

```
1 ## Purpose (walmart):  
2 ##### The Management team at Walmart Inc. wants to analyze the customer purchase behavior (specifically, purchase amount)  
against the customer's gender and the various other factors to help the business make better decisions. They want to  
understand if the spending habits differ between male and female customers: Do women spend more on Black Friday than  
men? (Assume 50 million customers are male and 50 million are female).  
3  
4 ## Purpose (self):  
5 ##### To explore and see the relationship between sample and population; influence of sample size;
```

In []: 1

```
In [355]: 1 import numpy as np  
2 import pandas as pd  
3 import matplotlib.pyplot as plt  
4 import seaborn as sns  
5 from scipy.stats import norm  
6
```

```
1 ##### Read the csv file into data frame
```

```
In [191]: 1 df=pd.read_csv('walmart_data.csv')
```

In [192]: 1 df.info()

```
<class 'pandas.core.frame.DataFrame'>  
RangeIndex: 550068 entries, 0 to 550067  
Data columns (total 10 columns):  
 #   Column           Non-Null Count  Dtype    
---  --    
 0   User_ID          550068 non-null  int64  
 1   Product_ID       550068 non-null  object  
 2   Gender           550068 non-null  object  
 3   Age              550068 non-null  object  
 4   Occupation       550068 non-null  int64  
 5   City_Category    550068 non-null  object  
 6   Stay_In_Current_City_Years 550068 non-null  object  
 7   Marital_Status   550068 non-null  int64  
 8   Product_Category 550068 non-null  int64  
 9   Purchase         550068 non-null  int64  
dtypes: int64(5), object(5)  
memory usage: 42.0+ MB
```

In [193]: 1 df.head(10)

Out[193]:

	User_ID	Product_ID	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status	Product_Category	Purchase
0	1000001	P00069042	F	0-17	10	A	2	0	3	8370
1	1000001	P00248942	F	0-17	10	A	2	0	1	15200
2	1000001	P00087842	F	0-17	10	A	2	0	12	1422
3	1000001	P00085442	F	0-17	10	A	2	0	12	1057
4	1000002	P00285442	M	55+	16	C	4+	0	8	7969
5	1000003	P00193542	M	26-35	15	A	3	0	1	15227
6	1000004	P00184942	M	46-50	7	B	2	1	1	19215
7	1000004	P00346142	M	46-50	7	B	2	1	1	15854
8	1000004	P0097242	M	46-50	7	B	2	1	1	15686
9	1000005	P00274942	M	26-35	20	A	1	1	8	7871

- 1 ##### transaction id (or any column which can act as transaction identifier) is not available, I have taken the sum of "Purchase" as
 2 ##### Purchase_Total for each User_ID. so the analysis is based on total purchase by each user, not average transaction amount.

In [194]: 1 df['User_ID'].nunique()

Out[194]: 5891

- 1 ##### There are 5891 unique users who have made 0.55 million transactions (?)

In [195]: 1 df['Product_ID'].nunique()

Out[195]: 3631

- 1 ##### there are 3631 unique products

In [196]: 1 df['Occupation'].nunique()

Out[196]: 21

```
1 #### there are 21 unique occupations of users
```

```
In [197]: 1 df['Product_Category'].nunique()
```

```
Out[197]: 20
```

```
1 #### there are as many as 20 Product Categories
```

```
In [285]: 1 df1=df.iloc[:,[0,2,3,4,5,6,7,9]]
```

```
1 #### Product ID and Product Category have been dropped for the purpose of performing groupby & merging operation
```

```
In [286]: 1 df1.head()
```

```
Out[286]:
```

	User_ID	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status	Purchase
0	1000001	F	0-17	10	A	2	0	8370
1	1000001	F	0-17	10	A	2	0	15200
2	1000001	F	0-17	10	A	2	0	1422
3	1000001	F	0-17	10	A	2	0	1057
4	1000002	M	55+	16	C	4+	0	7969

```
In [287]: 1 df1.shape
```

```
Out[287]: (550068, 8)
```

```
In [288]: 1 df2=df1.groupby('User_ID', as_index =False)[ 'Purchase'].sum()
```

In [289]: 1 df2

Out[289]:

	User_ID	Purchase
0	1000001	334093
1	1000002	810472
2	1000003	341635
3	1000004	206468
4	1000005	821001
...
5886	1006036	4116058
5887	1006037	1119538
5888	1006038	90034
5889	1006039	590319
5890	1006040	1653299

5891 rows × 2 columns

In [290]: 1 df2=df2.merge(df1, on='User_ID', how='inner')

In [291]: 1 df2

Out[291]:

	User_ID	Purchase_x	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status	Purchase_y
0	1000001	334093	F	0-17	10	A	2	0	8370
1	1000001	334093	F	0-17	10	A	2	0	15200
2	1000001	334093	F	0-17	10	A	2	0	1422
3	1000001	334093	F	0-17	10	A	2	0	1057
4	1000001	334093	F	0-17	10	A	2	0	12842
...
550063	1006040	1653299	M	26-35	6	B	2	0	9855
550064	1006040	1653299	M	26-35	6	B	2	0	1962
550065	1006040	1653299	M	26-35	6	B	2	0	7852
550066	1006040	1653299	M	26-35	6	B	2	0	7159
550067	1006040	1653299	M	26-35	6	B	2	0	11640

550068 rows × 9 columns

1 ##### Purchase_y is dropped off as it makes no meaning; Purchase_x is the total purchase amount of each user

In [293]: 1 df2=df2.drop(columns=['Purchase_y'])

In [294]: 1 df2

Out[294]:

	User_ID	Purchase_x	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status
0	1000001	334093	F	0-17	10	A	2	0
1	1000001	334093	F	0-17	10	A	2	0
2	1000001	334093	F	0-17	10	A	2	0
3	1000001	334093	F	0-17	10	A	2	0
4	1000001	334093	F	0-17	10	A	2	0
...
550063	1006040	1653299	M	26-35	6	B	2	0
550064	1006040	1653299	M	26-35	6	B	2	0
550065	1006040	1653299	M	26-35	6	B	2	0
550066	1006040	1653299	M	26-35	6	B	2	0
550067	1006040	1653299	M	26-35	6	B	2	0

550068 rows × 8 columns

1 ##### Purchase_x is renamed as Purchase_Total

In [295]: 1 df2=df2.rename(columns={'Purchase_x':'Purchase_Total'})

In [296]: 1 df2

Out[296]:

	User_ID	Purchase_Total	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status
0	1000001	334093	F	0-17	10	A	2	0
1	1000001	334093	F	0-17	10	A	2	0
2	1000001	334093	F	0-17	10	A	2	0
3	1000001	334093	F	0-17	10	A	2	0
4	1000001	334093	F	0-17	10	A	2	0
...
550063	1006040	1653299	M	26-35	6	B	2	0
550064	1006040	1653299	M	26-35	6	B	2	0
550065	1006040	1653299	M	26-35	6	B	2	0
550066	1006040	1653299	M	26-35	6	B	2	0
550067	1006040	1653299	M	26-35	6	B	2	0

550068 rows × 8 columns

1 ##### duplicate records are dropped off keeping the first intact

In [297]: 1 df2=df2.drop_duplicates(keep='first')

In [342]: 1 df2.shape

Out[342]: (5891, 8)

In [298]: 1 df2.info()

```
<class 'pandas.core.frame.DataFrame'>
Index: 5891 entries, 0 to 549888
Data columns (total 8 columns):
 #   Column           Non-Null Count  Dtype  
--- 
 0   User_ID          5891 non-null    int64  
 1   Purchase_Total   5891 non-null    int64  
 2   Gender            5891 non-null    object  
 3   Age               5891 non-null    object  
 4   Occupation        5891 non-null    int64  
 5   City_Category     5891 non-null    object  
 6   Stay_In_Current_City_Years 5891 non-null    object  
 7   Marital_Status    5891 non-null    int64  
dtypes: int64(4), object(4)
memory usage: 414.2+ KB
```

In [299]: 1 df2.describe()

Out[299]:

	User_ID	Purchase_Total	Occupation	Marital_Status
count	5.891000e+03	5.891000e+03	5891.000000	5891.000000
mean	1.003025e+06	8.650166e+05	8.153285	0.419963
std	1.743379e+03	9.436445e+05	6.323140	0.493594
min	1.000001e+06	4.668100e+04	0.000000	0.000000
25%	1.001518e+06	2.376780e+05	3.000000	0.000000
50%	1.003026e+06	5.212130e+05	7.000000	0.000000
75%	1.004532e+06	1.119250e+06	14.000000	1.000000
max	1.006040e+06	1.053691e+07	20.000000	1.000000

In [300]: 1 gender_data=df2['Gender'].value_counts()

In [301]: 1 gender_data

2

Out[301]: Gender

M 4225

F 1666

Name: count, dtype: int64

```
In [507]: 1 4225+1666
```

```
Out[507]: 5891
```

```
1 ##### count of customers genderwise (Total number of customers = 5891); 5891 customers have done 0.55 million transactions
```

```
In [372]: 1 df2.groupby(['Gender'])['Purchase_Total'].mean()
```

```
Out[372]: Gender
F    712024.394958
M    925344.402367
Name: Purchase_Total, dtype: float64
```

```
In [ ]: 1
```

```
1 ##### population_mean_Purchase_Total
2 ##### male   = 925344.402367
3 ##### female = 712024.394958
```

```
In [393]: 1 mean_Purchase_Total_Male_population=925344.402367
```

```
In [394]: 1 mean_Purchase_Total_Female_population=712024.394958
```

```
In [ ]: 1
```

```
In [ ]: 1
```

```
In [ ]: 1
```

```
1 ##### Product_ID, Gender, Age, Occupation, City_Category, Marital_Status, Product_Category are categorical variables
```

