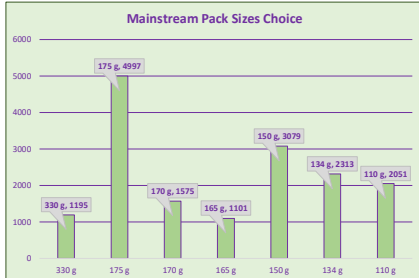
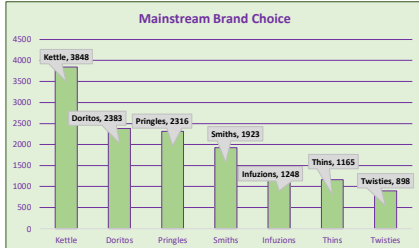
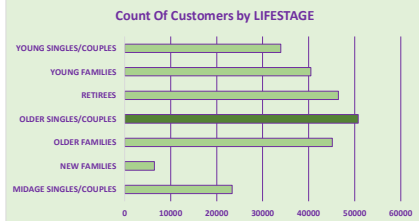
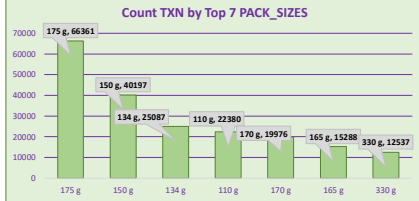
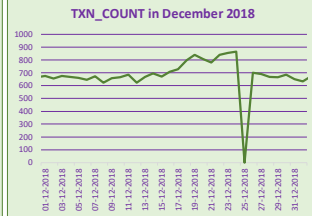
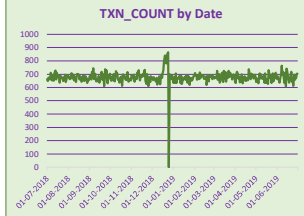
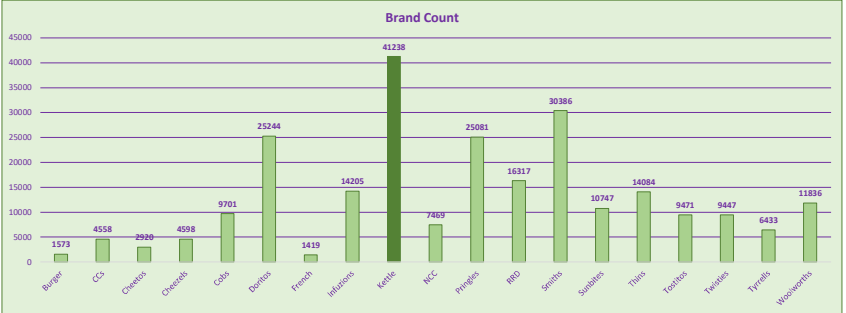


Data preparation and customer analytics

Buying for Commercial Purpose
LYLTY_CARD_NBR 226000
TXN_ID Max of PROD_QTY
226201 200
226210 200

DATE SUMMARY
Unique Count 364
Missing Date 25-12-2018

PRODUCT SUMMARY
PROD_SIZES
MIN 70
MAX 380



t-Test: Mainstream VS Premium

	Mainstream	Premium
Mean	1.882723	1.84948
Variance	0.001709	0.003591
Observations	2	2
Hypothesized Mean Difference	0	2
t Stat	0.645746	
P(T<=t) one-tail	0.29232	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.58464	
t Critical two-tail	4.302653	

t-Test: Mainstream VS Budget

	Budget	Mainstream
Mean	1.850778323	1.882722863
Variance	0.003679636	0.001709408
Observations	2	2
Hypothesized Mean Difference	0	2
t Stat	-0.615397512	
P(T<=t) one-tail	0.300494617	
t Critical one-tail	2.91998558	
P(T<=t) two-tail	0.600989235	
t Critical two-tail	4.30265273	

