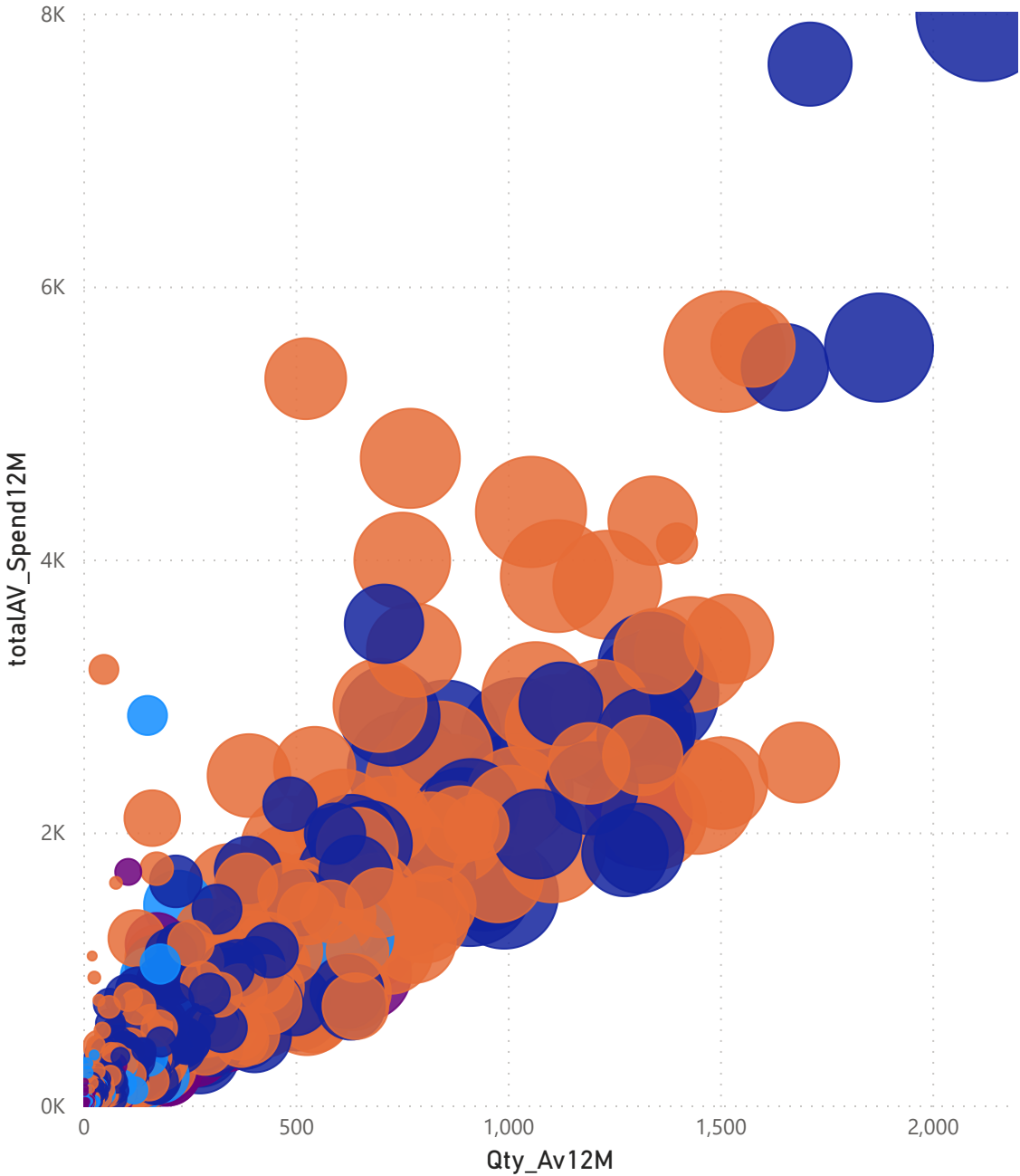
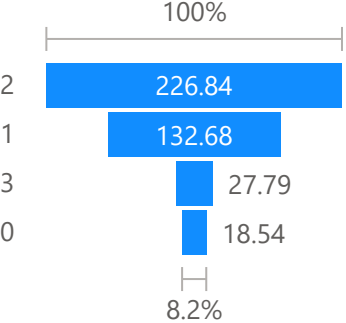


Yearly Average Spending VS Quantity (size : SKU Penetrate(%))