In [302]: 1 df2.info()

```
<class 'pandas.core.frame.DataFrame'>
Index: 5891 entries, 0 to 549888
Data columns (total 8 columns):
 #   Column           Non-Null Count  Dtype  
--- 
 0   User_ID          5891 non-null    int64  
 1   Purchase_Total   5891 non-null    int64  
 2   Gender            5891 non-null    object  
 3   Age               5891 non-null    object  
 4   Occupation        5891 non-null    int64  
 5   City_Category     5891 non-null    object  
 6   Stay_In_Current_City_Years 5891 non-null    object  
 7   Marital_Status    5891 non-null    int64  
dtypes: int64(4), object(4)
memory usage: 414.2+ KB
```

In [303]: 1 df2.describe()

Out[303]:

	User_ID	Purchase_Total	Occupation	Marital_Status
count	5.891000e+03	5.891000e+03	5891.000000	5891.000000
mean	1.003025e+06	8.650166e+05	8.153285	0.419963
std	1.743379e+03	9.436445e+05	6.323140	0.493594
min	1.000001e+06	4.668100e+04	0.000000	0.000000
25%	1.001518e+06	2.376780e+05	3.000000	0.000000
50%	1.003026e+06	5.212130e+05	7.000000	0.000000
75%	1.004532e+06	1.119250e+06	14.000000	1.000000
max	1.006040e+06	1.053691e+07	20.000000	1.000000

In [304]: 1 df2.describe(include='object')

Out[304]:

	Gender	Age	City_Category	Stay_In_Current_City_Years
count	5891	5891	5891	5891
unique	2	7	3	5
top	M	26-35	C	1
freq	4225	2053	3139	2086

```
In [305]: 1 df2.isna().sum()
```

```
Out[305]: User_ID          0  
Purchase_Total        0  
Gender                0  
Age                   0  
Occupation            0  
City_Category          0  
Stay_In_Current_City_Years  0  
Marital_Status          0  
dtype: int64
```

```
1 ##### No null / NAs in the dataset.
```

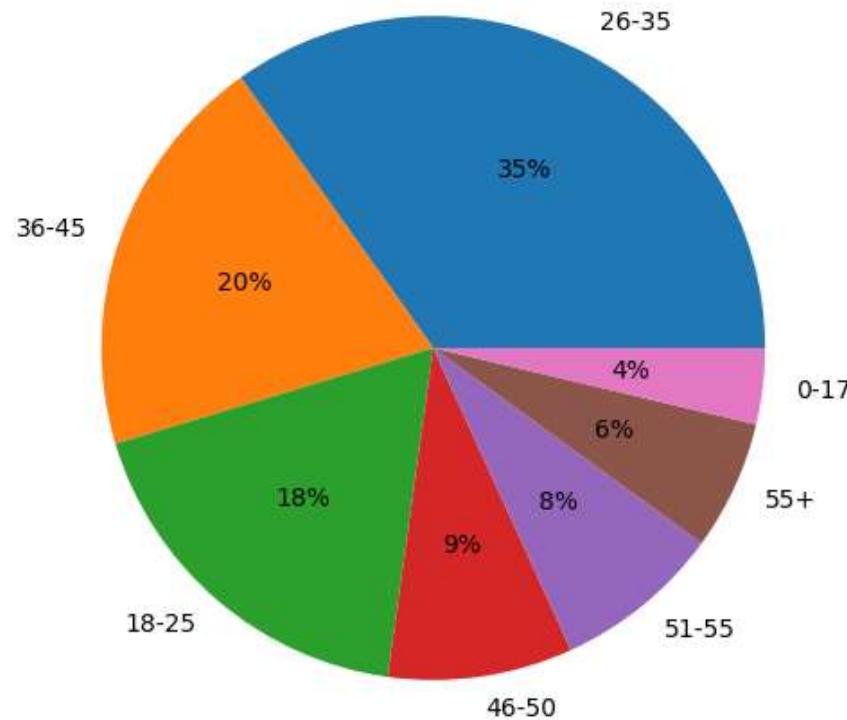
```
In [306]: 1 age_data=df2['Age'].value_counts()
```

```
In [307]: 1 age_data
```

```
Out[307]: Age  
26-35      2053  
36-45      1167  
18-25      1069  
46-50       531  
51-55       481  
55+         372  
0-17        218  
Name: count, dtype: int64
```

In [343]:

```
1 plt.figure(figsize=(10,6))
2 plt.pie(age_data,labels=age_data.index,autopct='%.0f%%')
3 plt.show()
```



In [309]:

```
1 occupation_data=df2['Occupation'].value_counts()
```

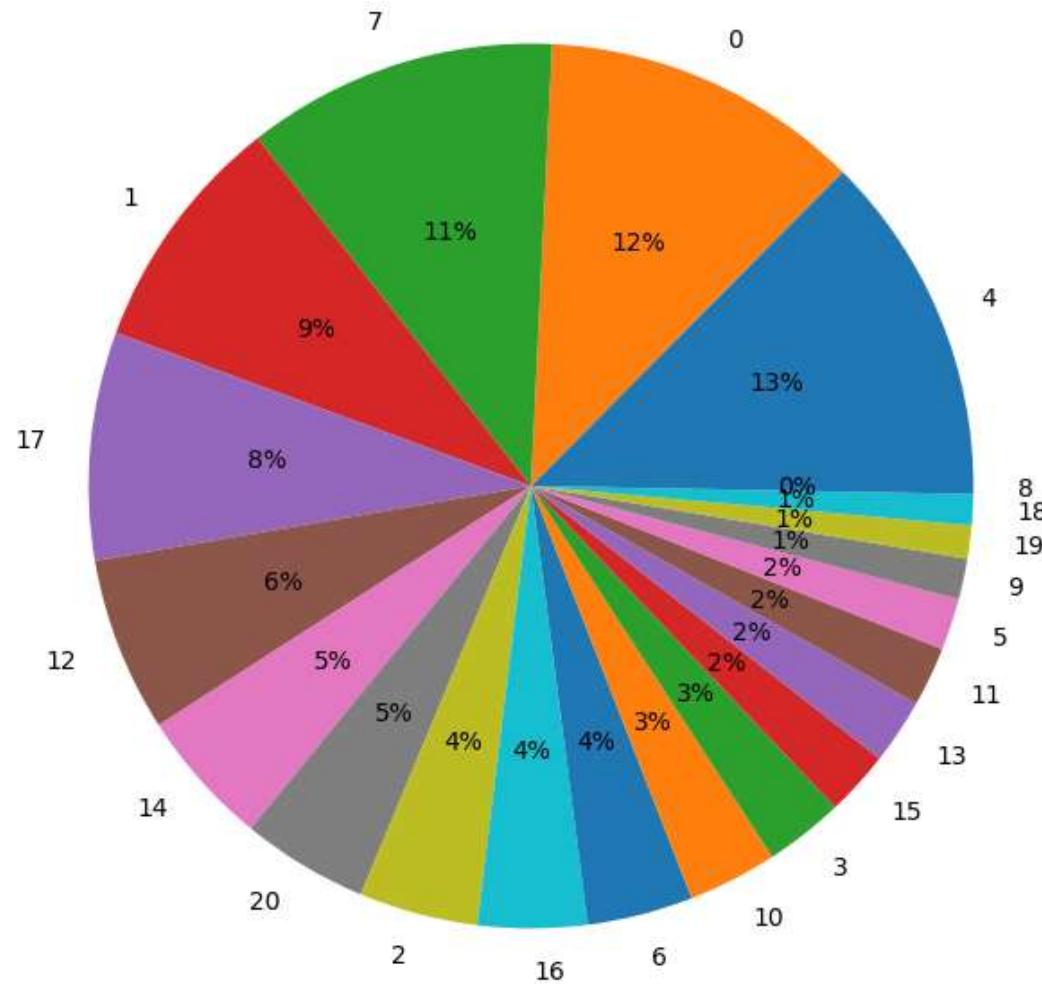
In [310]: 1 occupation_data

Out[310]: Occupation

4	740
0	688
7	669
1	517
17	491
12	376
14	294
20	273
2	256
16	235
6	228
10	192
3	170
15	140
13	140
11	128
5	111
9	88
19	71
18	67
8	17

Name: count, dtype: int64

```
In [345]: 1 plt.figure(figsize=(12,8))
2 plt.pie(occupation_data,labels=occupation_data.index,autopct='%.0f%%')
3 plt.show()
```



```
In [312]: 1 city_data=df2['City_Category'].value_counts()
```

In [313]: 1 city_data

Out[313]: City_Category

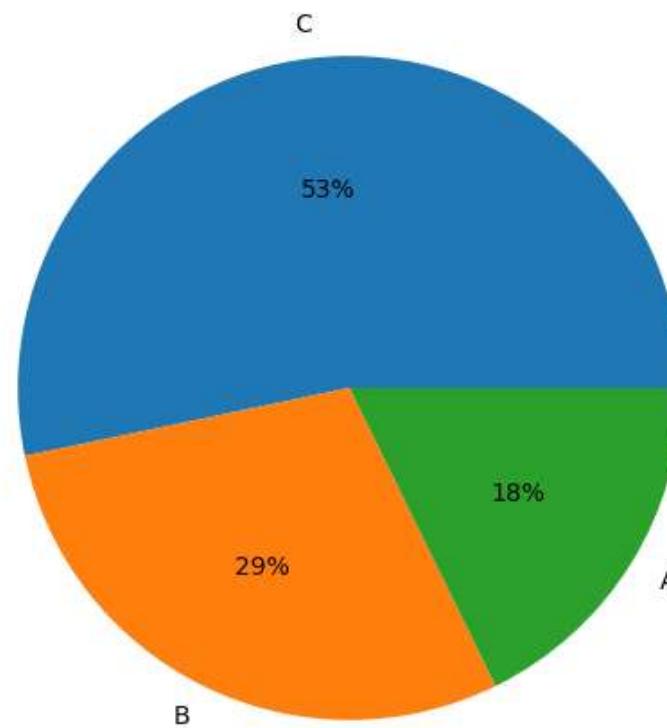
C 3139

B 1707

A 1045

Name: count, dtype: int64

In [346]: 1 plt.figure(figsize=(10,6))
2 plt.pie(city_data, labels=city_data.index, autopct='%.0f%%')
3 plt.show()



