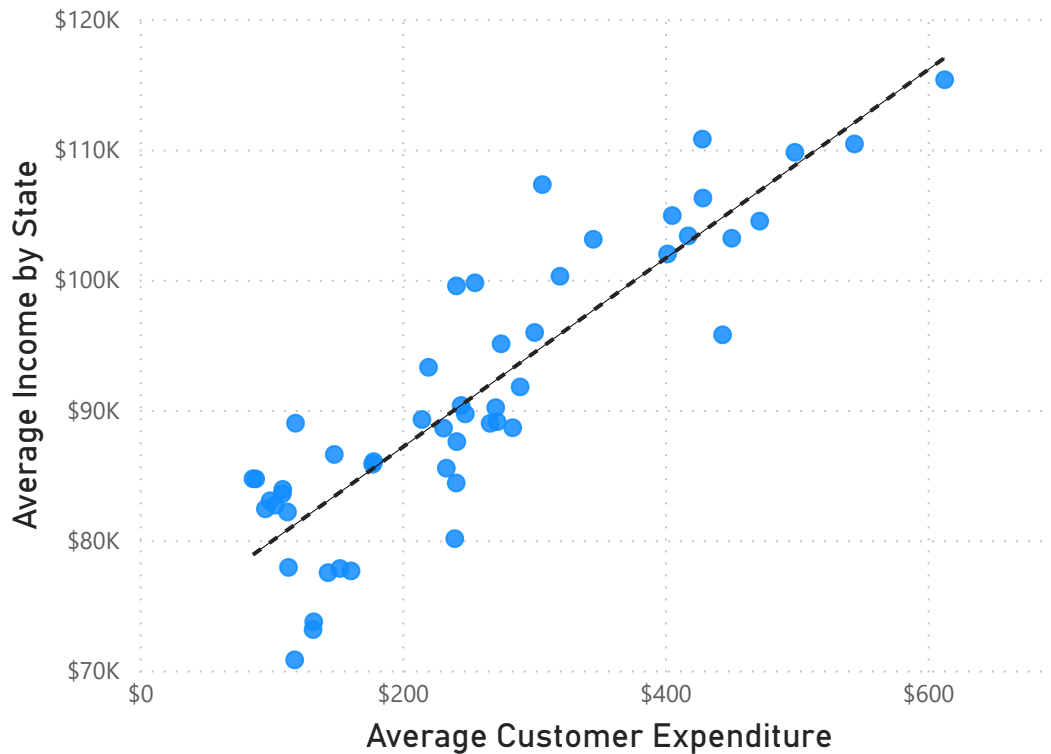


# Market Analysis Report

## Predicting customer incomes

The strong relationship between incomes and purchases at the state level allow us to make predictions about individual customers. The data set provides data about individual purchases but lacks data for individual incomes. The results show that most customer incomes are likely to be between \$70K and \$120K.

