Customer_Analysis_Report_40
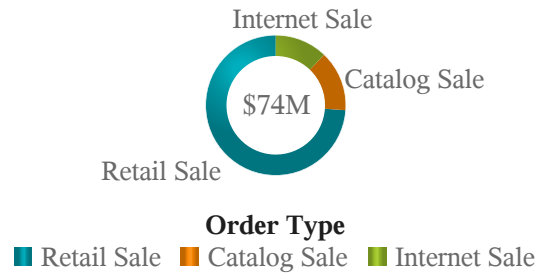
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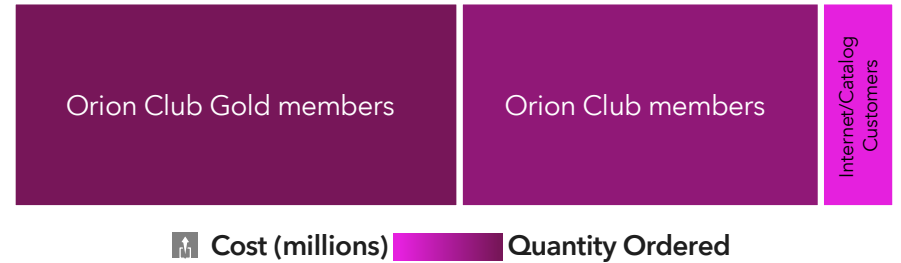
Cost by Order Type
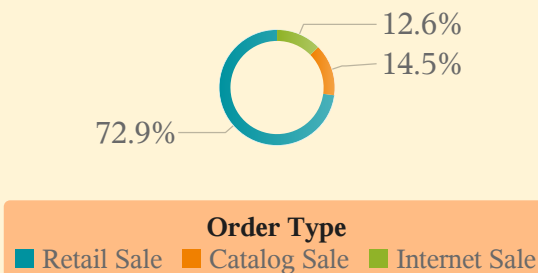
Cost

Internet Sale

Catalog Sale

$74M

Retail Sale

Order Type
■ Retail Sale ■ Catalog Sale ■ Internet Sale

Cost, Quantity Ordered by Customer Group Name

Customer Group Name

| Orion Club Gold members | Orion Club members | Internet/Catalog Customers |

■ Cost (millions) ■ Quantity Ordered

Retail Price by Order Type

Retail Price

12.6%

14.5%

72.9%

Order Type
■ Retail Sale ■ Catalog Sale ■ Internet Sale

Cost (Percent of total - Sum) 1 by Date Order was Delivered

Cost (Percent of total - Sum) 1

0.08%

0.04%

0.00%

Date Order was Delivered
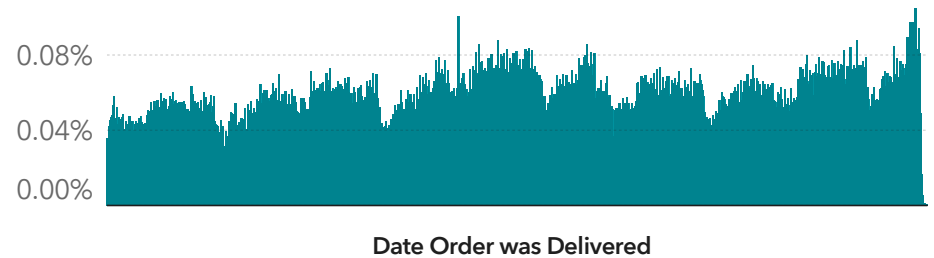
Frequency Percent of Order Type

Frequency Percent

Order Type
■ Retail Sale ■ Catalog Sale ■ Internet Sale