1 ##### Majority of the users are staying in City_Category "C", followed by "B" and "A"

In [347]: 1 stay_data=df2['Stay_In_Current_City_Years'].value_counts()

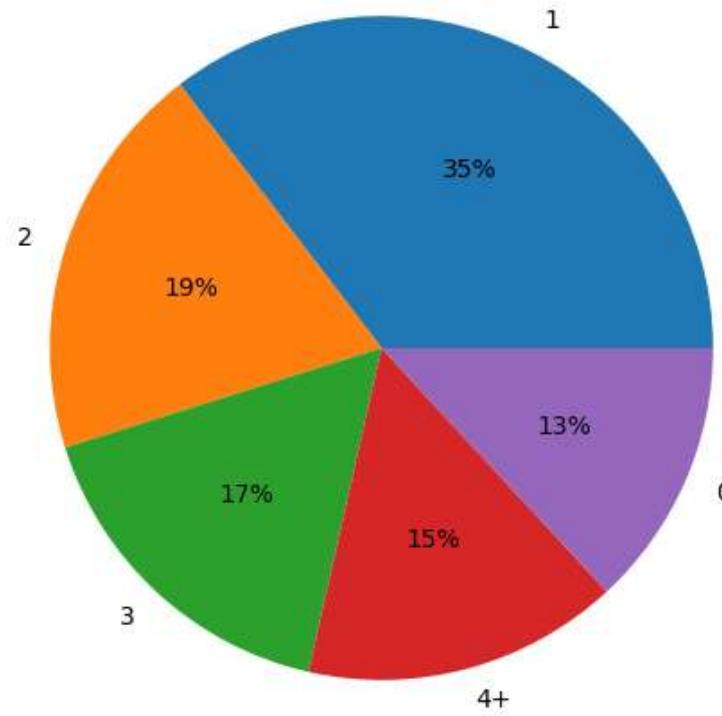
```
1 ##### stay is considered as upto 1 year as 0; more than 1 year and less than 2 year as 1; more than 2 years and less than 3 years  
2 ##### as 2; more than 3 years and less than 4 years as 3; more than 4 years as 4+ ( meaning 4 years or more)
```

In [348]: 1 stay_data

```
Out[348]: Stay_In_Current_City_Years  
1      2086  
2      1145  
3       979  
4+      909  
0       772  
Name: count, dtype: int64
```

In [349]:

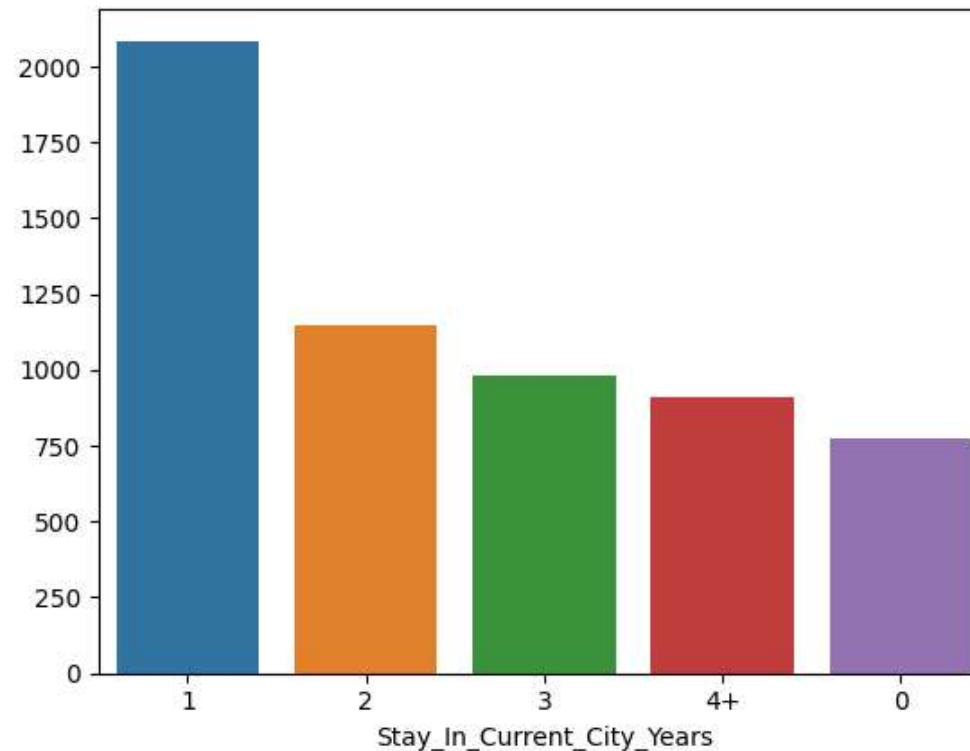
```
1 plt.figure(figsize=(10,6))
2 plt.pie(stay_data,labels=stay_data.index,autopct='%.0f%%')
3 plt.show()
```



```
1 ##### Looks like population is more mobile in nature rather than staying in one place. more than 65% of people have changed  
their city in less than 3 years
```

In [318]: 1 sns.barplot(x=stay_data.index,y=stay_data.values)

Out[318]: <Axes: xlabel='Stay_In_Current_City_Years'>



1 ##### majority of the people changed the living city in a span of 1 to 2 years

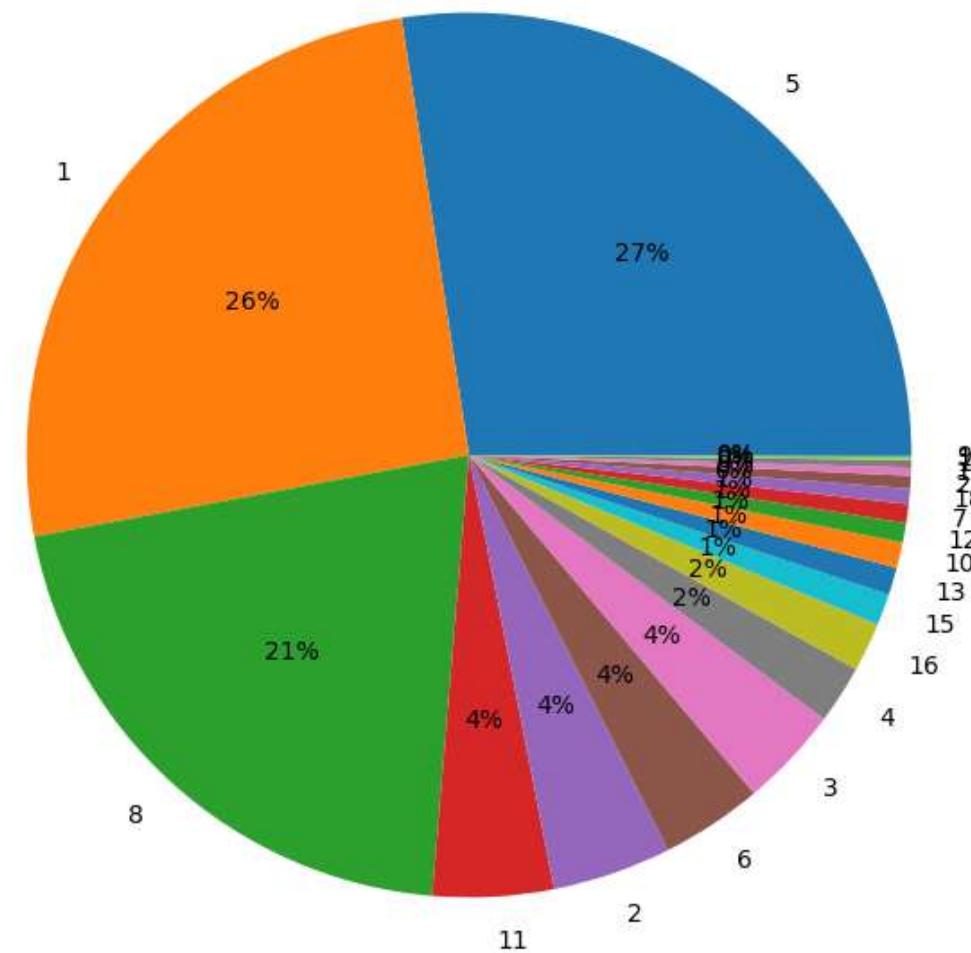
In [319]: 1 prod_cat_data=df['Product_Category'].value_counts()

In [320]: 1 prod_cat_data

```
Out[320]: Product_Category
5      150933
1      140378
8      113925
11     24287
2      23864
6      20466
3      20213
4      11753
16     9828
15     6290
13     5549
10     5125
12     3947
7      3721
18     3125
20     2550
19     1603
14     1523
17     578
9      410
Name: count, dtype: int64
```

In [321]:

```
1 plt.figure(figsize=(12,8))
2 plt.pie(prod_cat_data,labels=prod_cat_data.index,autopct='%.0f%%')
3 plt.show()
```



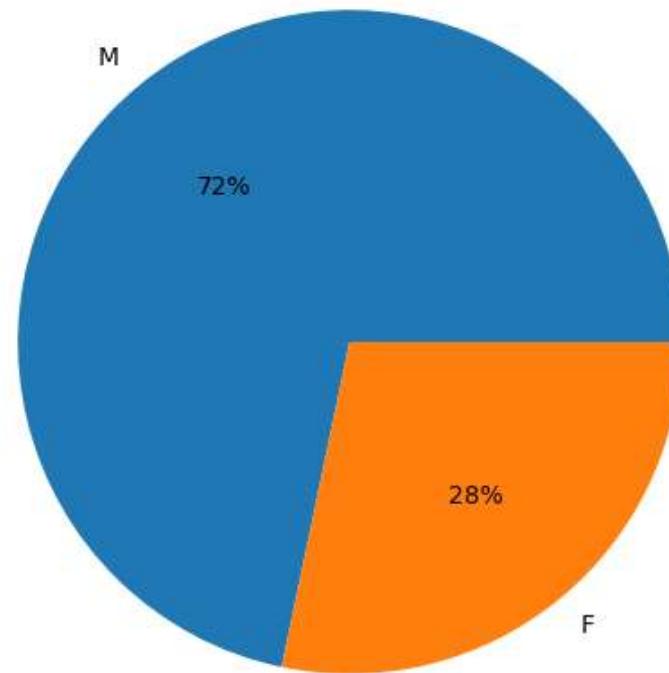
```
1 ##### Product Category 5, 1 & 8 together contributing almost 75% of all product categories
```

```
In [322]: 1 gender_data=df2['Gender'].value_counts()
```

```
In [323]: 1 gender_data
```

```
Out[323]: Gender  
M      4225  
F      1666  
Name: count, dtype: int64
```

```
In [324]: 1 plt.figure(figsize=(10,6))  
2 plt.pie(gender_data,labels=gender_data.index,autopct='%.0f%%')  
3 plt.show()
```