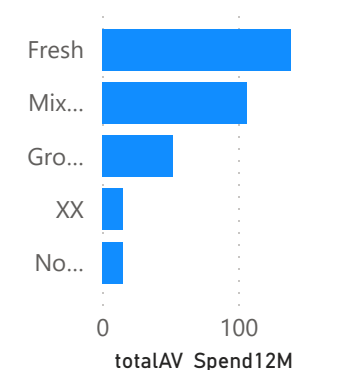
cluster 0 1 2 3



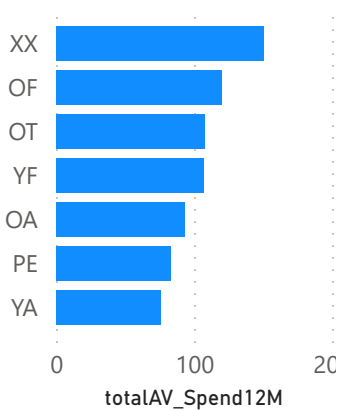
Yearly average spending by cluster



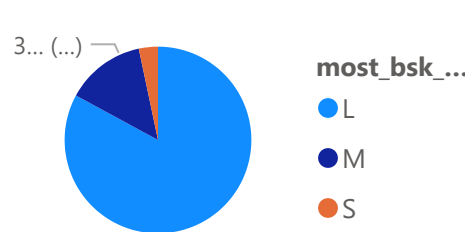
Yearly average spending by Category



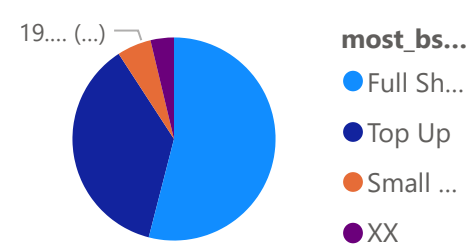
Yearly average spending by life stage



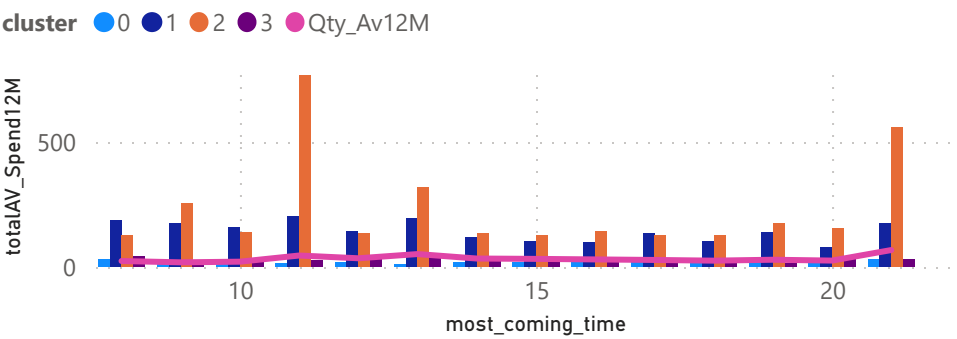
Basket size proportion



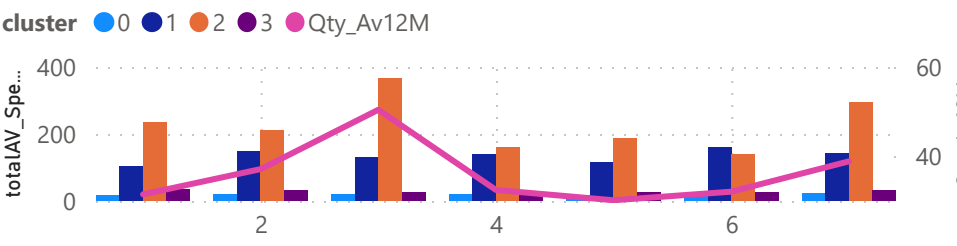
Basket type proportion



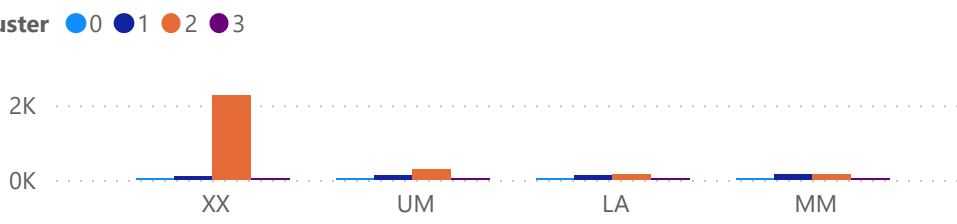
Yearly average spending VS Shopping hour



