**Heavenly Chocolates**

With the launching of Heavenly Chocolates’ website and online sales exceeding company’s expectations, the managerial team is interested in learning about online shoppers behaviors so they can make better managerial decisions based on its findings. This report is based on a sample of 50 online transactions picked randomly from Heavenly Chocolates’ website and uses descriptive statistics methods to learn more about customers. More specifically, it will cover the time spent on website, number of pages viewed, and money spent during their visit to the website, as well as the relationships among these variables. In addition, it discusses the effect that the day of the week and the type of browser have on sales.  
Online shoppers spend a median time of 12 minutes browsing on website In this particular case, the median is a better measure of central tendency because the data presents extreme values (e.g.32.9) that pull the mean towards the right causing skewness in the distributional shape. About 78% of online shoppers spend between 4 and 16 minutes navigating the website. The upper 25th percentile spend between 15.30 and 32.9 minutes navigating the website.   As we can see from previous values mentioned, there is high variability in the dispersion of this data with a standard deviation of 6.06.  
The number of pages viewed is approximately bell-shaped with a slight rightward skewness of 0.65. Although there is no great difference between the mean (4.82) and the median 4.5, the median is a better estimate of location because of the rightward skewness this variable has. Another factor that assures that there is little variation in the number of pages viewed is standard deviation with 2.04 pages viewed away from the mean. The middle 50th percentile of online shoppers viewed 3 pages and the upper 25th percentile viewed from 6 to 10 pages.  
The median amount spent per transaction equals $62.15. Extreme outliers on both sides and quite an important amount of transactions between...