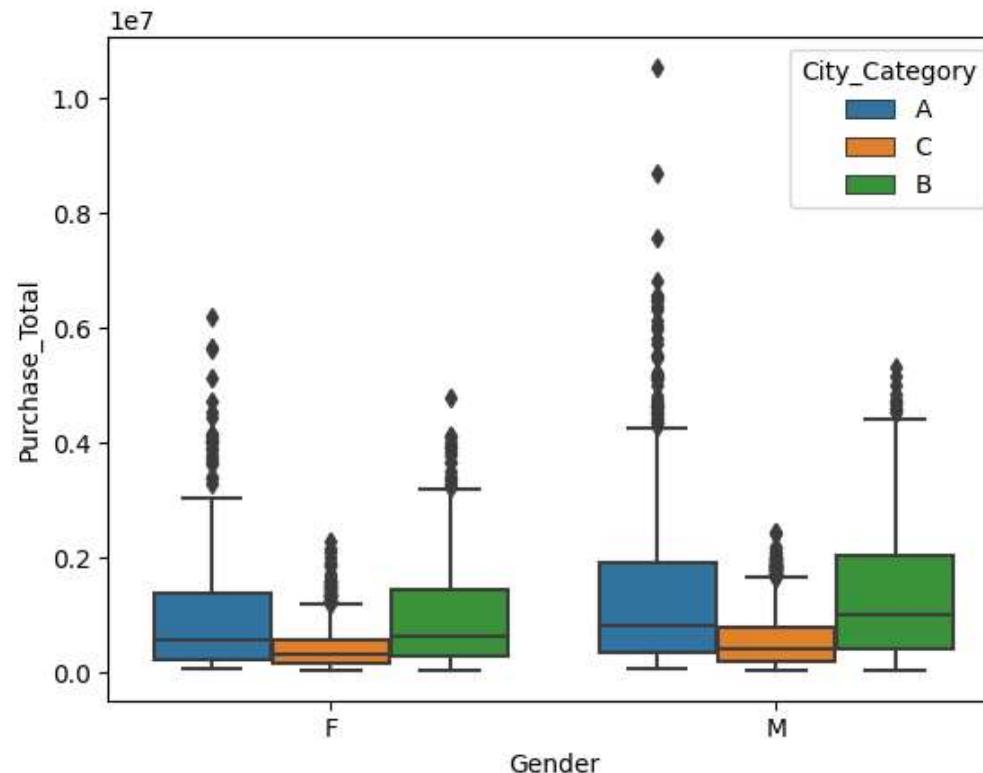


```
1 ##### 72% of the users are Male and 28% of users are female; this is looking contradictioiry to the statement "assume 50% male
```

2 ##### and 50% female"

In [325]: 1 sns.boxplot(data=df2,x='Gender', y='Purchase_Total',hue='City_Category')

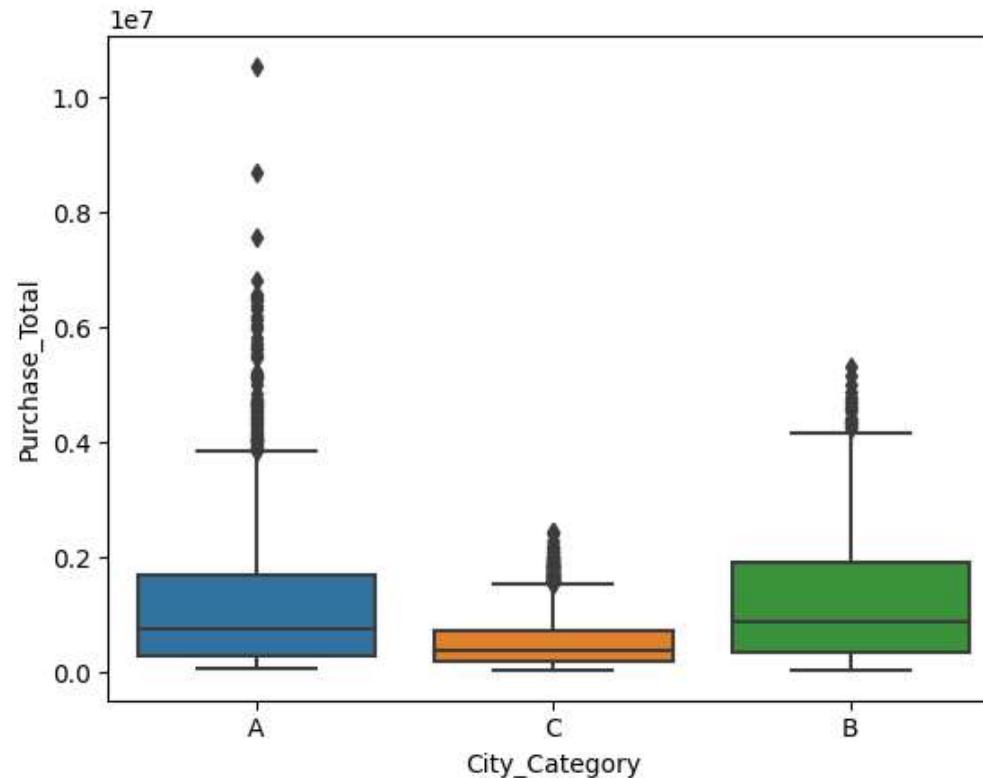
Out[325]: <Axes: xlabel='Gender', ylabel='Purchase_Total'>



1 ##### There are lot of outliers (wrt Purchase_Total); City category C has least variability where as "A" has most variability and
2 ##### also outliers. pattern is similar for both Male and Female users.

```
In [531]: 1 sns.boxplot(data=df2,x='City_Category', y='Purchase_Total')
```

```
Out[531]: <Axes: xlabel='City_Category', ylabel='Purchase_Total'>
```



```
1 ##### City Category A abd B generate more revenue as purchase_Total is significantly higher for these two city categories.
```

```
In [326]: 1 sample_01=df2.sample(n=500, replace=True)
```

In [327]: 1 sample_01

Out[327]:

	User_ID	Purchase_Total	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status
458276	1005015	3352326	M	36-45	6	B	2	1
420825	1004558	121039	M	36-45	14	C	1	0
322311	1003585	1194023	M	36-45	20	A	0	1
485779	1005339	814105	M	18-25	17	C	1	0
185926	1001997	214683	M	26-35	0	A	0	1
...
510534	1005615	1456353	M	36-45	7	C	4+	0
546035	1005999	330227	F	26-35	1	A	0	1
451642	1004942	1497459	M	46-50	12	B	3	1
464914	1005084	854906	M	18-25	4	B	1	0
530165	1005816	185356	M	26-35	0	C	4+	1

500 rows × 8 columns

1 ## sample_01 : a random sample of 500 users data from the dataframe

In [336]: 1 sample_01.describe()

Out[336]:

	User_ID	Purchase_Total	Occupation	Marital_Status
count	5.000000e+02	5.000000e+02	500.000000	500.000000
mean	1.003000e+06	9.096876e+05	7.794000	0.390000
std	1.700266e+03	1.003857e+06	6.183529	0.488238
min	1.000013e+06	5.780500e+04	0.000000	0.000000
25%	1.001497e+06	2.536870e+05	2.000000	0.000000
50%	1.003034e+06	5.307290e+05	7.000000	0.000000
75%	1.004442e+06	1.091431e+06	14.000000	1.000000
max	1.006035e+06	6.310723e+06	20.000000	1.000000

```
In [337]: 1 sample_01.describe(include='object')
```

Out[337]:

	Gender	Age	City_Category	Stay_In_Current_City_Years
count	500	500	500	500
unique	2	7	3	5
top	M	26-35	C	1
freq	369	168	247	163

```
In [338]: 1 sample_01['Gender'].value_counts()
```

Out[338]: Gender

M 369
F 131
Name: count, dtype: int64

```
In [339]: 1 sample_01.groupby(['Gender'])['Purchase_Total'].mean()
```

Out[339]: Gender

F 743053.183206
M 968845.116531
Name: Purchase_Total, dtype: float64

```
In [357]: 1 mean_Purchase_Total_Male_sample_01=968845.116531
```

```
In [358]: 1 mean_Purchase_Total_Female_sample_01=743053.183206
```

```
In [359]: 1 sample_01.groupby(['Gender'])['Purchase_Total'].std()
```

