

The CONTENTS Procedure

Data Set Name	WORK.BFRIDAY	Observations	537577
Member Type	DATA	Variables	12
Engine	V9	Indexes	0
Created	06/07/2020 22:24:42	Observation Length	80
Last Modified	06/07/2020 22:24:42	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label			
Data Representation	SOLARIS_X86_64, LINUX_X86_64, ALPHA_TRU64, LINUX_IA64		
Encoding	utf-8 Unicode (UTF-8)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	659
First Data Page	1
Max Obs per Page	817
Obs in First Data Page	774
Number of Data Set Repairs	0
Filename	/tmp/SAS_workE798000049A0_localhost.localdomain/SAS_workBA16000049A0_localhost.localdomain/bfriday.sas7bdat
Release Created	9.0401M6
Host Created	Linux
Inode Number	141473
Access Permission	rw-rw-r--
Owner Name	sasdemo
File Size	41MB
File Size (bytes)	43253760

Alphabetic List of Variables and Attributes					
#	Variable	Type	Len	Format	Informat
4	Age	Char	5	\$5.	\$5.
6	City_Category	Char	1	\$1.	\$1.
3	Gender	Char	1	\$1.	\$1.
8	Marital_Status	Num	8	BEST12.	BEST32.
5	Occupation	Num	8	BEST12.	BEST32.
9	Product_Category_1	Num	8	BEST12.	BEST32.
10	Product_Category_2	Num	8	BEST12.	BEST32.
11	Product_Category_3	Num	8	BEST12.	BEST32.
2	Product_ID	Char	9	\$9.	\$9.

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Alphabetic List of Variables and Attributes					
#	Variable	Type	Len	Format	Informat
12	Purchase	Num	8	BEST12.	BEST32.
7	Stay_In_Current_City_Years	Char	2	\$2.	\$2.
1	User_ID	Num	8	BEST12.	BEST32.

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1	User_ID	Num	8	BEST12.	BEST32.

Exploration of Black Friday Data

Sunday, June 7, 2020 11:06:39 PM 5

User_ID	Product_ID	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status
1000001	P00069042	F	0-17	10	A	2	0
1000001	P00248942	F	0-17	10	A	2	0

Product_Category_1	Product_Category_2	Product_Category_3	Purchase
3	.	.	8370
1	6	14	15200

The FREQ Procedure

Product_ID	Frequency
NOT MISSING	537577

Gender	Frequency
NOT MISSING	537577

Age	Frequency
NOT MISSING	537577

City_Category	Frequency
NOT MISSING	537577

Stay_In_Current_City_Years	Frequency
NOT MISSING	537577

User_ID	Frequency
NOT MISSING	537577

Occupation	Frequency
NOT MISSING	537577

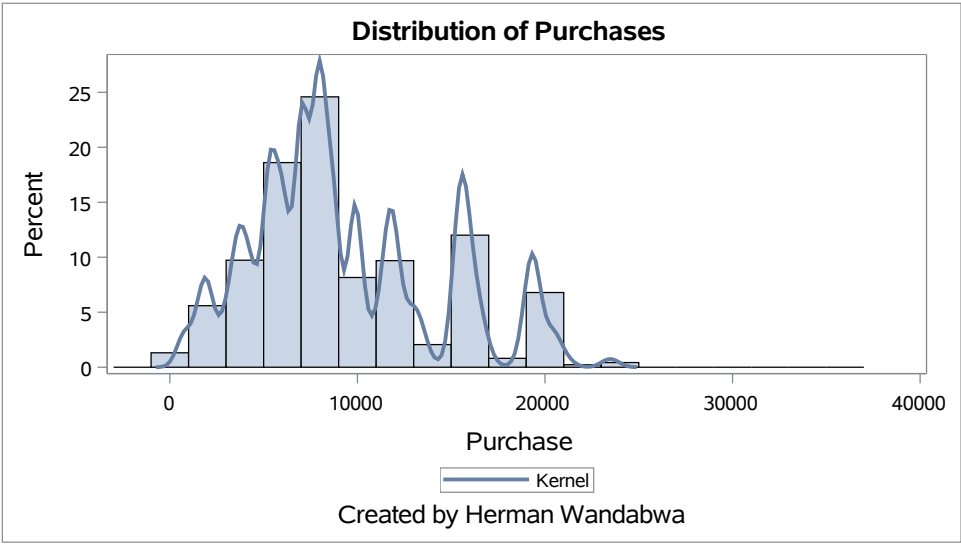
Marital_Status	Frequency
NOT MISSING	537577

