

CONSUMER SALES ANALYSIS

37.18

AVERAGE AGE

52.25K

AVERAGE INCOME

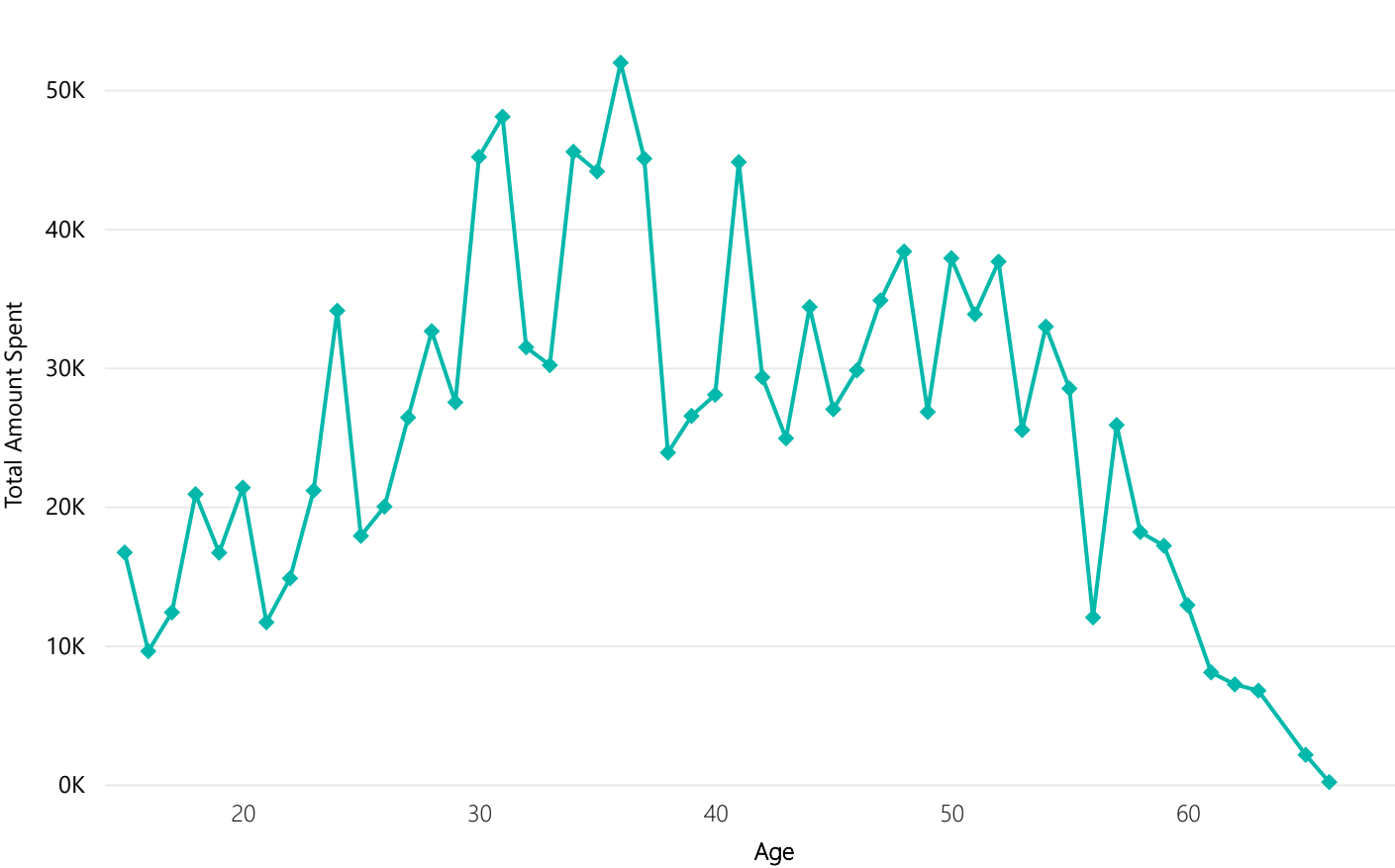
\$607.08

AVERAGE SPEND

14.88

AVG. NO OF PURCHASES

Total Amount Spent by Age

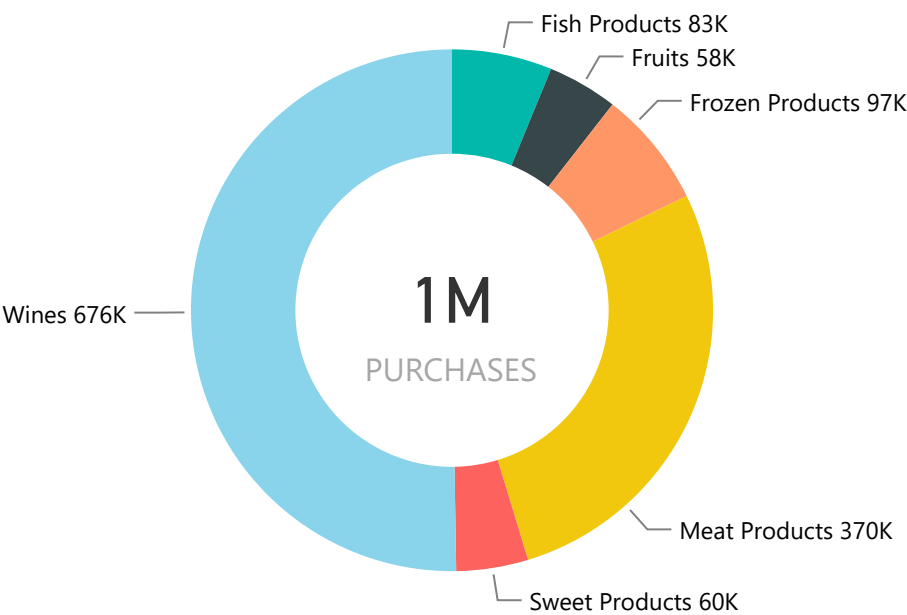


CUSTOMER BREAKDOWN BY AGE

AGE	AVERAGE SPEND	AVERAGE NO OF PURCHASES	TOTAL NO OF PURCHASES
15	\$2,780.83	65.00	260
16	\$1,596.00	52.00	208
17	\$2,062.33	88.25	353
18	\$3,480.33	100.00	400
19	\$2,777.33	91.75	367
20	\$3,558.33	117.50	470
21	\$1,943.17	89.75	359
22	\$2,470.33	106.50	426
23	\$3,523.67	113.50	454
24	\$5,681.17	163.50	654
25	\$2,980.17	131.50	526
26	\$3,331.00	132.25	529
27	\$4,400.33	189.50	758
28	\$5,135.33	218.00	992
Total	\$220,025.83	8,134.25	32,537