Out[359]: Gender

F 7.837921e+05
M 1.065855e+06
Name: Purchase_Total, dtype: float64

```
In [360]: 1 std_Purchase_Total_Male_sample_01= 1.065855e+06
```

```
In [361]: 1 std_Purchase_Total_Female_sample_01 = 7.837921e+05
```

```
In [367]: le_sample_01=norm.interval(0.95,loc=mean_Purchase_Total_Male_sample_01,scale=(std_Purchase_Total_Male_sample_01/np.sqrt(369))
```

```
In [369]: 1 CI_95_Male_sample_01
```

```
Out[369]: (860094.1727063502, 1077596.0603556498)
```

```
In [370]: sample_01=norm.interval(0.95,loc=mean_Purchase_Total_Female_sample_01,scale=(std_Purchase_Total_Female_sample_01/np.sqrt(131))
```

```
In [ ]: 1
```

```
1 ### Since population mean Purchase_Total for male is 925344.402367, 95% Confidence Interval for  
sample_01  
2 ### holds True as CI is (860094.1727063502, 1077596.0603556498)  
3 ### population mean Purchase_Total for female is 712024.394958 and this falls within 95% Confidence  
Interval for sample_01 holds True for female as 90% CI is (608834.391432736, 877271.9749792641)  
4
```

```
In [371]: 1 CI_95_Female_sample_01
```

```
Out[371]: (608834.391432736, 877271.9749792641)
```

```
In [375]: 1 CI_90_Male_sample_01=norm.interval(0.95,loc=mean_Purchase_Total_Male_sample_01,scale=(std_Purchase_Total_Male_sample_01/np.sqrt(369)))
```

```
In [376]: 1 CI_90_Male_sample_01
```

```
Out[376]: (860094.1727063502, 1077596.0603556498)
```

```
In [391]: 1 CI_90_Female_sample_01=norm.interval(0.9,loc=mean_Purchase_Total_Female_sample_01,scale=(std_Purchase_Total_Female_sample_01/np.sqrt(131)))
```

```
In [392]: 1 CI_90_Female_sample_01
```

```
Out[392]: (630413.2223726859, 855693.1440393141)
```

```
1 ### since 90% Confidence Intervals do not overlap for sample_01, with 90% confidence we can say that Male spending is more compared to Female spending towards Purchase
```

```
1 ### Since population mean Purchase_Total for male is 925344.402367, 90% Confidence Interval for sample_01
2 ### holds True as 90% CI is (860094.1727063502, 1077596.0603556498)
3
```

In []: █ 1

In []: █ 1

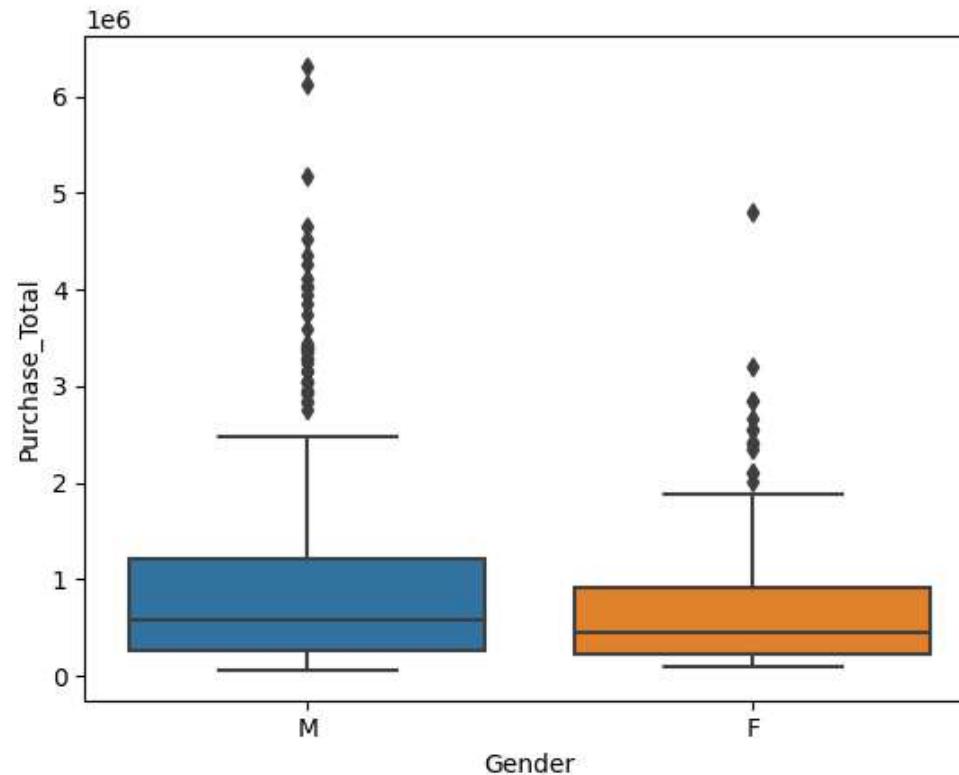
In [340]: █ 1 sample_01.groupby(['Gender'])['Purchase_Total'].median()

Out[340]: Gender
F 446445.0
M 577734.0
Name: Purchase_Total, dtype: float64

In []: █ 1

```
In [351]: 1 sns.boxplot(data=sample_01,x='Gender', y='Purchase_Total')
```

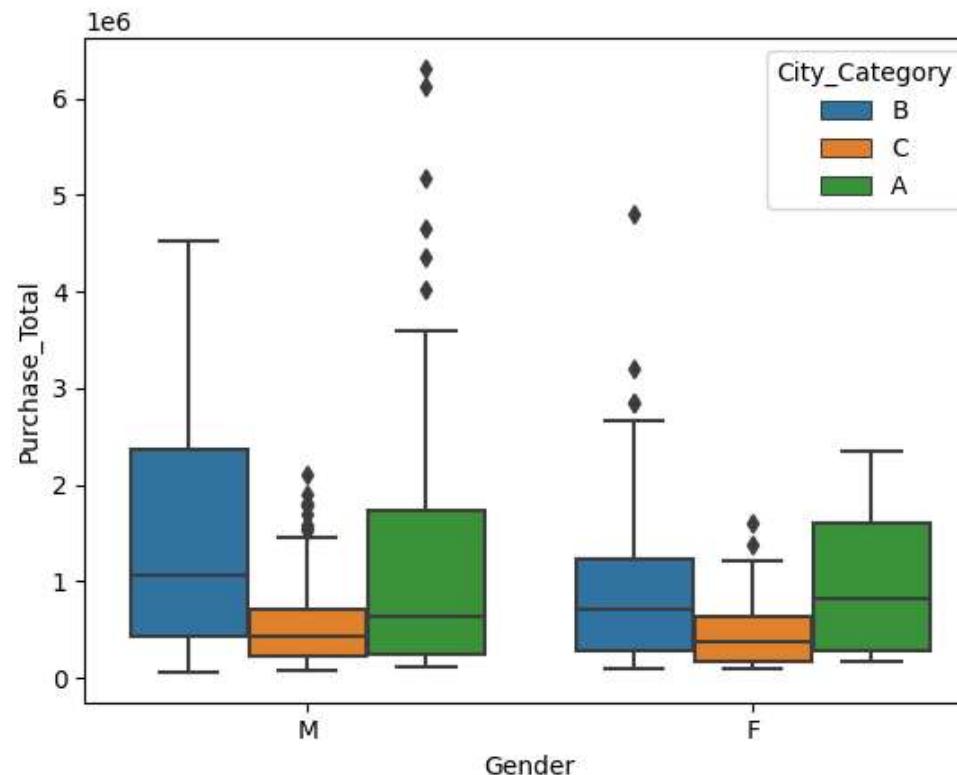
```
Out[351]: <Axes: xlabel='Gender', ylabel='Purchase_Total'>
```



```
1 ##### Male users are spending more compared to Female users as per the above box plot (statistical significance is studied in  
the  
2 ##### subsequent sections...
```

```
In [341]: 1 sns.boxplot(data=sample_01,x='Gender', y='Purchase_Total',hue='City_Category')
```

```
Out[341]: <Axes: xlabel='Gender', ylabel='Purchase_Total'>
```



```
1 ##### sample_01 shows similar characteristics as population
```

```
1 ## sample_02 of random sample of 1000 from population data set
```

```
In [378]: 1 sample_02=df2.sample(n=1000, replace=True)
```

In [379]: 1 sample_02.describe()

Out[379]:

	User_ID	Purchase_Total	Occupation	Marital_Status
count	1.000000e+03	1.000000e+03	1000.000000	1000.000000
mean	1.003049e+06	8.458714e+05	8.371000	0.415000
std	1.743358e+03	9.052564e+05	6.148753	0.492969
min	1.000024e+06	5.237100e+04	0.000000	0.000000
25%	1.001524e+06	2.353570e+05	4.000000	0.000000
50%	1.003076e+06	5.066885e+05	7.000000	0.000000
75%	1.004514e+06	1.116611e+06	14.000000	1.000000
max	1.006035e+06	6.477160e+06	20.000000	1.000000

In []: 1

In [380]: 1 sample_02.describe(include='object')

Out[380]:

	Gender	Age	City_Category	Stay_In_Current_City_Years
count	1000	1000	1000	1000
unique	2	7	3	5
top	M	26-35	C	1
freq	707	328	526	341

In []: 1

In [381]: 1 sample_02['Gender'].value_counts()

Out[381]: Gender

M 707

F 293

Name: count, dtype: int64

In []: 1

```
In [382]: 1 sample_02.groupby(['Gender'])['Purchase_Total'].mean()
```

```
Out[382]: Gender
F    672692.119454
M    917641.632249
Name: Purchase_Total, dtype: float64
```

```
In [ ]: 1
```

```
In [387]: 1 mean_Purchase_Total_Male_sample_02=917641.632249
```

```
In [388]: 1 mean_Purchase_Total_Female_sample_02=672692.119454
```

```
In [383]: 1 sample_02.groupby(['Gender'])['Purchase_Total'].std()
```

```
Out[383]: Gender
F    736764.861554
M    957848.422046
Name: Purchase_Total, dtype: float64
```

```
In [384]: 1 std_Purchase_Total_Male_sample_02=957848.422046
```

```
In [385]: 1 std_Purchase_Total_Female_sample_02=736764.861554
```

```
In [389]: 1 le_sample_02=norm.interval(0.95,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02/np.sqrt(707))
```

```
In [390]: 1 CI_95_Male_sample_02
```

```
Out[390]: (847036.6786020406, 988246.5858959594)
```

```
In [ ]: 1
```

```
In [395]: 1 mple_02=norm.interval(0.95,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02/np.sqrt(293))
```

```
In [396]: 1 CI_95_Female_sample_02
```

```
Out[396]: (588330.8345648574, 757053.4043431426)
```

```
1 ### since 95% Confidence Intervals are not overlapping for sample_02, we can say with 95% confidence that Male spending is more than Female spending towards "Purchase"
```