Yearly average spending VS Shopping weekday

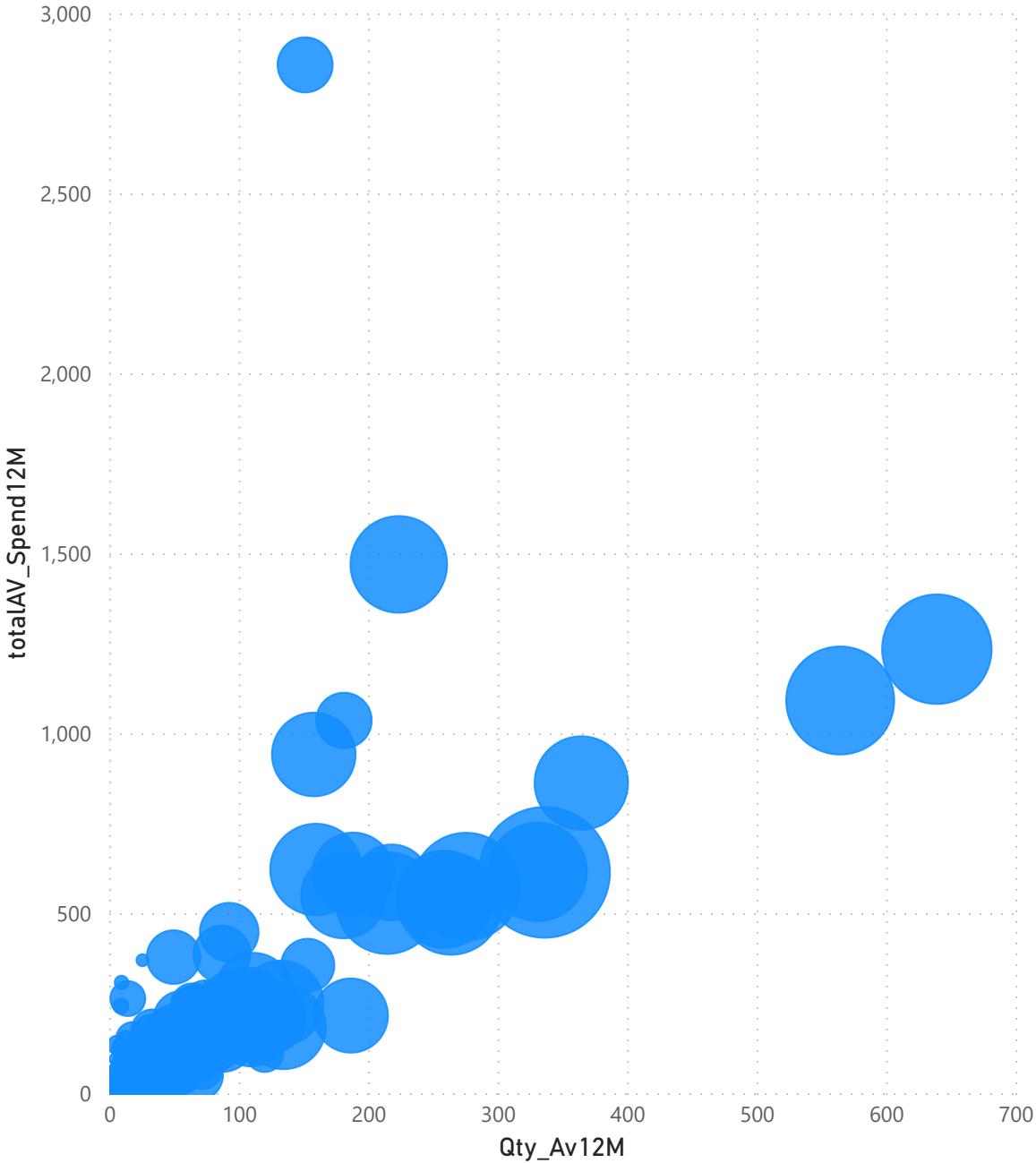


Yearly average spending by Price sensitivity

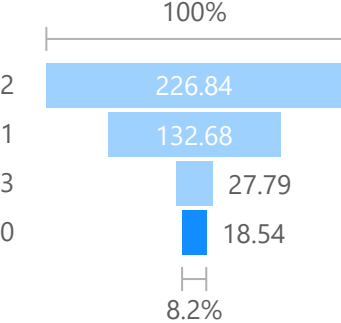


Yearly Average Spending VS Quantity (size : SKU Penetrate(%))