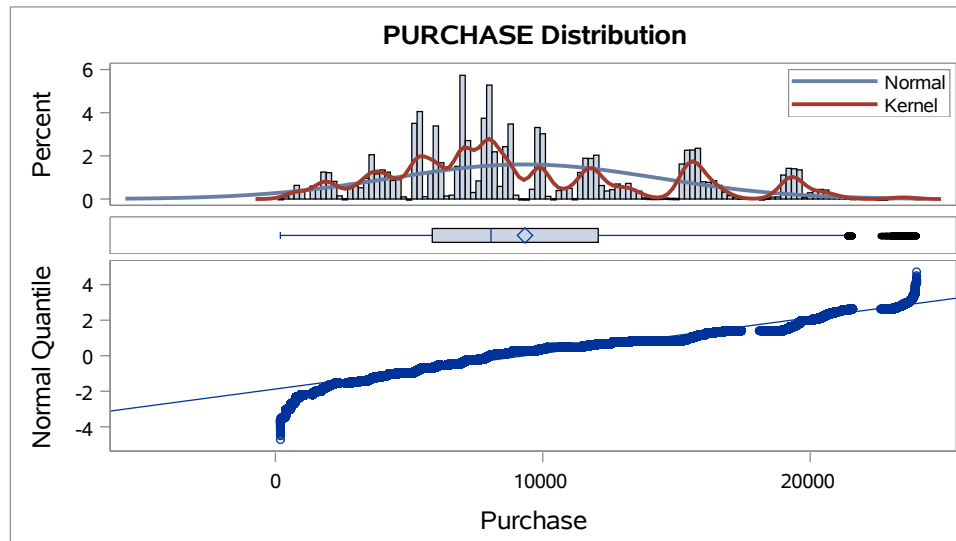
Product_Category_1	Frequency
NOT MISSING	537577

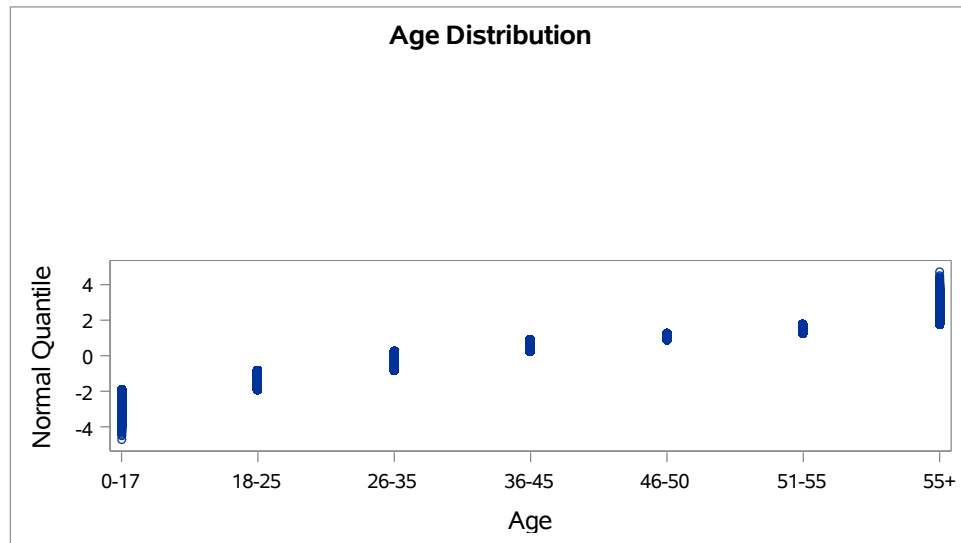
Product_Category_2	Frequency
MISSING	166986
NOT MISSING	370591