### Actual Customer Expenditure and Income by State



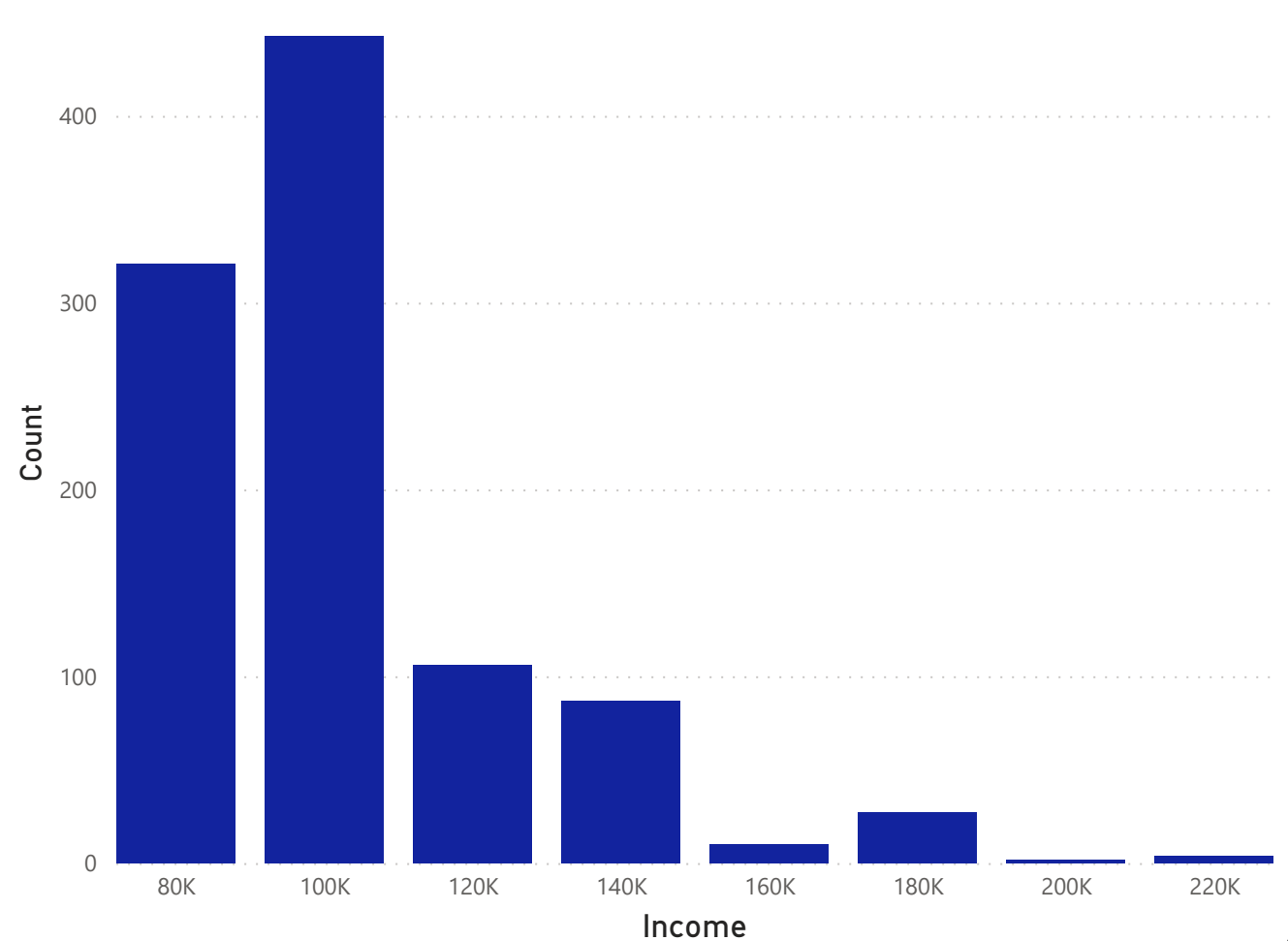