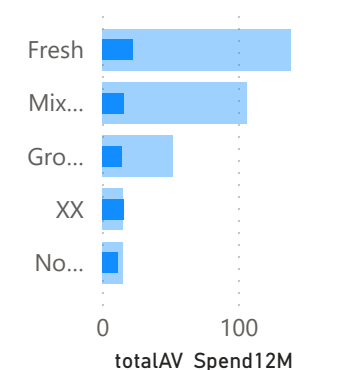
cluster ● 0



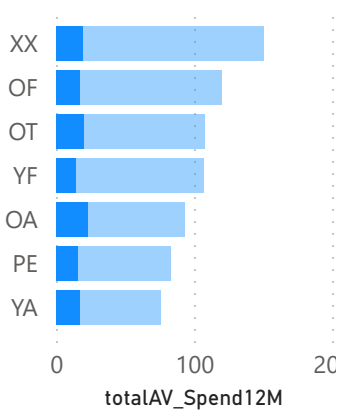
Yearly average spending by cluster



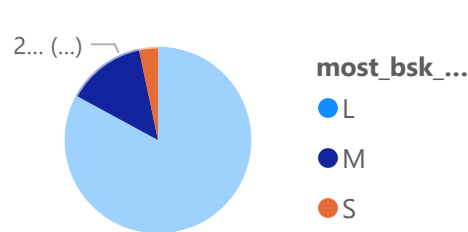
Yearly average spending by Category



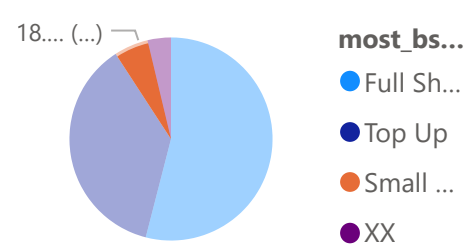
Yearly average spending by life stage



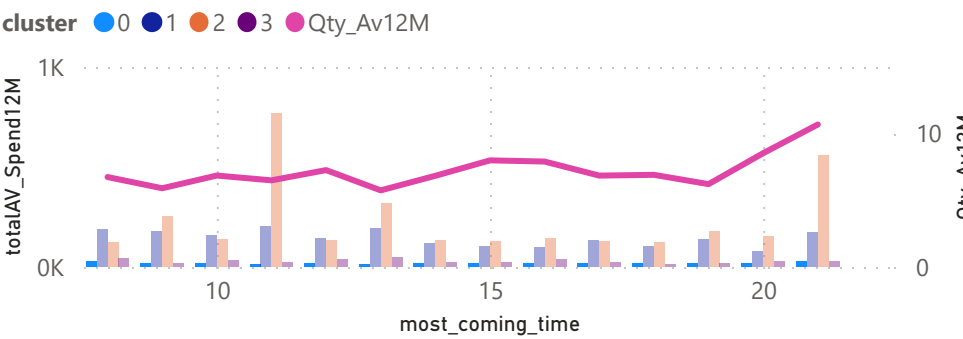
Basket size proportion



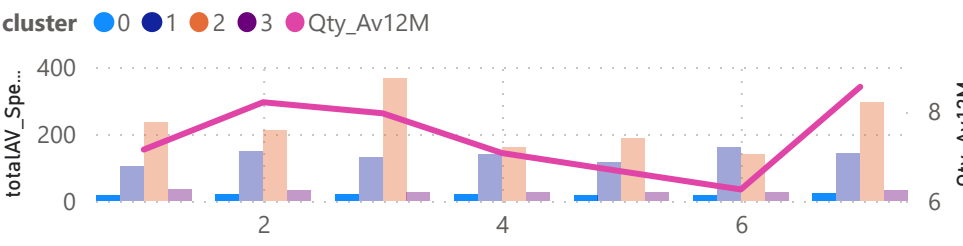
Basket type proportion



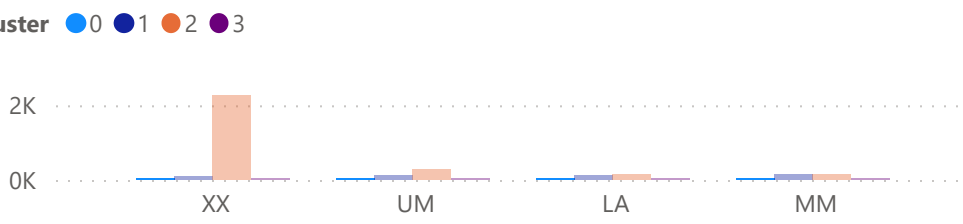
Yearly average spending VS Shopping hour



