

3494

Total Customers

22M

Total Spend

2039

Female Customers

1873

Male Customers

3

States

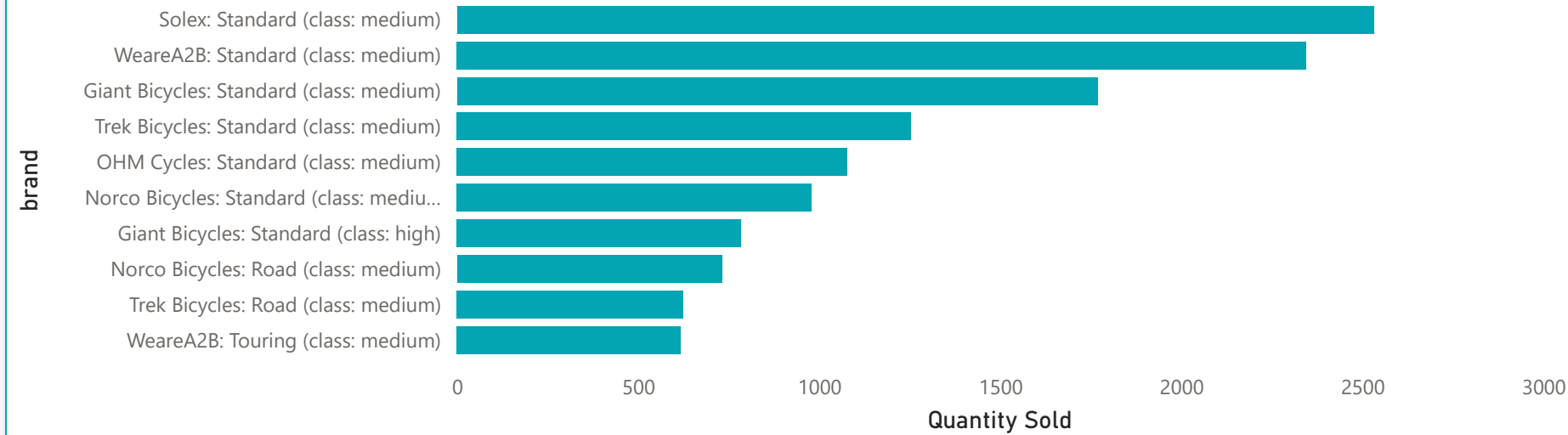
9829

Online Order

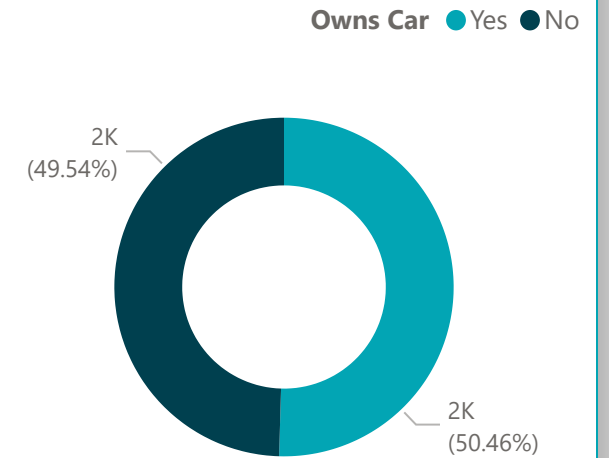
9811

In-Person Order

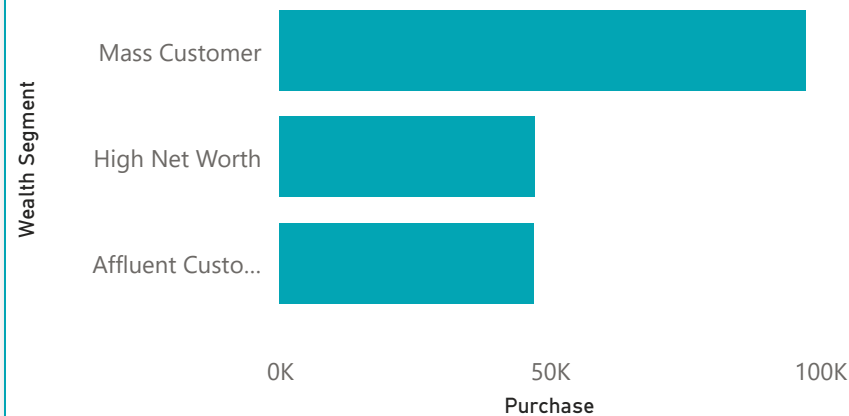
Top 10 Products



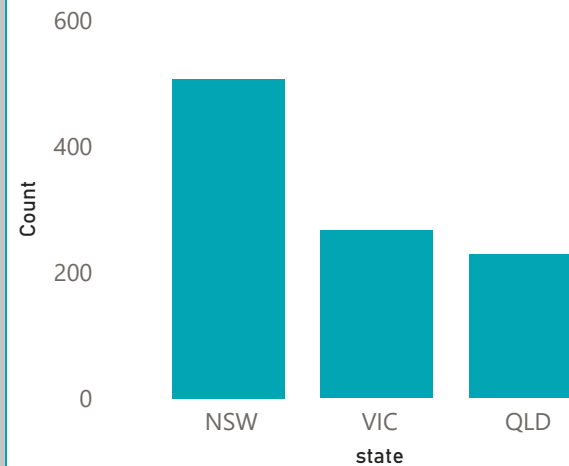
Car Ownership



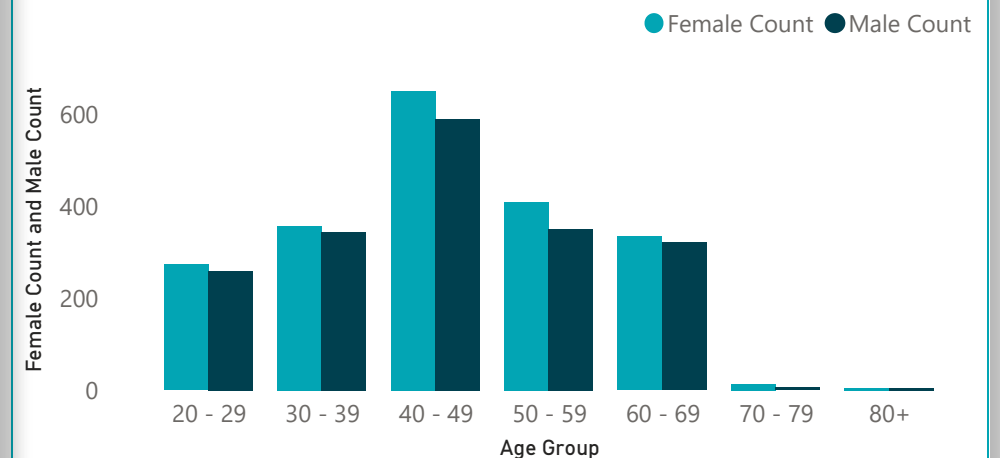
Purchase by Wealth Segment



Customers per State



Customer Demographics



RECOMMENDED TARGET CUSTOMER PROFILE

Wealth Segment : Mass Customer

Age Group : 40 -49

Gender : Female and Male

State : NSW

Product : Solex: Standard (class: medium) &
WeareA2B: Standard (class: medium)