Regression formula

$$y = 72.43x + 72638.21$$

Correlation between purchases and income

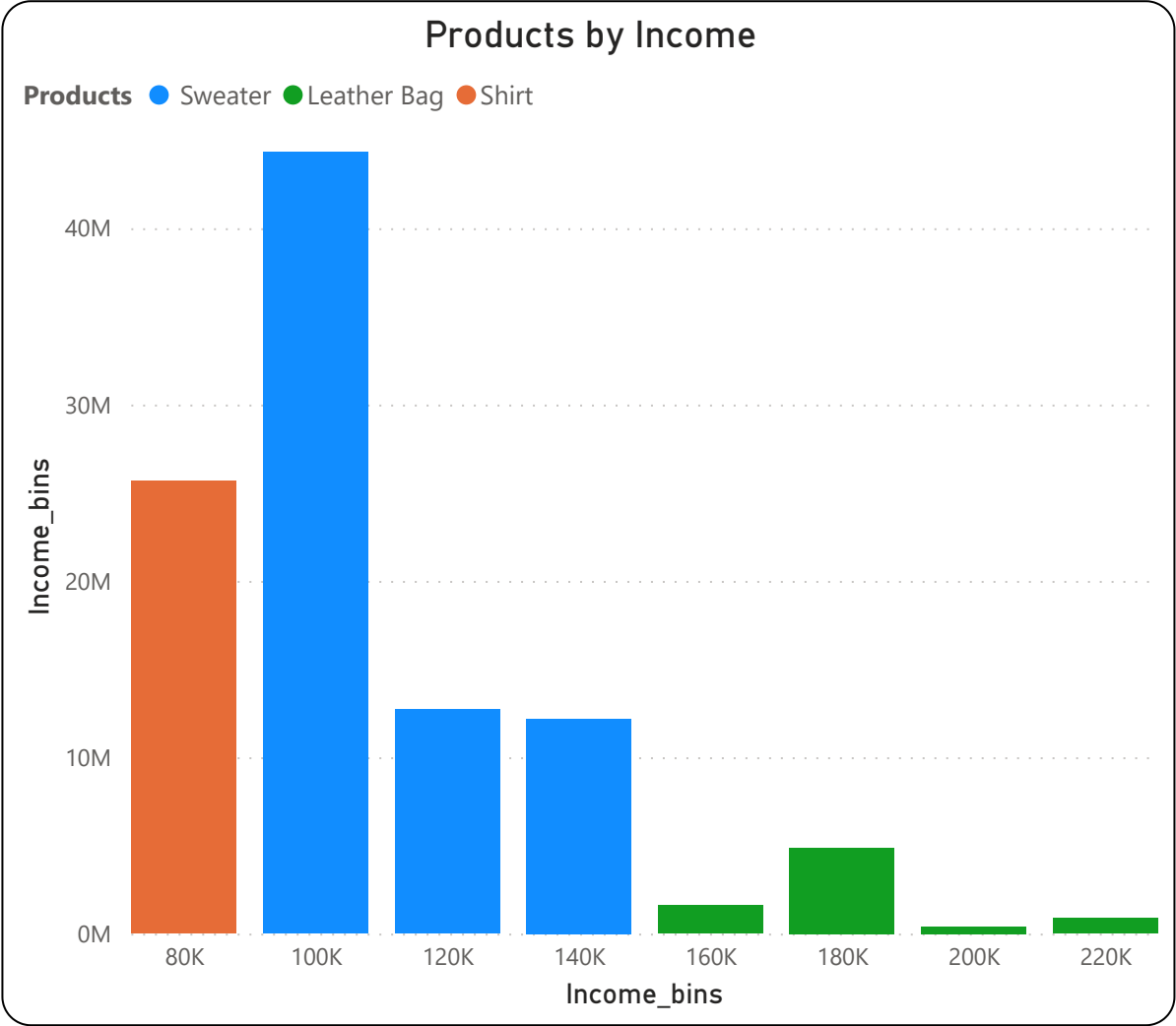
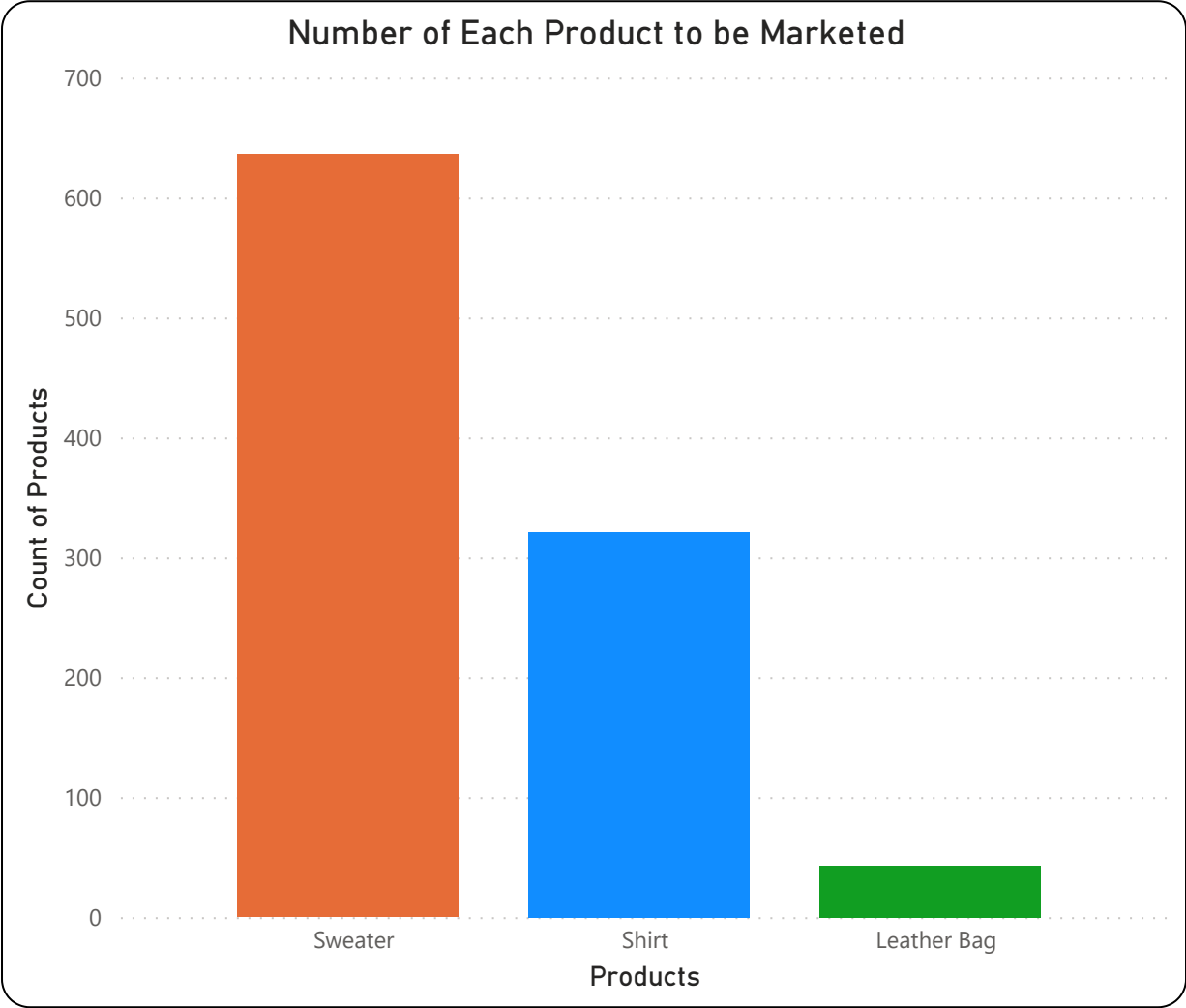
0.78