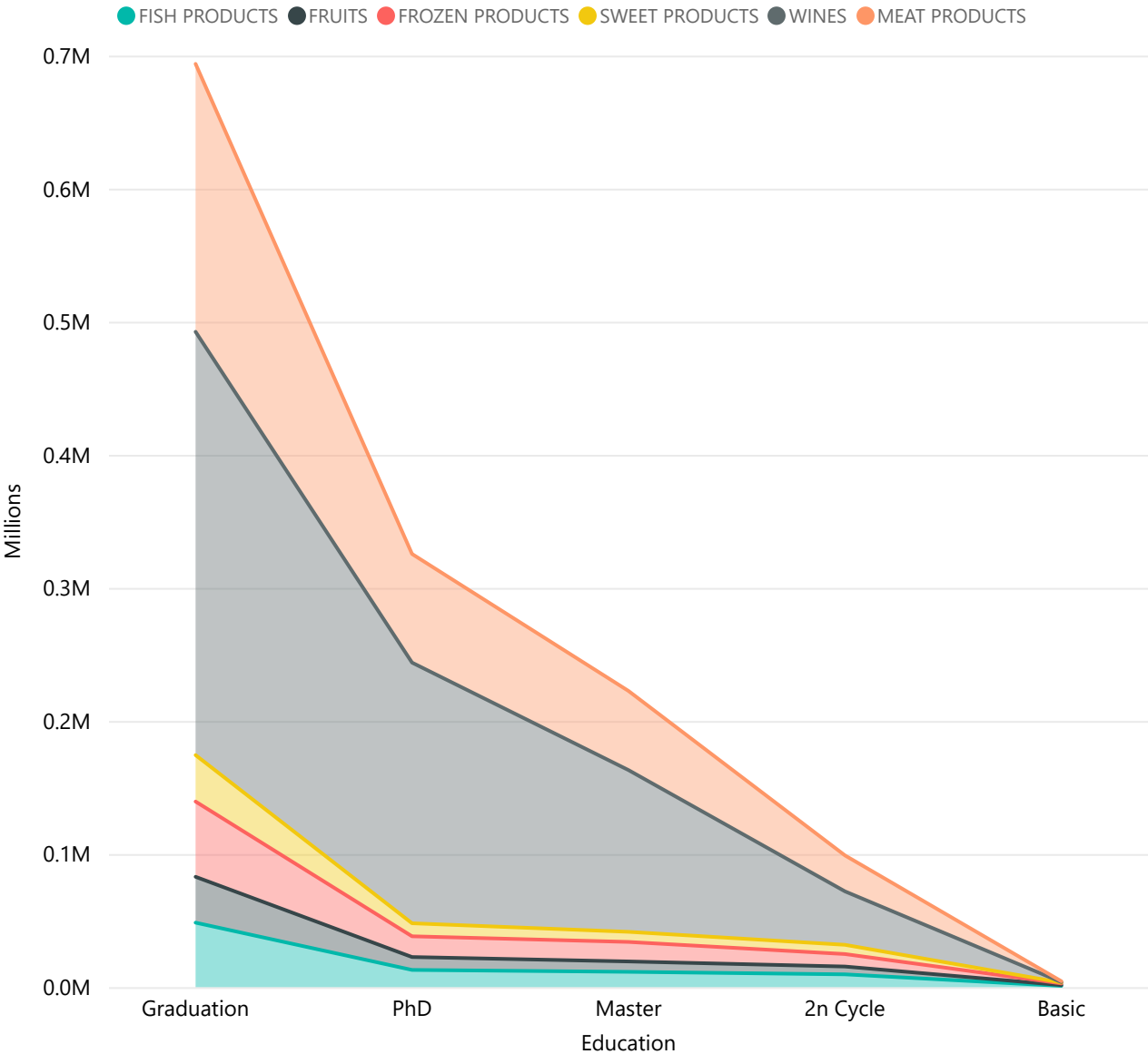
PRODUCT CATEGORY ANALYSIS

PURCHASES BY PRODUCT CATEGORY



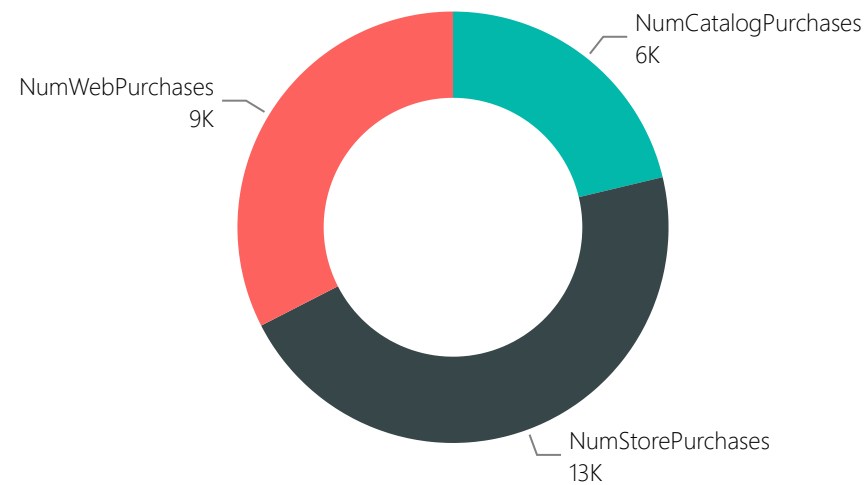
AGE	FISH PRODUCTS	FRUITS	FROZEN PRODUCTS	MEAT PRODUCTS	SWEET PRODUCTS	WINES
15	813	620	1,226	5,111	677	8,238
16	550	647	735	3,840	369	3,435
17	988	586	1,026	3,804	594	5,376
18	1,299	1,255	1,306	7,060	1,220	8,742
19	1,148	848	1,091	4,861	897	7,819
20	1,329	1,011	1,345	7,744	1,329	8,592
21	792	582	895	3,753	447	5,190
22	1,114	839	1,972	3,877	951	6,069
Total	81,405	57,162	95,529	360,687	58,713	666,659