In []: 1

```
1 ### 96% CI: Holds Good for sample size of 1000 users
```

```
In [401]: 1 CI_96_Male_sample_02=norm.interval(0.96,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02))
```

In [402]: 1 CI_96_Male_sample_02

```
Out[402]: (843658.2081751737, 991625.0563228263)
```

```
In [403]: 1 CI_96_Female_sample_02=norm.interval(0.96,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02))
```

In [404]: 1 CI_96_Female_sample_02

```
Out[404]: (584294.1191299096, 761090.1197780905)
```

In []: 1

```
1 ### 97% CI: Holds Good for sample size of 1000 users
```

```
In [410]: 1 CI_97_Male_sample_02=norm.interval(0.97,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02))
```

In [411]: 1 CI_97_Male_sample_02

```
Out[411]: (839467.1699998754, 995816.0944981247)
```

```
In [412]: 1 CI_97_Female_sample_02=norm.interval(0.97,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02))
```

In [413]: 1 CI_97_Female_sample_02

```
Out[413]: (579286.5191355025, 766097.7197724975)
```

In []: 1

1 **### 98% CI: Holds Good for sample size of 1000 users**

In []: 1

In [414]: 1 CI_98_Male_sample_02=norm.interval(0.98,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02))

In []: 1 CI_98_Male_sample_02

In [415]: 1 CI_98_Female_sample_02=norm.interval(0.98,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02))

In [416]: 1 CI_98_Female_sample_02

Out[416]: (572560.8429095151, 772823.3959984849)

In []: 1

1 **### 99% CI: Holds Good for sample size of 1000 users**

In []: 1

In [417]: 1 CI_99_Male_sample_02=norm.interval(0.99,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02))

In [418]: 1 CI_99_Male_sample_02

Out[418]: (824850.9942505021, 1010432.270247498)

In [423]: 1 CI_99_Female_sample_02=norm.interval(0.99,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02))

In [424]: 1 CI_99_Female_sample_02

Out[424]: (561822.5976584327, 783561.6412495674)

In []: 1

1 ### 99.5% CI: Holds Good for sample size of 1000 usersIn [434]: ~~male_sample_02=norm.interval(0.995,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02/np.sqrt(707))~~

In [435]: 1 CI_995_Male_sample_02

Out[435]: (816522.1776760255, 1018761.0868219747)

In [436]: ~~female_sample_02=norm.interval(0.995,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02/np.sqrt(293))~~

In [437]: 1 CI_995_Female_sample_02

Out[437]: (551871.0343256086, 793513.2045823918)

In []: 1

1 ### 99.7% CI: Holds Good for sample size of 1000 usersIn [438]: ~~male_sample_02=norm.interval(0.997,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02/np.sqrt(707))~~

In [439]: 1 CI_997_Male_sample_02

Out[439]: (810733.0358115751, 1024550.2286864244)

In [440]: ~~female_sample_02=norm.interval(0.997,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02/np.sqrt(293))~~

In [441]: 1 CI_997_Female_sample_02

Out[441]: (544953.9637680302, 800430.2751399693)

In []: 1

1 **### 99.8% CI: Holds Good for sample size of 1000 users**

In [442]: 1 CI_998_Male_sample_02=norm.interval(0.998,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02*2))

In [443]: 1 CI_998_Male_sample_02

Out[443]: (806320.3475435994, 1028962.9169544006)

In [444]: 1 CI_998_Female_sample_02=norm.interval(0.998,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02*2))

In [445]: 1 CI_998_Female_sample_02

Out[445]: (539681.5284377408, 805702.7104702593)

In []: 1

1 **### 99.9% CI: Fails for sample size of 1000 users**

In [430]: 1 CI_999_Male_sample_02=norm.interval(0.999,loc=mean_Purchase_Total_Male_sample_02,scale=(std_Purchase_Total_Male_sample_02*2))

In [431]: 1 CI_999_Male_sample_02

Out[431]: (799105.0217889939, 1036178.2427090072)

In [432]: 1 CI_999_Female_sample_02=norm.interval(0.999,loc=mean_Purchase_Total_Female_sample_02,scale=(std_Purchase_Total_Female_sample_02*2))

In [433]: 1 CI_999_Female_sample_02

Out[433]: (531060.4031467894, 814323.8357612119)

In []: 1

1 **## sample_03 of size 200 random samples (users) from original dataframe**

In []: 1

In [447]: 1 sample_03=df2.sample(n=200, replace=True)

In [448]: 1 sample_03.describe()

Out[448]:

	User_ID	Purchase_Total	Occupation	Marital_Status
count	2.000000e+02	2.000000e+02	200.000000	200.000000
mean	1.003297e+06	8.268884e+05	7.200000	0.415000
std	1.719448e+03	8.982621e+05	6.025073	0.493958
min	1.000017e+06	7.593100e+04	0.000000	0.000000
25%	1.001968e+06	2.163305e+05	2.000000	0.000000
50%	1.003360e+06	4.813695e+05	6.000000	0.000000
75%	1.004948e+06	1.206569e+06	12.000000	1.000000
max	1.006033e+06	6.126540e+06	20.000000	1.000000

In [449]: 1 sample_03.describe(include='object')

Out[449]:

	Gender	Age	City_Category	Stay_In_Current_City_Years
count	200	200	200	200
unique	2	7	3	5
top	M	26-35	C	1
freq	140	73	104	76

In [450]: 1 sample_03['Gender'].value_counts()

Out[450]: Gender

M 140

F 60

Name: count, dtype: int64

In []: 1

```
In [451]: 1 sample_03.groupby(['Gender'])['Purchase_Total'].mean()
```

```
Out[451]: Gender
F    730543.40
M    868179.05
Name: Purchase_Total, dtype: float64
```

```
In [ ]: 1
```

```
In [452]: 1 mean_Purchase_Total_Male_sample_03=868179.05
```

```
In [453]: 1 mean_Purchase_Total_Female_sample_03=730543.40
```

```
In [ ]: 1
```

```
In [454]: 1 sample_03.groupby(['Gender'])['Purchase_Total'].std()
```

```
Out[454]: Gender
F    808280.588110
M    933881.534706
Name: Purchase_Total, dtype: float64
```

```
In [ ]: 1
```

```
In [461]: 1 std_Purchase_Total_Male_sample_03=933881.534706
```

```
In [466]: 1 std_Purchase_Total_Female_sample_03=808280.588110
```

```
1 ### 95% CI Fails for sample size=200
```

```
In [467]: 1 le_sample_03=norm.interval(0.95,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [468]: 1 CI_95_Male_sample_03
```

```
Out[468]: (713484.1979224844, 1022873.9020775157)
```

```
In [469]: sample_03=norm.interval(0.95,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [470]: 1 CI_95_Female_sample_03
```

```
Out[470]: (526023.9507168308, 935062.8492831693)
```

```
In [ ]: 1
```

```
1 ### 92% CI: Fails for sample size=200
```

```
In [ ]: 1
```

```
In [471]: le_sample_03=norm.interval(0.92,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [472]: 1 CI_92_Male_sample_03
```

```
Out[472]: (730001.9585010072, 1006356.1414989928)
```

```
In [473]: sample_03=norm.interval(0.92,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [474]: 1 CI_92_Female_sample_03
```

```
Out[474]: (547861.8027949204, 913224.9972050795)
```

```
In [ ]: 1
```

```
1 ### 90% CI: Fails for sample size=200
```

```
In [475]: le_sample_03=norm.interval(0.90,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [476]: 1 CI_90_Male_sample_03
```

```
Out[476]: (738355.0376622757, 998003.0623377243)
```

```
In [477]: sample_03=norm.interval(0.90,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [478]: 1 CI_90_Female_sample_03
```

```
Out[478]: (558905.2675704987, 902181.5324295012)
```

```
In [ ]: 1
```

```
1 ### 85% CI: Fails for sample size=200
```

```
In [479]: le_sample_03=norm.interval(0.85,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [480]: 1 CI_85_Male_sample_03
```

```
Out[480]: (754560.5806228644, 981797.5193771358)
```

```
In [481]: sample_03=norm.interval(0.85,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [482]: 1 CI_85_Female_sample_03
```

```
Out[482]: (580330.3420130119, 880756.4579869882)
```

```
In [ ]: 1
```

```
1 ### 75% CI: Fails for sample size=200
```

```
In [483]: le_sample_03=norm.interval(0.75,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [484]: 1 CI_75_Male_sample_03
```

```
Out[484]: (777384.9697830165, 958973.1302169836)
```

```
In [485]: sample_03=norm.interval(0.75,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [486]: 1 CI_75_Female_sample_03
```

```
Out[486]: (610506.0811443953, 850580.7188556048)
```

```
In [ ]: 1
```

```
1 ### 65% CI: Fails for sample size=200
```

```
In [487]: le_sample_03=norm.interval(0.65,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [488]: 1 CI_65_Male_sample_03
```

```
Out[488]: (794414.3516299073, 941943.7483700928)
```

```
In [489]: sample_03=norm.interval(0.65,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [490]: 1 CI_65_Female_sample_03
```

```
Out[490]: (633020.3390539841, 828066.4609460158)
```

```
In [ ]: 1
```

```
1 ### 60% CI: Fails for sample size=200
```

```
In [491]: le_sample_03=norm.interval(0.60,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [492]: 1 CI_60_Male_sample_03
```

```
Out[492]: (801752.0782495926, 934606.0217504075)
```

```
In [493]: sample_03=norm.interval(0.60,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [494]: 1 CI_60_Female_sample_03
```

```
Out[494]: (642721.4233957987, 818365.3766042014)
```

```
In [ ]: 1
```

```
1 ### 58% CI: Fails for sample size=200
```

```
In [ ]: 1
```

```
In [495]: le_sample_03=norm.interval(0.58,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [496]: 1 CI_58_Male_sample_03
```

```
Out[496]: (804530.3215010795, 931827.7784989206)
```

```
In [497]: sample_03=norm.interval(0.58,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [498]: 1 CI_58_Female_sample_03
```

```
Out[498]: (646394.4918407917, 814692.3081592084)
```

```
In [ ]: 1
```

```
1 ### 56% CI: Fails for sample size=200
```

```
In [ ]: 1
```

```
In [499]: le_sample_03=norm.interval(0.56,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(140))
```

```
In [500]: 1 CI_56_Male_sample_03
```

```
Out[500]: (807231.8509767423, 929126.2490232578)
```

```
In [501]: sample_03=norm.interval(0.56,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(60))
```

```
In [502]: 1 CI_56_Female_sample_03
```

```
Out[502]: (649966.138299382, 811120.6617006181)
```

```
1 ### 54% CI: Holds Good for sample size=200
```

```
In [503]: 1 CI_54_Male_sample_03=norm.interval(0.54,loc=mean_Purchase_Total_Male_sample_03,scale=(std_Purchase_Total_Male_sample_03/np.sqrt(40)))
```

```
In [504]: 1 CI_54_Male_sample_03
```

```
Out[504]: (809863.7927074193, 926494.3072925808)
```

```
In [505]: 1 CI_54_Female_sample_03=norm.interval(0.54,loc=mean_Purchase_Total_Female_sample_03,scale=(std_Purchase_Total_Female_sample_03/np.sqrt(40)))
```

```
In [506]: 1 CI_54_Female_sample_03
```

```
Out[506]: (653445.7839764967, 807641.0160235034)
```

```
In [ ]: 1
```

```
1 ### other parameters
```

