Story 1

ANALYING SPENDING
BEHAVIOUR AND IND..

Sheet 1

Milk
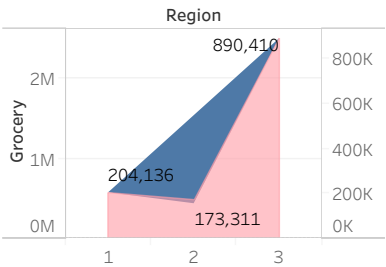2,550,357

Sheet 2

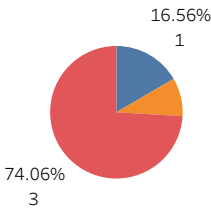Grocery
3,498,562

Sheet 3
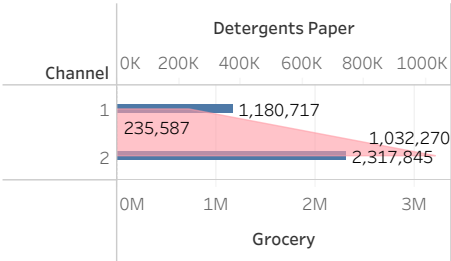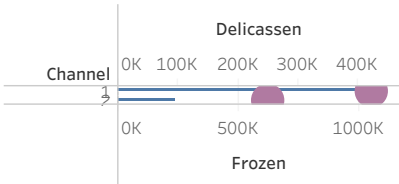
Fresh
5,280,131

Sheet 4

Region

890,410
204,136
173,311

Sheet 6

16.56%
1

74.06%
3

sheet 5

Detergents Paper

235,587
1,180,717
1,032,270
2,317,845

Grocery

Sheet 7

Delicassen

Channel

Frozen

Sheet 9

890,410   512,110
204,136   104,327
173,311   54,506

Detergents Paper   Zero   Delicassen

sheet 8

Delicassen

Region

Delicassen

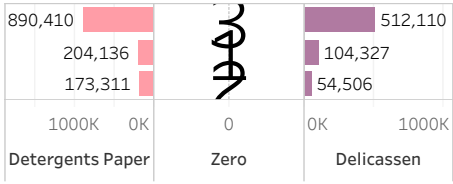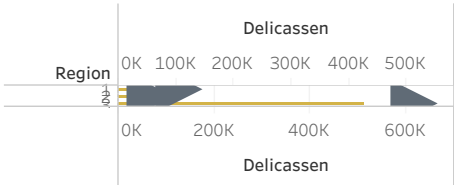**Measure Names**
- Detergents Paper
- Grocery

Region
- 1
- 2
- 3

Milk
2,550,357