PRODUCT PREFERENCES BY EDUCATION LEVEL

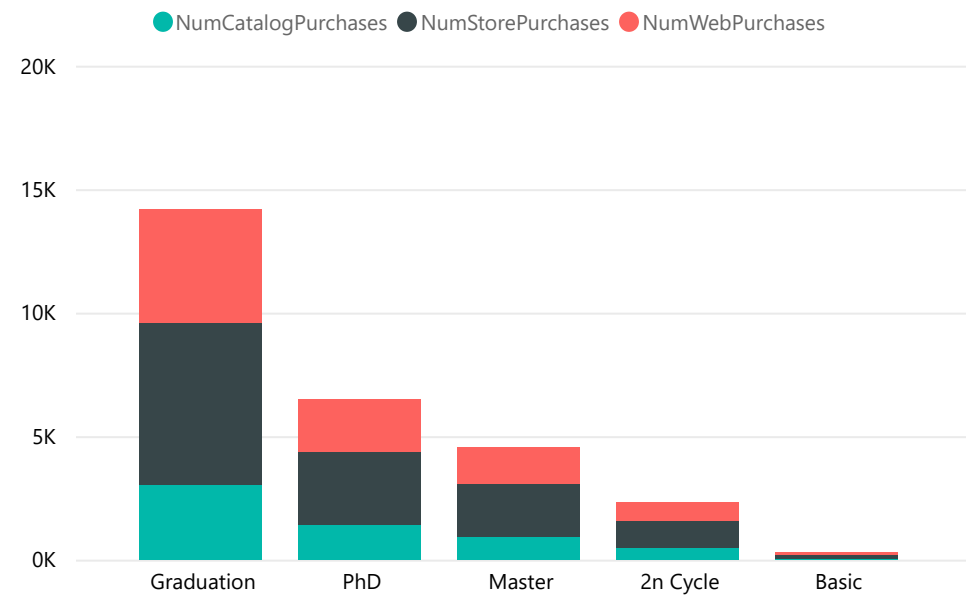


PRODUCT PURCHASE PATTERNS

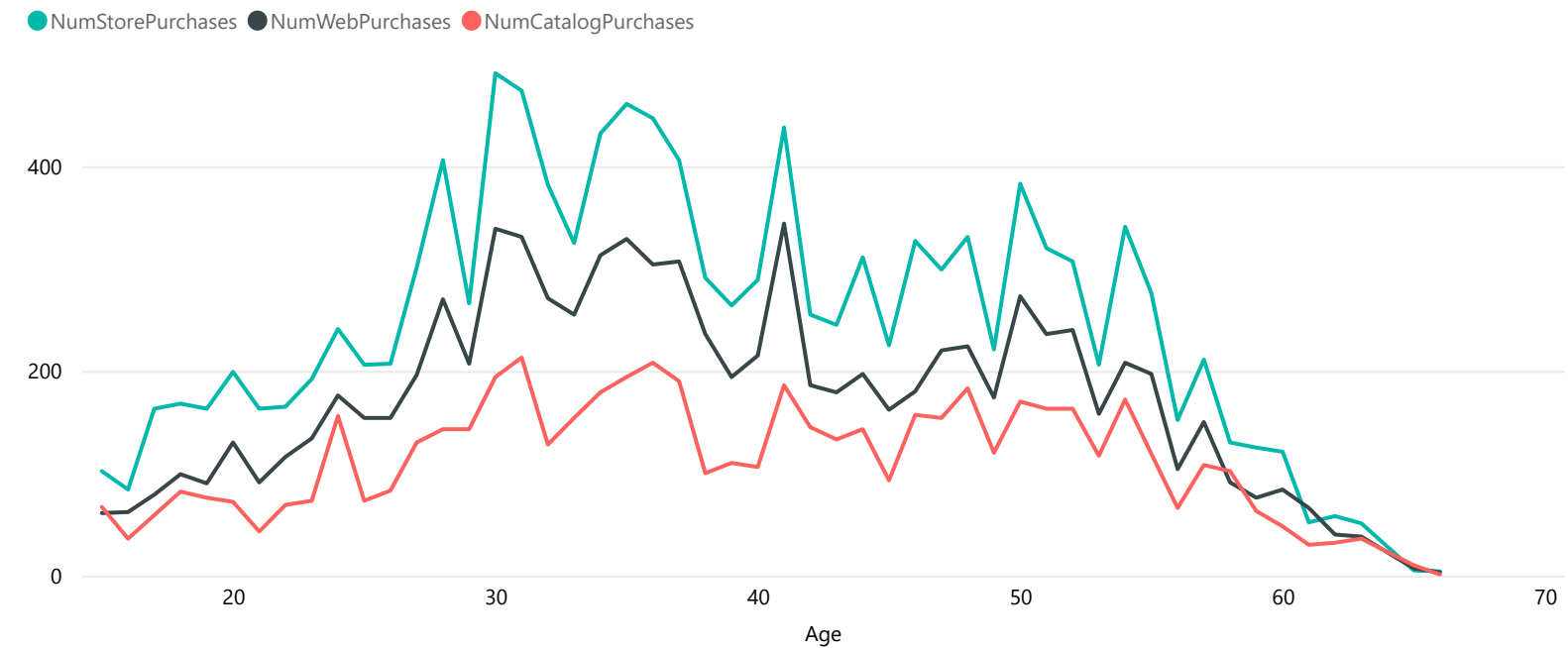
CUSTOMER PURCHASES BY PLATFORM



PURCHASE PLATFORM BY EDUCATION



PURCHASE PLATFORM BY AGE



CORRELATION BETWEEN WEB VISITS AND WEB PURCHASES