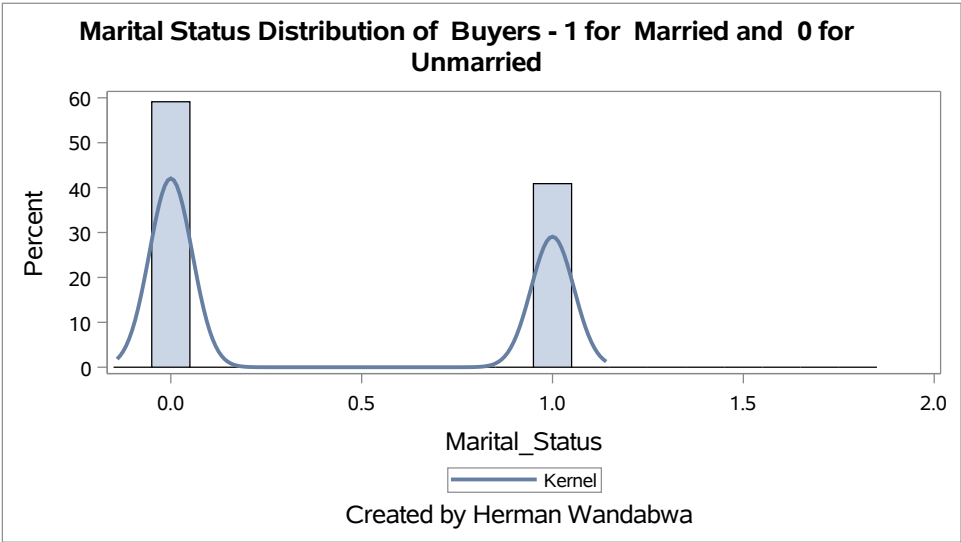
Product_Category_3	Frequency
MISSING	373299
NOT MISSING	164278

