

Memorandum

To: Pelican Management
From: Ashley N. Earl
Date: August 30, 2007
Re: July Coupon Promotion Results

Coupon Promotion Results

Throughout the following memorandum, you will see the results of the data analysis regarding the amount of credit card sales during the coupon promotion period for the month of July.

I have prepared some descriptive statistics that will help us see distinct relationships between our variables. More specifically, we are trying to determine the relationship that does or does not exist between age and type of customers, net sales of each customer, number of customers that participated in the promotion, method of payment, marital status and gender. These statistics will help us further understand our customer base and target audience. I have included suggestions regarding our next coupon promotion period that will help us to better address our main audience.

FREQUENCY DISTRIBUTION			
Age of Customers			
Customer Age Range	Count	Rel. Freq.	% Freq.
20-29	10	0.10	10.0%
30-39	30	0.30	30.0%
40-49	33	0.33	33.0%
50-59	16	0.16	16.0%
60-69	7	0.07	7.0%
70-79	4	0.04	4.0%
TOTAL	100	1.00	100.0%

FREQUENCY DISTRIBUTION			
Type of Customer			
Customer	Count	Rel. Freq.	% Freq.
Regular	30	0.30	30.0%
Promotional	70	0.70	70.0%
TOTAL	100	1.00	100.0%

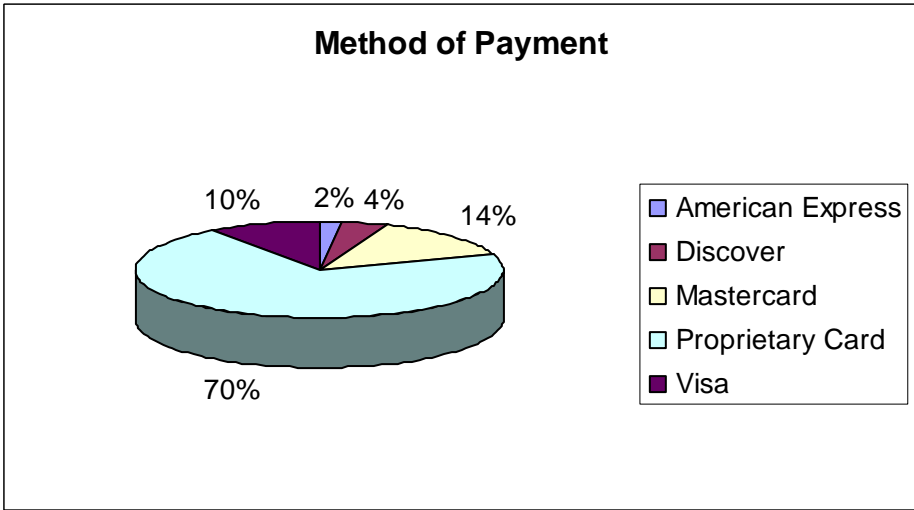
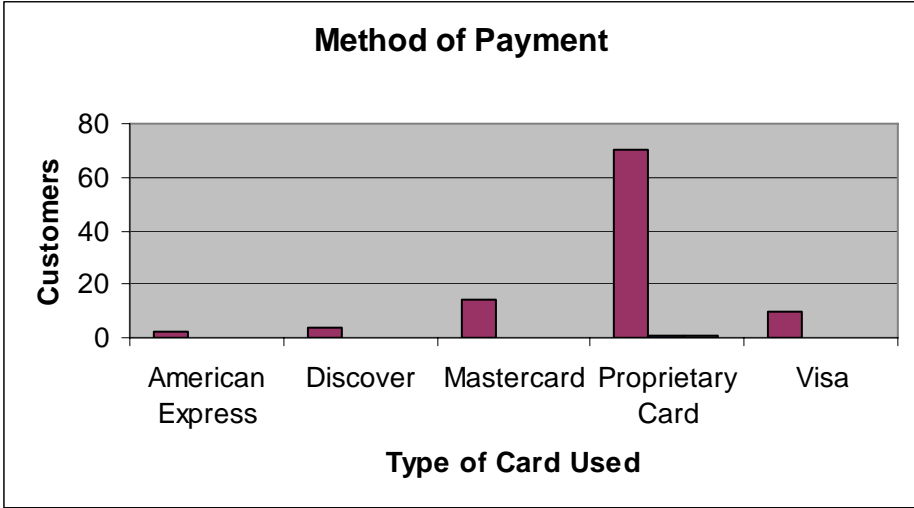
FREQUENCY DISTRIBUTION			
Items Sold			
Items Sold Range	Count	Rel. Freq.	% Freq.
1 to 3	66	0.66	66.0%
4 to 6	26	0.26	26.0%
7 to 9	5	0.05	5.0%
10 to 12	1	0.01	1.0%
13 to 15	1	0.01	1.0%
16 to 18	1	0.01	1.0%
TOTAL	100	1.00	100.0%