Yearly average spending VS Shopping weekday

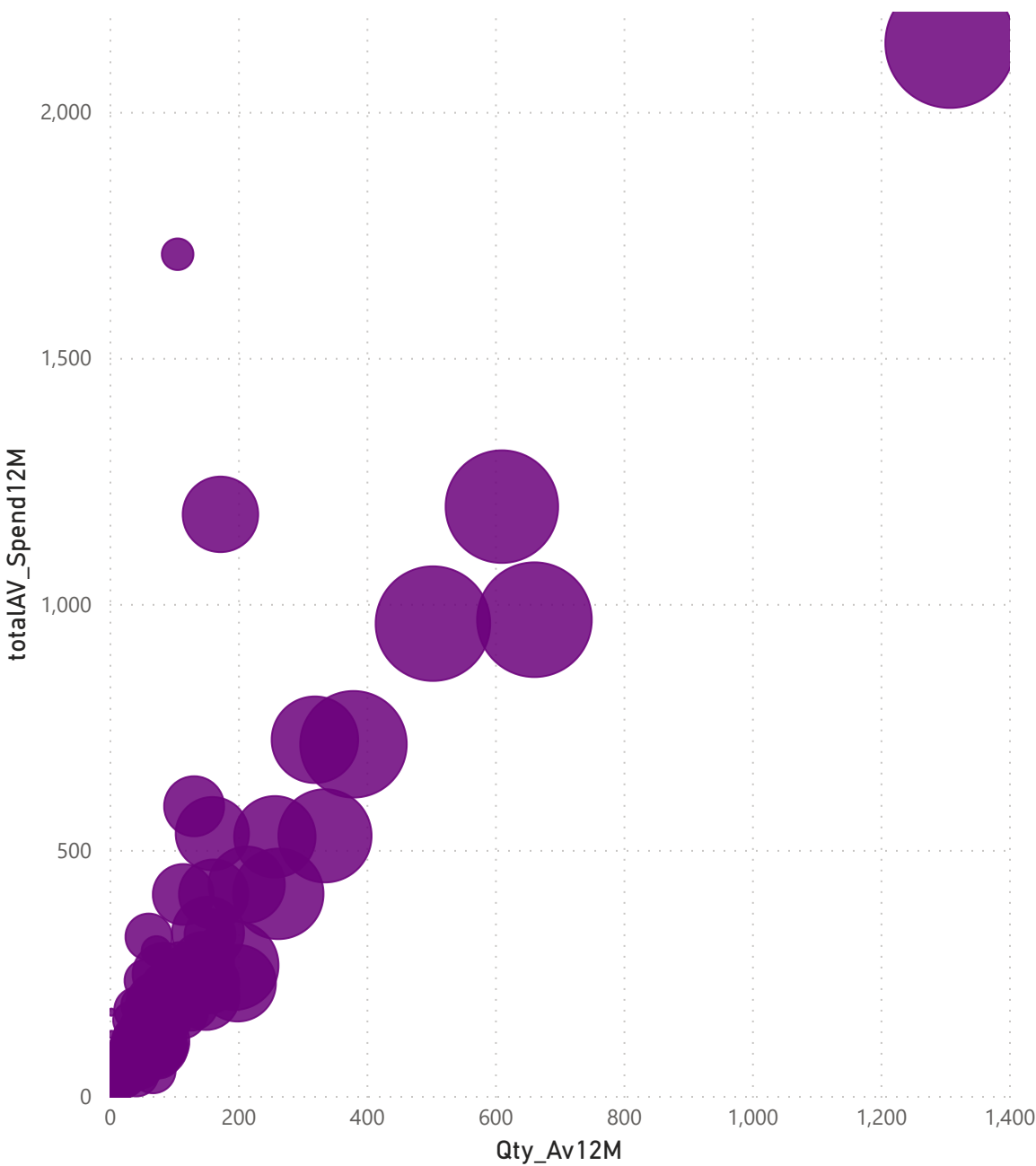


Yearly average spending by Price sensitivity

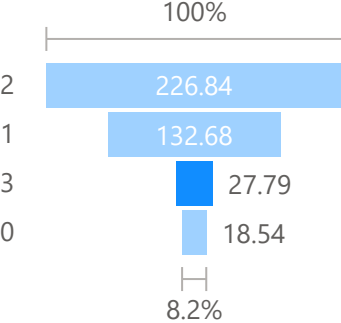


Yearly Average Spending VS Quantity (size : SKU Penetrate(%))