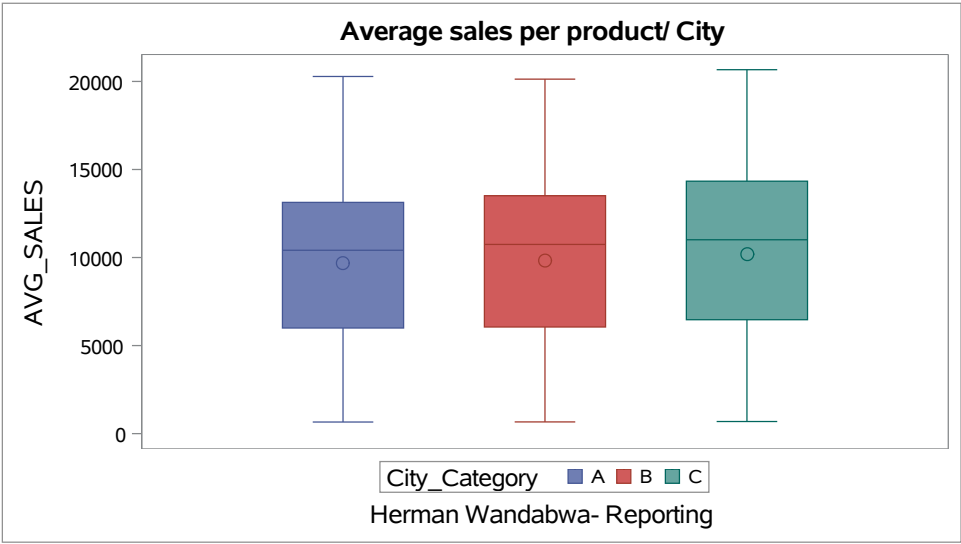
Purchase	Frequency
NOT MISSING	537577





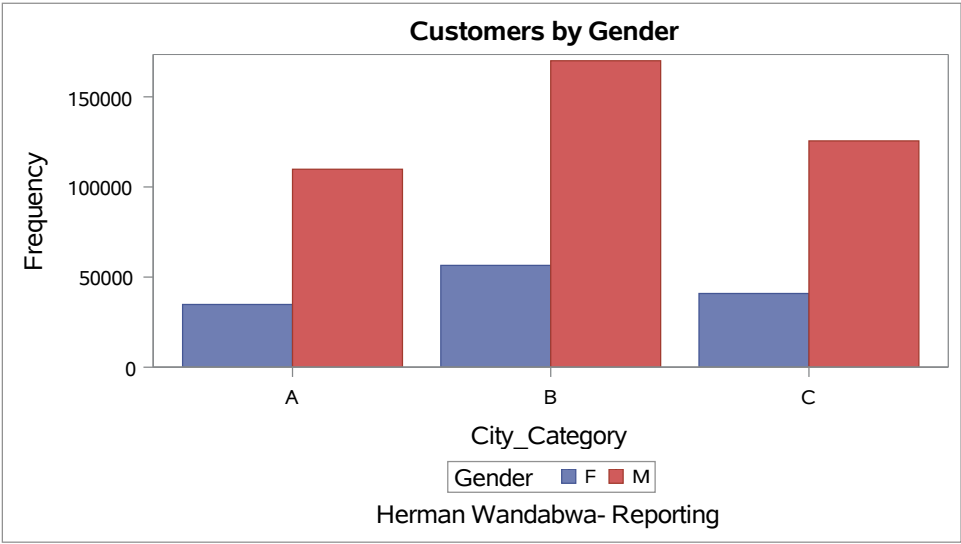


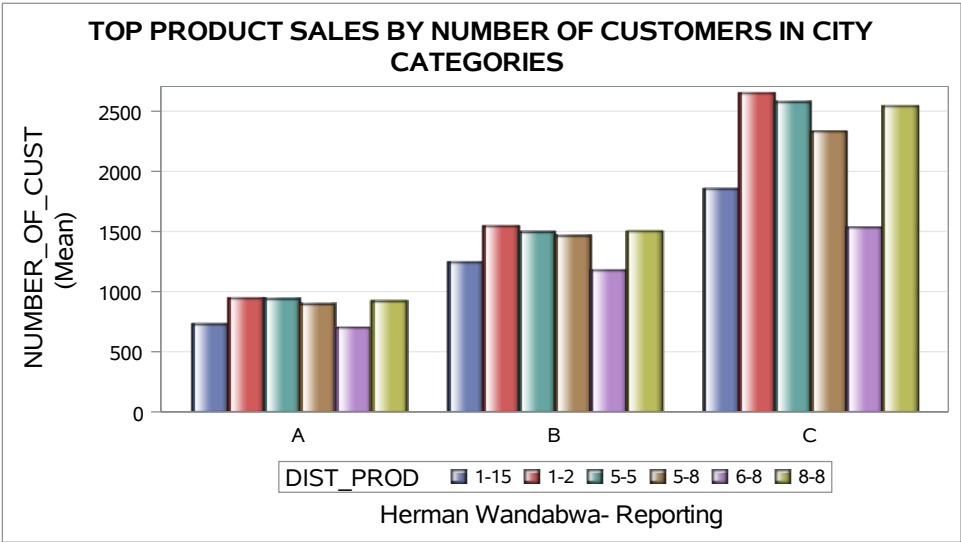




Customers Distribution Across Age, City Category, Gender and Marital Status

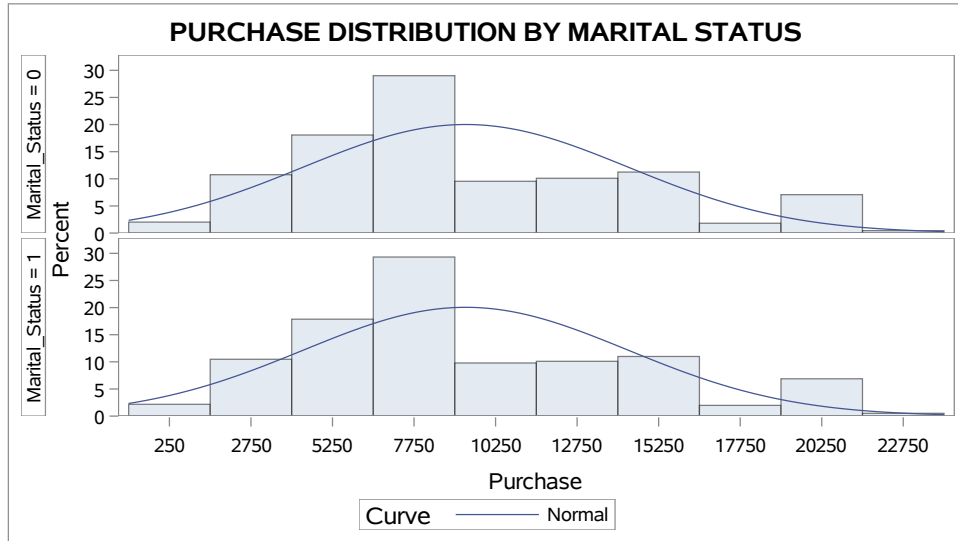
		AGE GROUPS							All		Marital_Status	
		0-17	18-25	26-35	36-45	46-50	51-55	55+			0	1
		%	%	%	%	%	%	%	N	PctN	N	N
City_Category	Gender											
A	F	0.27	1.14	3.16	1.29	0.23	0.32	0.07	34807	6.47	21301	13506
	M	0.20	3.89	10.24	3.57	1.16	0.79	0.58	109831	20.43	68087	41744
	All	0.46	5.03	13.40	4.86	1.39	1.11	0.65	144638	26.91	89388	55250
B	Gender											
	F	0.29	2.13	3.89	2.01	1.17	0.78	0.24	56494	10.51	33897	22597
	M	0.70	5.77	12.81	6.66	2.53	2.47	0.69	169999	31.62	100316	69683
	All	0.98	7.90	16.70	8.67	3.70	3.24	0.94	226493	42.13	134213	92280
C	Gender											
	F	0.37	1.20	2.13	1.61	1.00	0.69	0.61	40896	7.61	21776	19120
	M	0.92	4.03	7.71	4.86	2.19	1.95	1.70	125550	23.35	72440	53110
	All	1.29	5.23	9.84	6.46	3.19	2.64	2.30	166446	30.96	94216	72230



