

Instructions:

PRINT the document on A4 size pages for solving the assignment.

PROVIDE the information required below and attach this page at the start of your assignment.

USE ONLY blue/black pen for solving the assignment.

SOLVE the assignment on plain white A4 size pages.

SUBMIT your assignment in your respective classes:

13/02/2026 (Thursday) BSCS-E&F

Assignments submitted after the DUE DATE will not be accepted.

Please FOLLOW all the instructions carefully.

OBTAINED MARKS

Submitted To: _____

Submitted By: _____
Name of the student

Roll Number: _____
e.g. 16L-1234

Section: _____
e.g. CS-A

Submission Date: _____
e.g. 02-09-2018

Question No.	1	2	Instructions Followed
Total Marks	5	5	Yes/No
10			

Case Problem 1 Pelican Stores

Pelican Stores, a division of National Clothing, is a chain of women's apparel stores operating throughout the country. The chain recently ran a promotion in which discount coupons were sent to customers of other National Clothing stores. Data collected for a sample of 100 in-store credit card transactions at Pelican Stores during one day while the promotion was running are contained in the file named PelicanStores. Table 3.12 shows a portion of the data set. The proprietary card method of payment refers to charges made using a National Clothing charge card. Customers who made a purchase using a discount

TABLE 3.12 SAMPLE OF 100 CREDIT CARD PURCHASES AT PELICAN STORES



Customer	Type of Customer	Items	Net Sales	Method of Payment	Gender	Marital Status	Age
1	Regular	1	39.50	Discover	Male	Married	32
2	Promotional	1	102.40	Proprietary Card	Female	Married	36
3	Regular	1	22.50	Proprietary Card	Female	Married	32
4	Promotional	5	100.40	Proprietary Card	Female	Married	28
5	Regular	2	54.00	MasterCard	Female	Married	34
6	Regular	1	44.50	MasterCard	Female	Married	44
7	Promotional	2	78.00	Proprietary Card	Female	Married	30
8	Regular	1	22.50	Visa	Female	Married	40
9	Promotional	2	56.52	Proprietary Card	Female	Married	46
10	Regular	1	44.50	Proprietary Card	Female	Married	36
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96	Regular	1	39.50	MasterCard	Female	Married	44
97	Promotional	9	253.00	Proprietary Card	Female	Married	30
98	Promotional	10	287.59	Proprietary Card	Female	Married	52
99	Promotional	2	47.60	Proprietary Card	Female	Married	30
100	Promotional	1	28.44	Proprietary Card	Female	Married	44

coupon are referred to as promotional customers and customers who made a purchase but did not use a discount coupon are referred to as regular customers. Because the promotional coupons were not sent to regular Pelican Stores customers, management considers the sales made to people presenting the promotional coupons as sales it would not otherwise make. Of course, Pelican also hopes that the promotional customers will continue to shop at its stores.

Most of the variables shown in Table 3.12 are self-explanatory, but two of the variables require some clarification.

Items The total number of items purchased

Net Sales The total amount (\$) charged to the credit card

Pelican's management would like to use this sample data to learn about its customer base and to evaluate the promotion involving discount coupons.

Managerial Report

Use the methods of descriptive statistics presented in this chapter to summarize the data and comment on your findings. At a minimum, your report should include the following:

1. Descriptive statistics on net sales and descriptive statistics on net sales by various classifications of customers.
2. Descriptive statistics concerning the relationship between age and net sales.

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