FREQUENCY DISTRIBUTION			
Net Sales			
Net Sales Range	Count	Rel. Freq.	% Freq.
\$0-\$50	39	0.39	39.0%
\$51-\$100	36	0.36	36.0%
\$101-\$150	15	0.15	15.0%
\$151-\$200	6	0.06	6.0%
\$201-250	1	0.01	1.0%
\$251-\$300	3	0.03	3.0%
TOTAL	100	1.00	100.0%

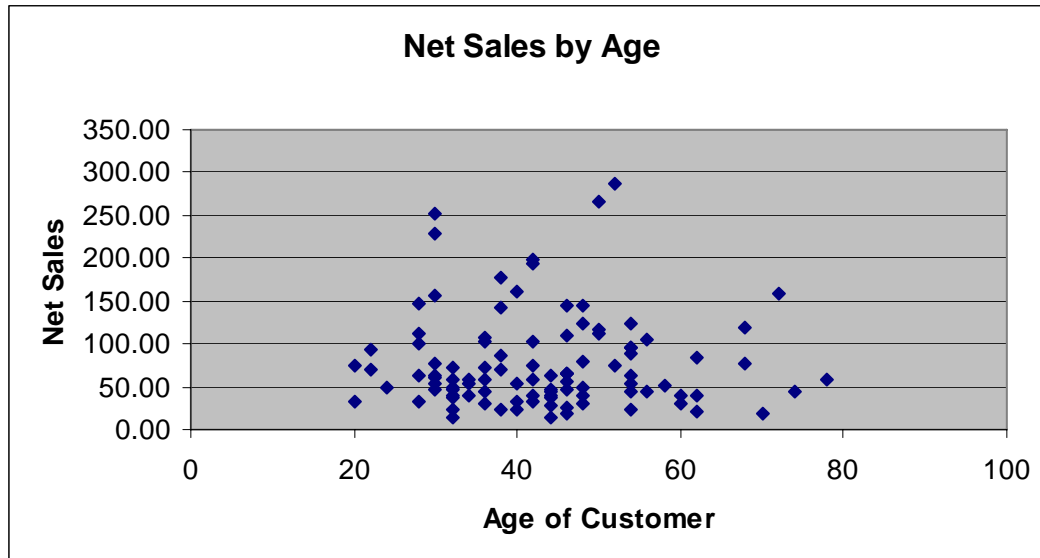
FREQUENCY DISTRIBUTION			
Method of Payment			
Method	Count	Rel. Freq.	% Freq.
American Express	2	0.02	2.0%
Discover	4	0.04	4.0%
Mastercard	14	0.14	14.0%
Proprietary Card	70	0.70	70.0%
Visa	10	0.10	10.0%
TOTAL	100	1.00	100.0%

FREQUENCY DISTRIBUTION			
Gender of Customer			
Gender	Count	Rel. Freq.	% Freq.
Female	93	0.93	93.0%
Male	7	0.07	7.0%
TOTAL	100	1.00	100.0%

FREQUENCY DISTRIBUTION			
Marital Status			
Customer	Count	Rel.Freq.	%Freq.
Married	84	0.84	84.0%
Single	16	0.16	16.0%
TOTAL	100	1.00	100.0%



Type of Customer	Net Sales											Grand Total
	0	25	50	75	100	125	150	175	225	250	275	
Promotional	7	17	17	8	9	3	2	3	1	2	1	70
Regular	2	13	8	2	3	1	1					30
Grand Total	9	30	25	10	12	4	3	3	1	2	1	100



Several Noted Observations:

- First of all, we've noticed that the majority of the customers using a credit card were 'Promotional Customers,' referring to the fact that 70% of the customers were using the coupon. Obviously, the coupon promotion was a success, as that many more *new* customers were drawn in (assuming that they were there because of the coupon).
- Secondly, our main audience is middle aged married females, as shown by our frequency distribution above. Married females should definitely be our target audience, as 93% of our customers were female and 84% of our customers were married. I'm sure if we took notice of the relationship between marital status and gender, it would be married females that come out on top.
- 66% of our customers purchased 1-3 items and 39% spent \$0-\$50. Perhaps by offering promotional coupons that offer the chance to save more when you purchase a certain amount would be perfect to send to middle aged married females.