In [508]: 1 df2

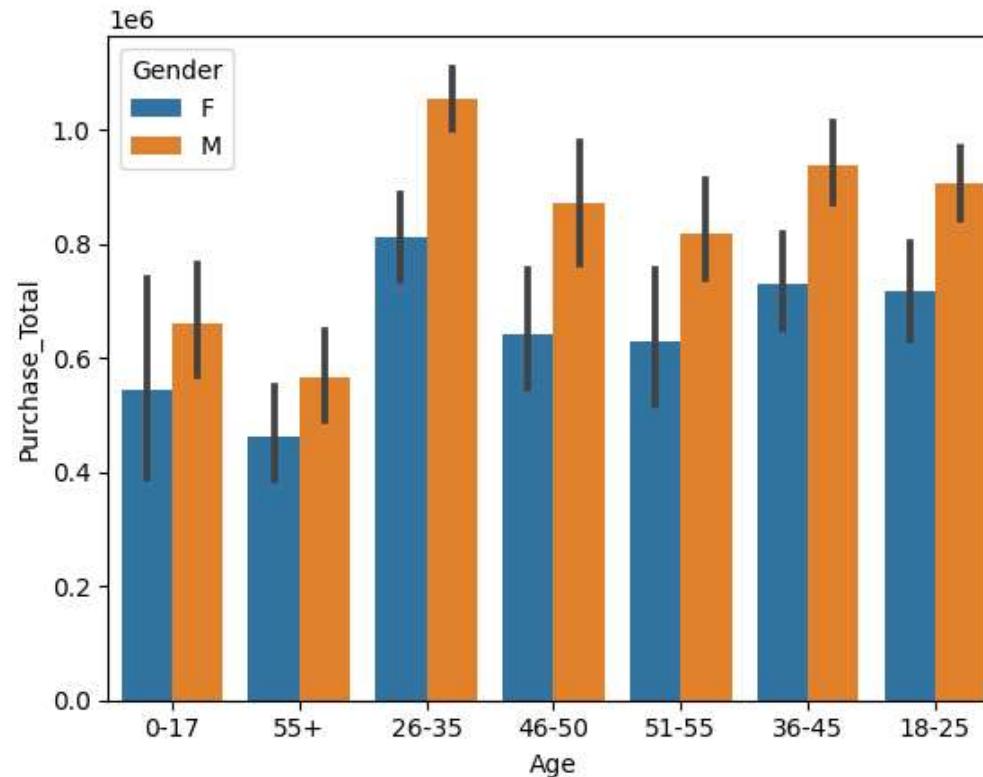
Out[508]:

	User_ID	Purchase_Total	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status
0	1000001	334093	F	0-17	10	A	2	0
35	1000002	810472	M	55+	16	C	4+	0
112	1000003	341635	M	26-35	15	A	3	0
141	1000004	206468	M	46-50	7	B	2	1
155	1000005	821001	M	26-35	20	A	1	1
...
549166	1006036	4116058	F	26-35	15	B	4+	1
549680	1006037	1119538	F	46-50	1	C	4+	0
549802	1006038	90034	F	55+	1	C	2	0
549814	1006039	590319	F	46-50	0	B	4+	1
549888	1006040	1653299	M	26-35	6	B	2	0

5891 rows × 8 columns

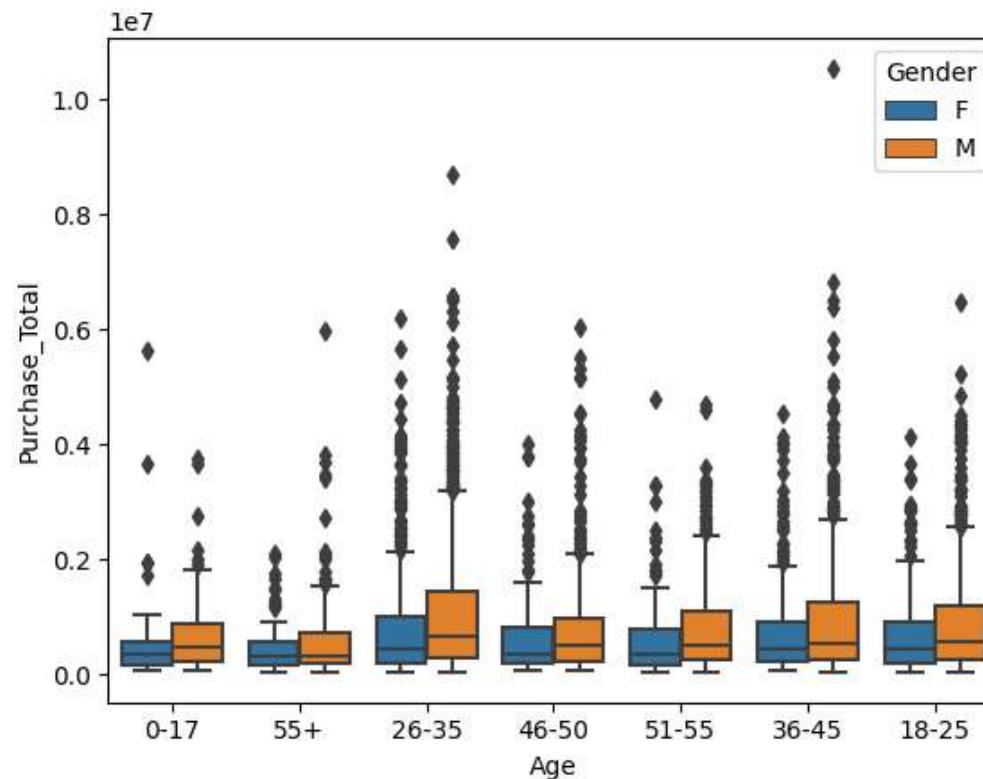
```
In [527]: 1 sns.barplot(x='Age',y='Purchase_Total', data=df2,hue='Gender')
```

```
Out[527]: <Axes: xlabel='Age', ylabel='Purchase_Total'>
```



```
In [528]: 1 sns.boxplot(data=df2,x='Age' , y='Purchase_Total',hue='Gender')
```

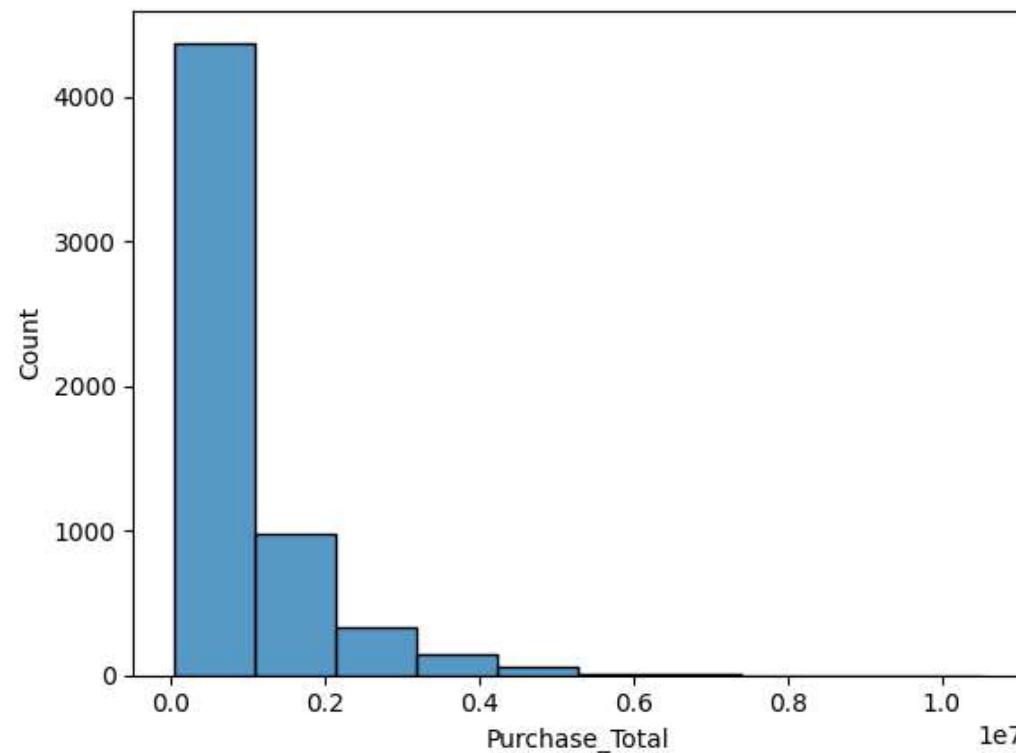
```
Out[528]: <Axes: xlabel='Age', ylabel='Purchase_Total'>
```