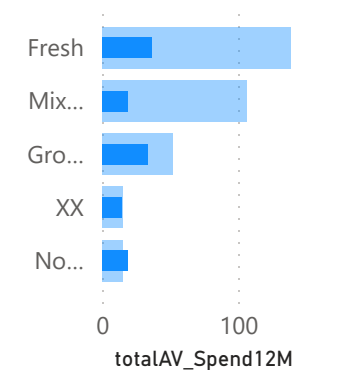
cluster ● 3



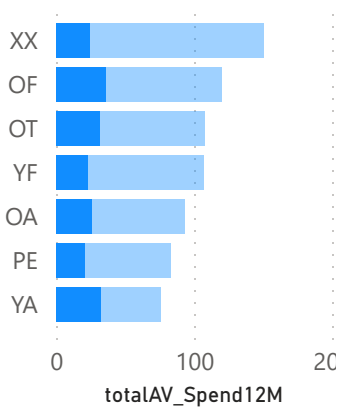
Yearly average spending by cluster



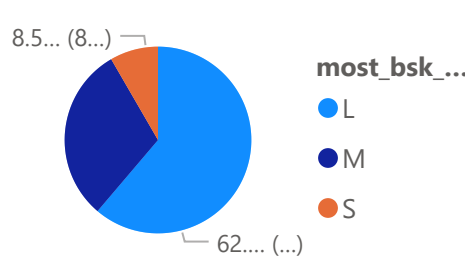
Yearly average spending by Category



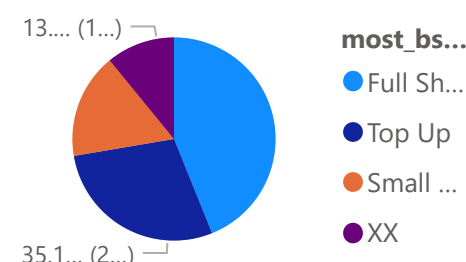
Yearly average spending by life stage



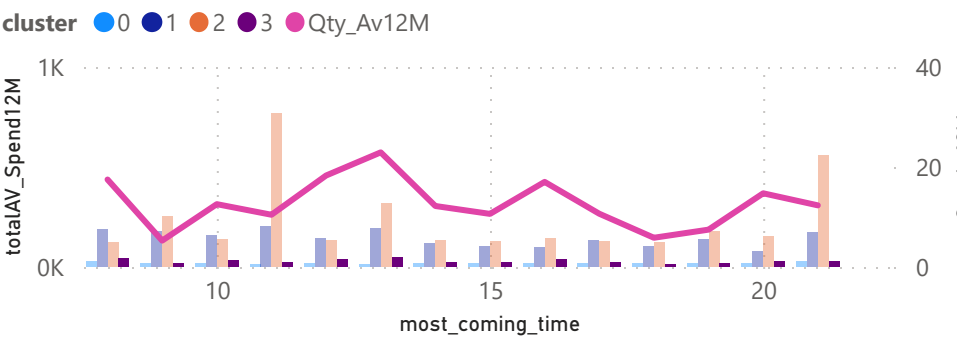
Basket size proportion



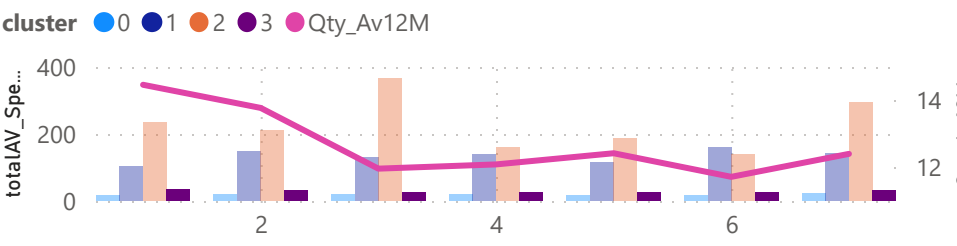
Basket type proportion



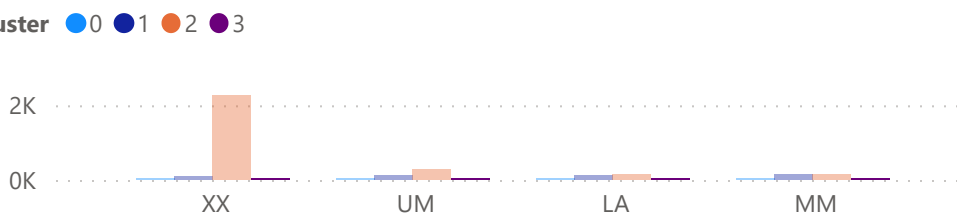
Yearly average spending VS Shopping hour