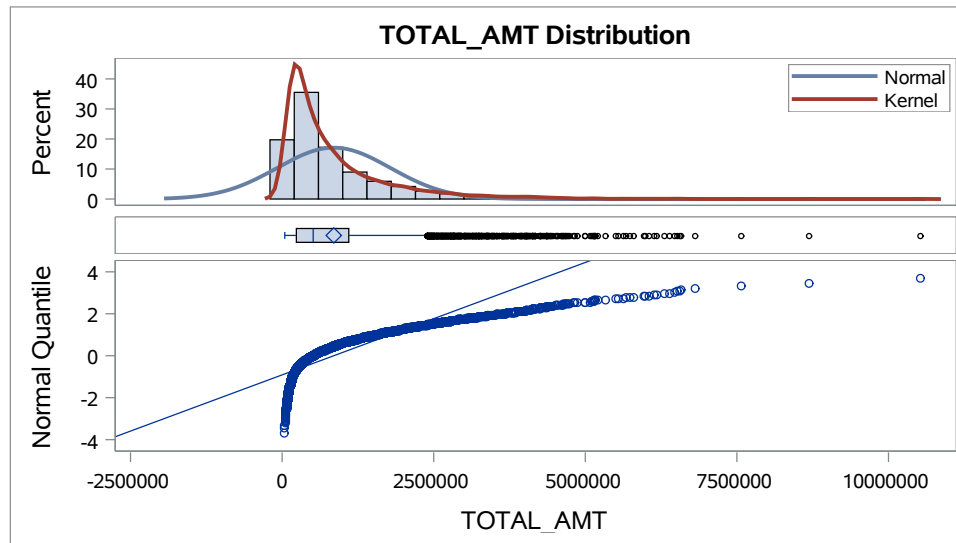


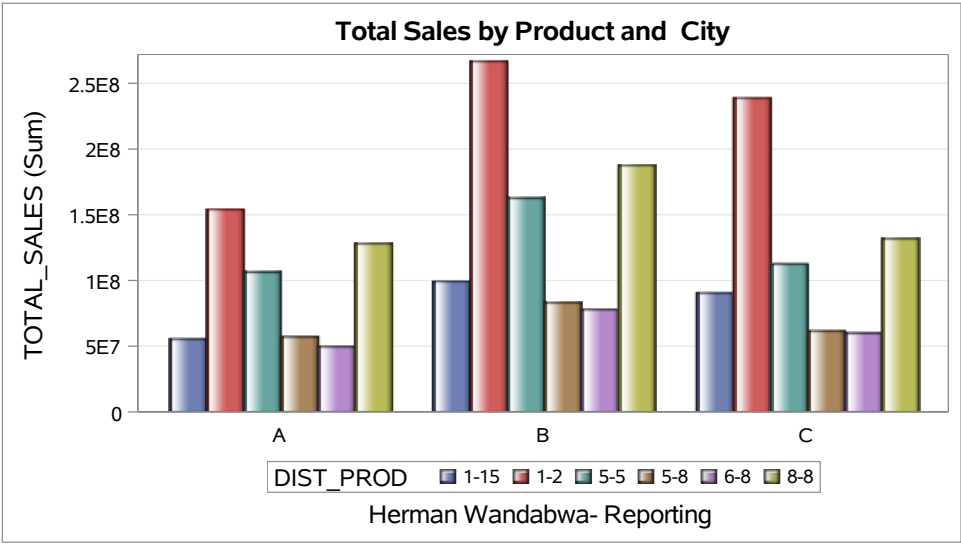
TOP PRODUCT SALES BY NUMBER OF CUSTOMERS IN CITY CATEGORIES

The UNIVARIATE Procedure



		AGE GROUPS							All	
		0-17	18-25	26-35	36-45	46-50	51-55	55+		
		%	%	%	%	%	%	%	N	PctN
City_Category	Gender									
A	F	0.24	0.95	2.09	0.90	0.31	0.36	0.17	295	5.01
	M	0.19	2.68	5.74	2.09	0.59	0.78	0.66	750	12.73
	All	0.42	3.63	7.83	2.99	0.90	1.14	0.83	1045	17.74
B	Gender									
	F	0.31	1.60	3.12	1.66	0.98	0.61	0.25	503	8.54
	M	0.54	4.02	7.94	4.02	1.49	1.68	0.73	1204	20.44
	All	0.85	5.62	11.07	5.69	2.48	2.29	0.98	1707	28.98
C	Gender									
	F	0.78	2.33	4.04	3.09	1.80	1.44	1.26	868	14.73
	M	1.65	6.57	11.92	8.05	3.84	3.29	3.24	2271	38.55
	All	2.43	8.89	15.96	11.14	5.64	4.74	4.50	3139	53.28
All	Gender									
	F	1.32	4.87	9.25	5.65	3.09	2.41	1.68	1666	28.28
	M	2.38	13.27	25.60	14.16	5.92	5.75	4.63	4225	71.72
	All	3.70	18.15	34.85	19.81	9.01	8.16	6.31	5891	100.00





The UNIVARIATE Procedure