- 1 ##### In each age group, Male users have Purchased more than Female users (even though Age groupwise Confidence Intervals
- 2 ##### are not calculated.
- 3 ##### Age group 26-35 shows more Purchase_Totals followed by 36-45 age group
- 4 ##### more outliers are seen in 26-35, 36-45 and also 46-50 age groups
- 5 ##### spread of the data is more for Male compared to Females across all age groups

In [523]: 1 sns.histplot(data=df2,x='Purchase_Total',bins=10)

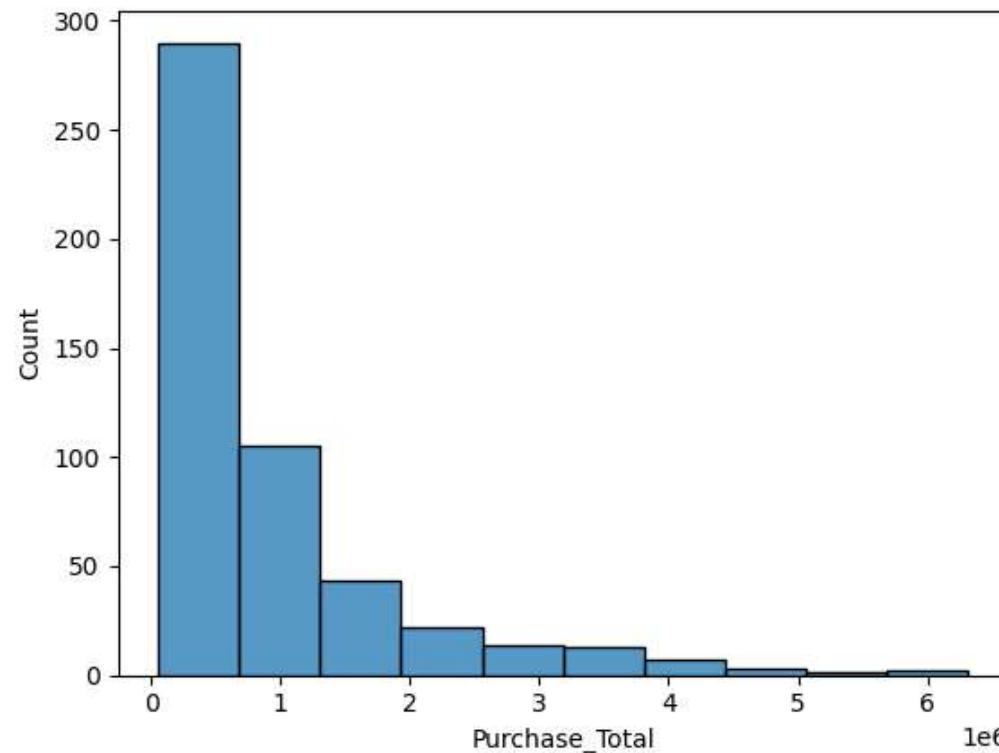
Out[523]: <Axes: xlabel='Purchase_Total', ylabel='Count'>



In []: 1

In [524]: 1 sns.histplot(data=sample_01,x='Purchase_Total',bins=10)

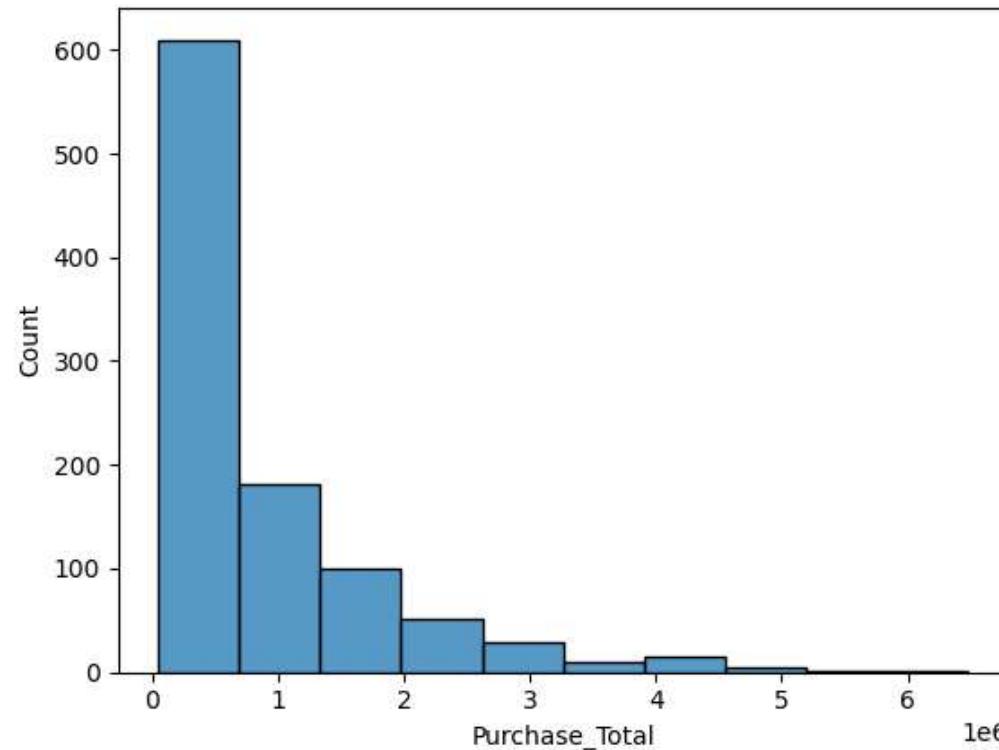
Out[524]: <Axes: xlabel='Purchase_Total', ylabel='Count'>



In []: 1

In [525]: 1 sns.histplot(data=sample_02,x='Purchase_Total',bins=10)

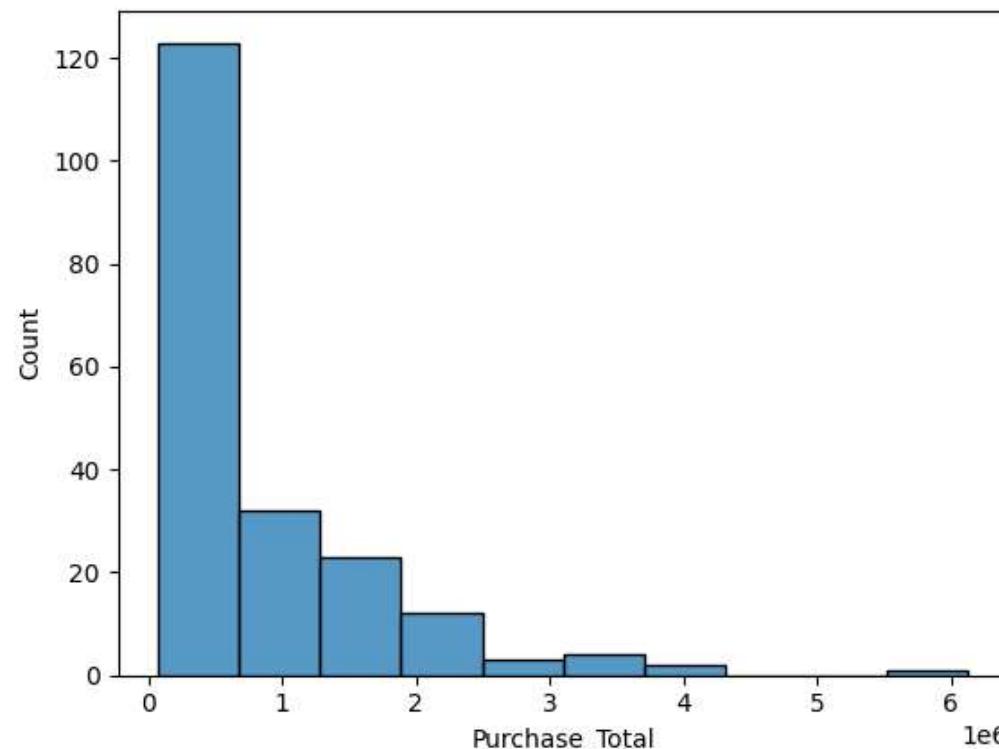
Out[525]: <Axes: xlabel='Purchase_Total', ylabel='Count'>



In []: 1

In [526]: 1 sns.histplot(data=sample_03,x='Purchase_Total',bins=10)

Out[526]: <Axes: xlabel='Purchase_Total', ylabel='Count'>



1 **### Distribution pattern is similar (in main data frame and all samples 01-03, indicating samples are representative of the population)**

1 **### Overall observations:**

- 2 1. 3 samples were taken from population with sample sizes 200, 500 and 1000 from population of 5891 unique users. sampling with replacement is considered.
- 3 2. Estimations were done on Average Purchase_Total from each sample. Larger sample size (1000) gave better estimates even at higher confidence levels (upto 99.8% CI). Lower sample size (200) does not give higher confidence level for the estimates.
- 4 3. Primary focus was given for Gender and CLT study. Other factors are not analysed in depth.

In []: 1

1 **### Recommendations:**

- 2 1. Male users are spending more than Female users. It can be viewed in two ways: 1: give more attention in selling to male users 2: focus more to understand why female users are not spending more... set the goal to generate more revenue from Female users by uncovering the unmet needs / wishes and introducing innovative solutions to attract more female users
- 3 2. Age groups 26-35, 36-45 and 46-55 are spending more. again 2 views: 1 focus more on generation more and more from these age groups OR 2: understand the needs of other age groups and try to understand the limitations to increase the revenue from these groups.
- 4 3. City category A and B are spending more where as city Category C is showing less spends. Sell more in A and B cities; come out with innovative solutions to increase spending pattern in C category cities.
- 5 4. Product Category 5, 1 & 8 together contributing almost 75% of all product categories. ensure availability of these products and ensure smooth and efficient supply chain management of these products. also try to deep dive into other product categories to understand how to increase sales of these products.

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