Yearly average spending VS Shopping weekday

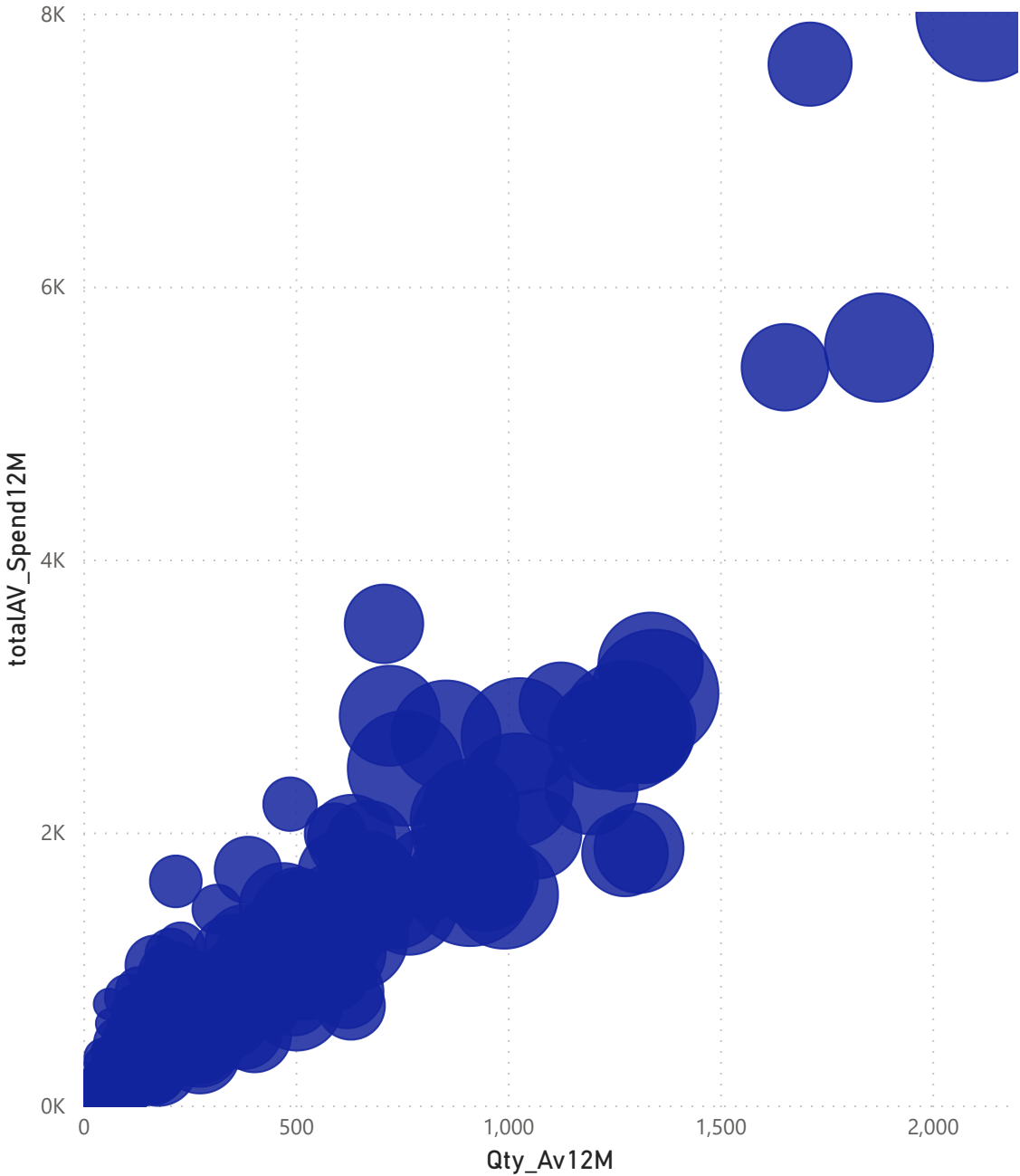


Yearly average spending by Price sensitivity

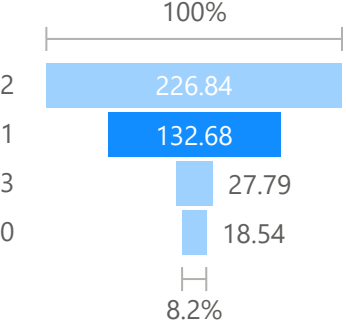


Yearly Average Spending VS Quantity (size : SKU Penetrate(%))

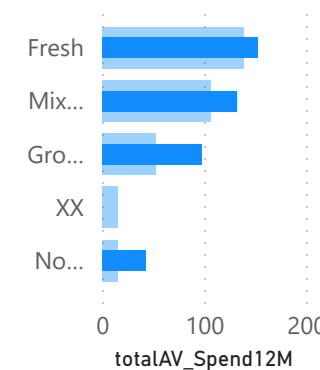
cluster ● 1



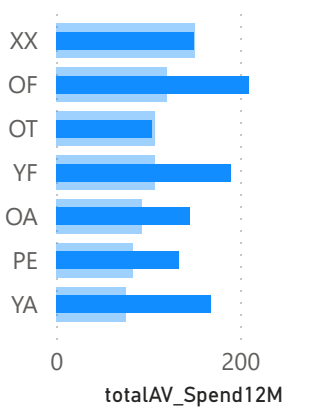
Yearly average spending by cluster



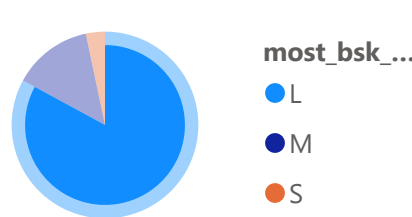
Yearly average spending by Category



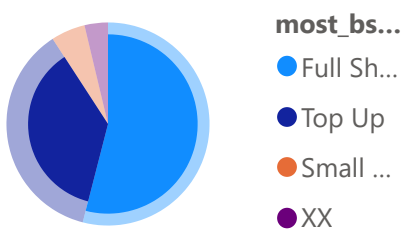
Yearly average spending by life stage



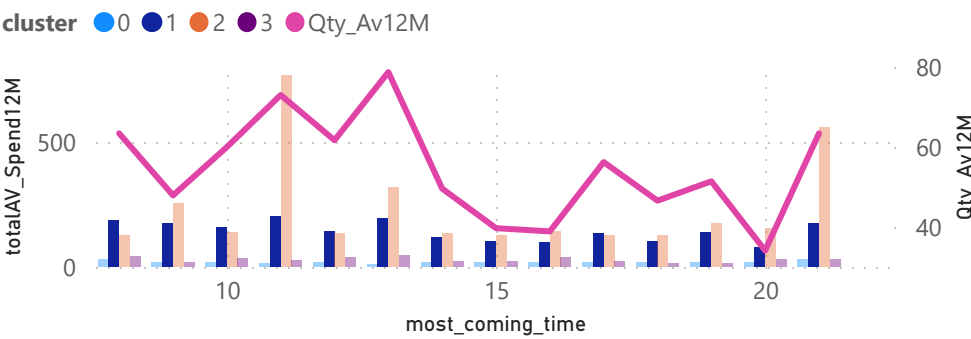
Basket size proportion



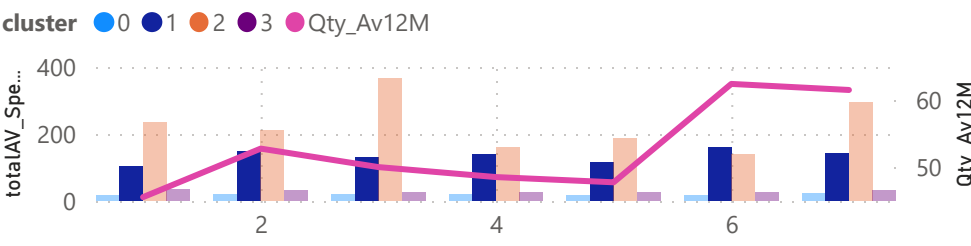
Basket type proportion



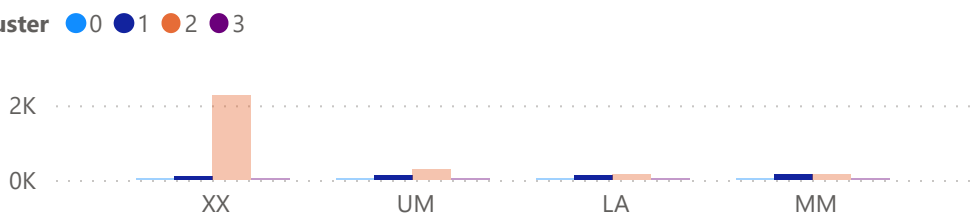
Yearly average spending VS Shopping hour