### Distribution of Predicted Individual Incomes



# Market Analysis Report

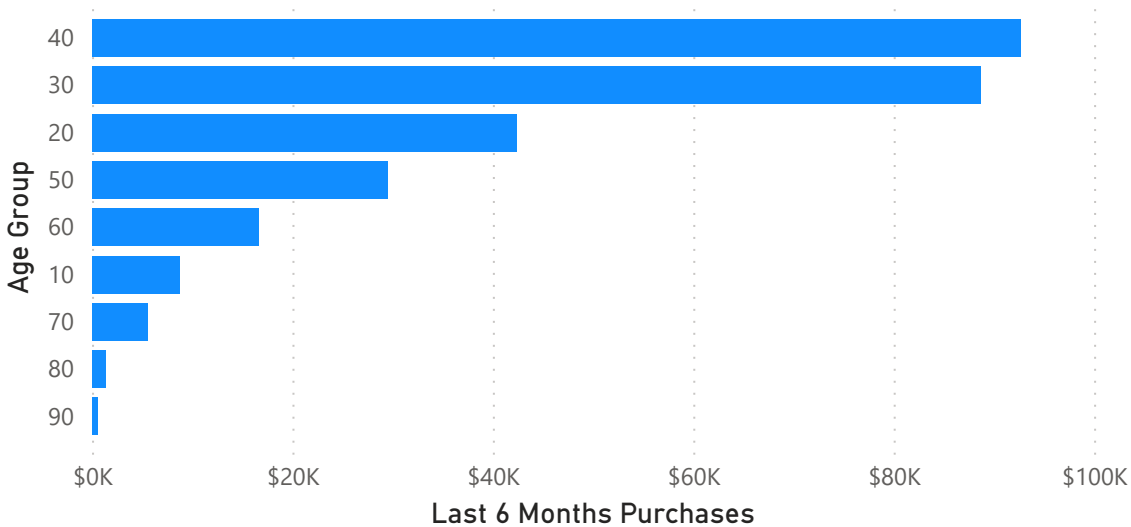
## Products



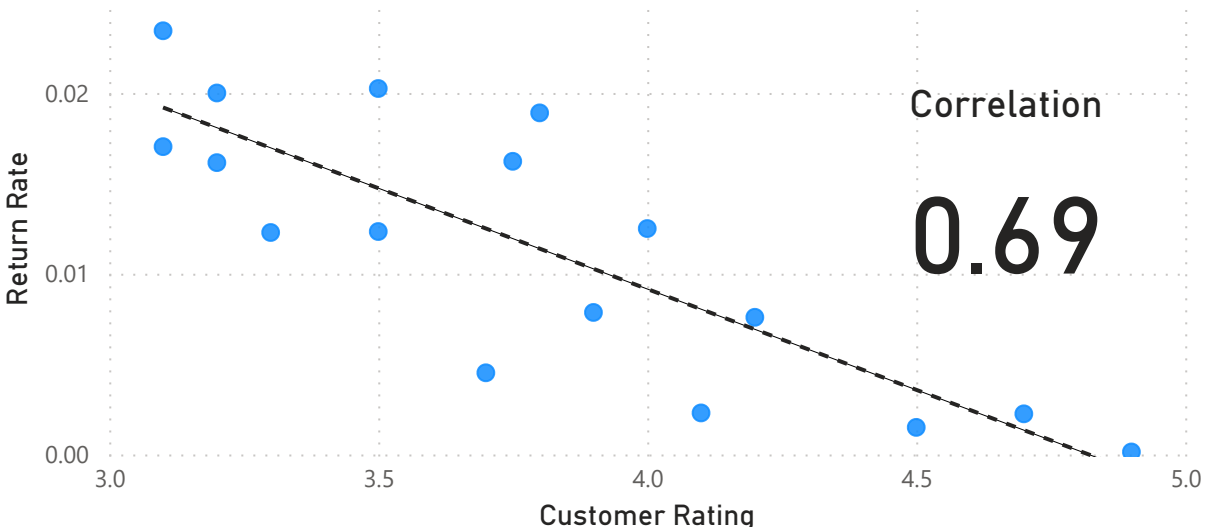
# Market Analysis Report

Age, sales and return rate variables

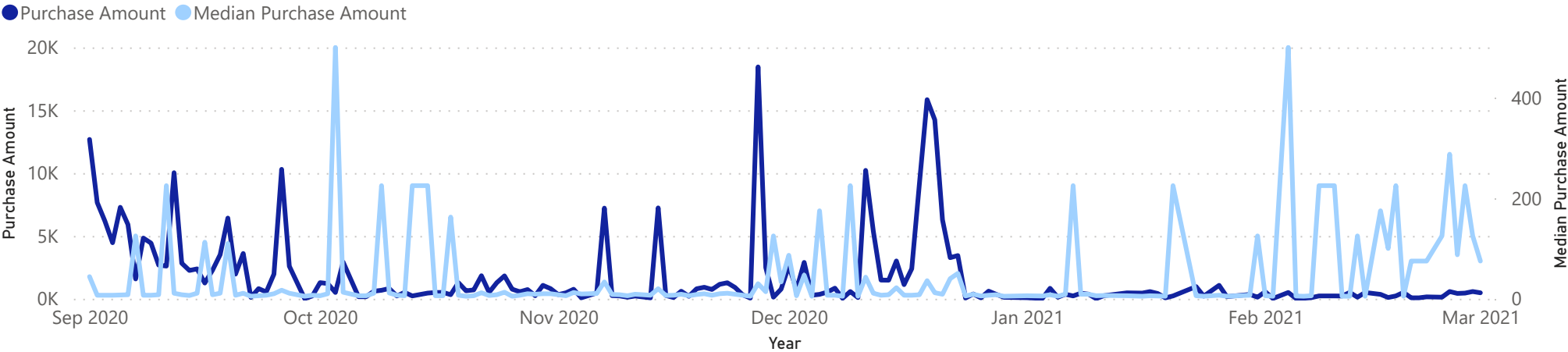
Purchases by Age Group



Customer Rating and Return Rate



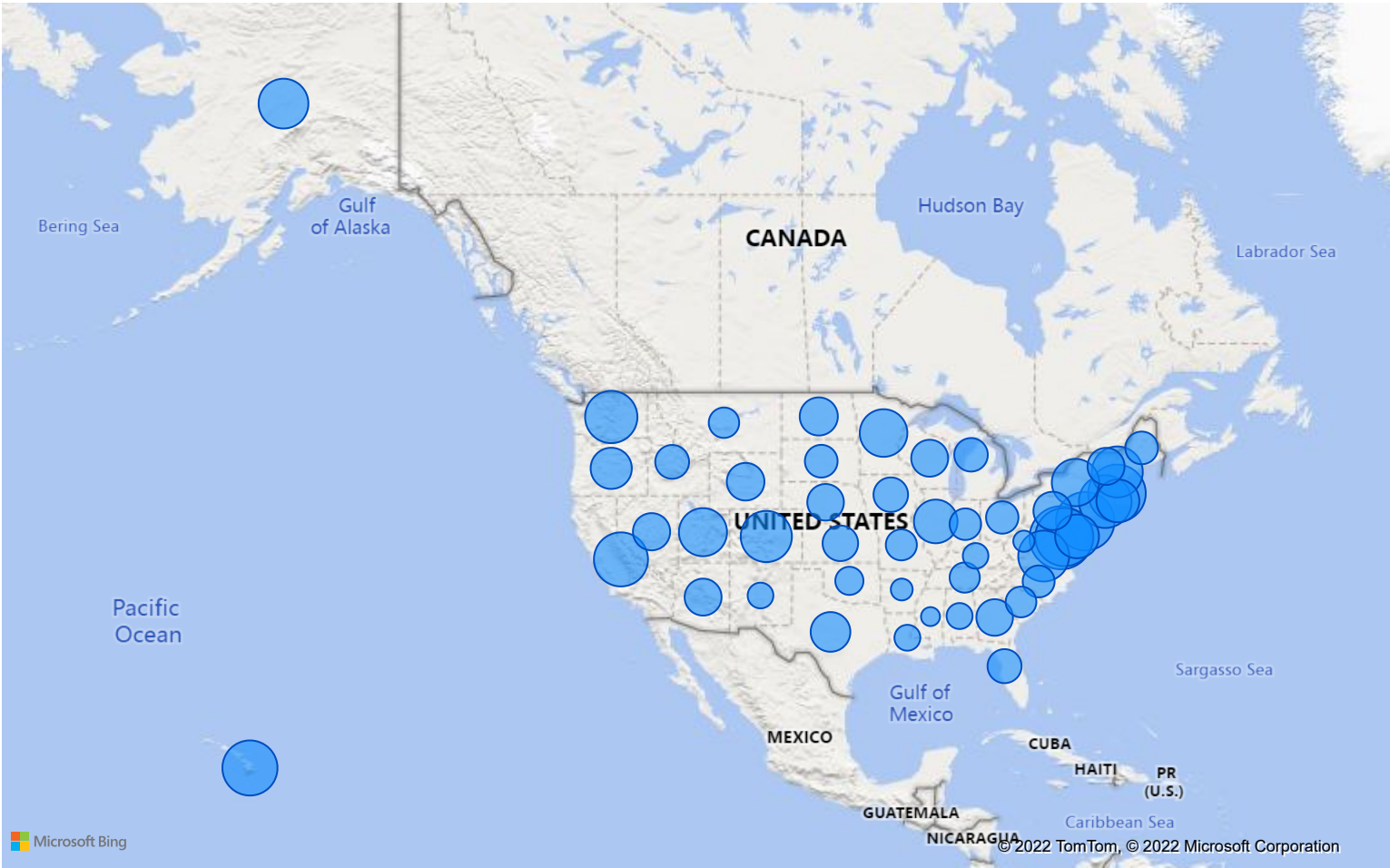
Sales and Median Purchase Amount over time



# Market Analysis Report

## States and Income

Average Income by State



States with Highest Incomes

State	Average Income
Alaska	\$101,979.14
California	\$106,269.18
Colorado	\$103,364.15
Connecticut	\$104,924.19
District of Columbia	\$115,354.29
Hawaii	\$107,304.16
Maryland	\$110,424.19
Massachusetts	\$109,779.20
New Hampshire	\$103,184.14
New Jersey	\$110,794.20
Utah	\$100,264.11
Virginia	\$103,104.17
Washington	\$104,499.16