Yearly average spending VS Shopping weekday

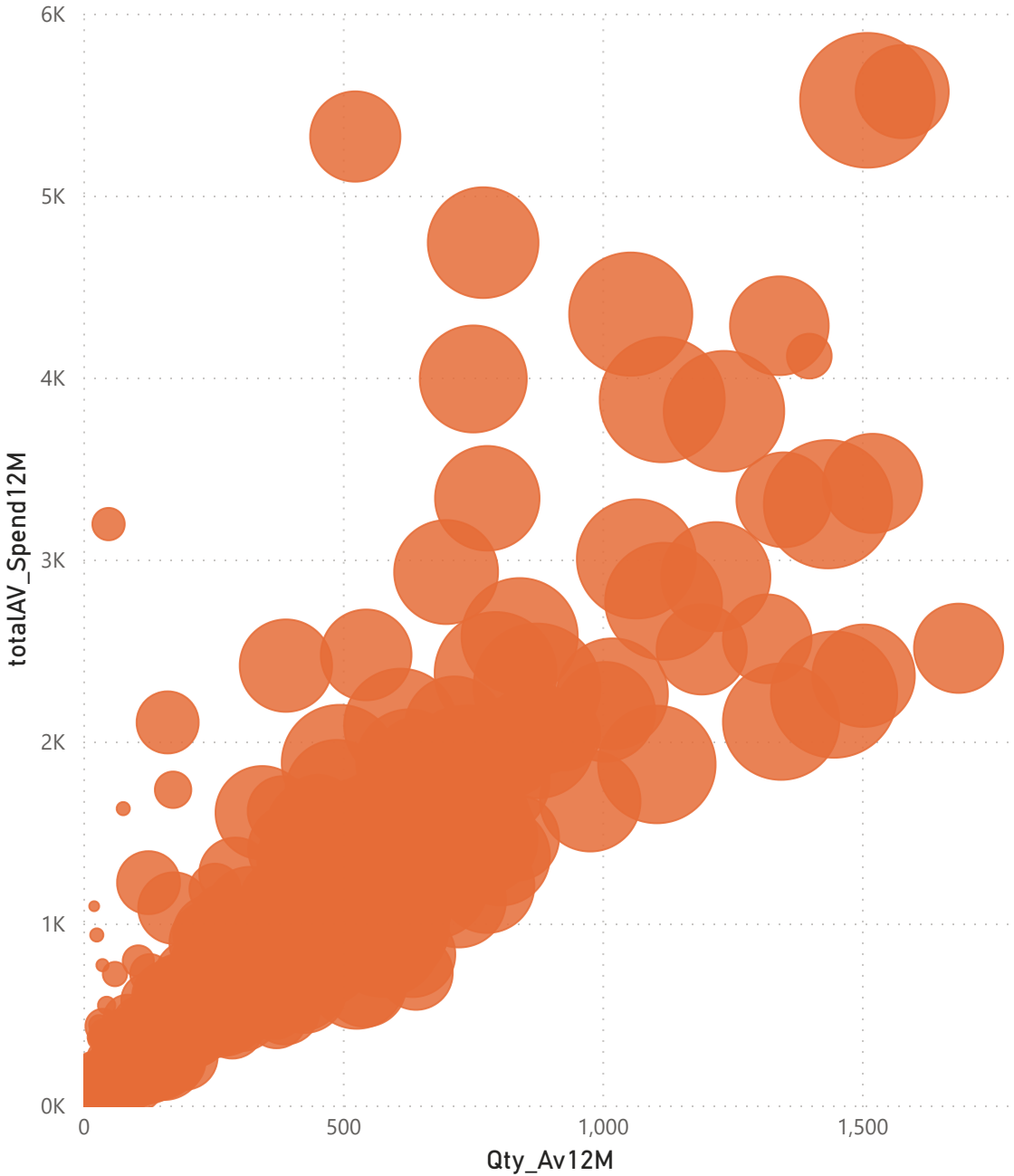


Yearly average spending by Price sensitivity

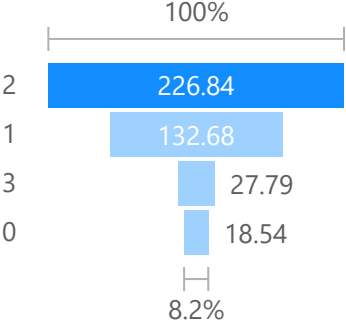


Yearly Average Spending VS Quantity (size : SKU Penetrate(%))

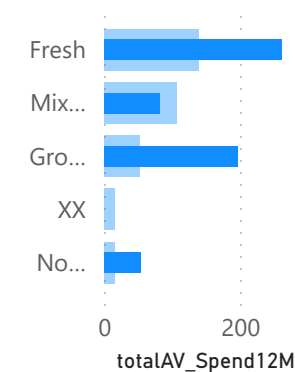
cluster 2



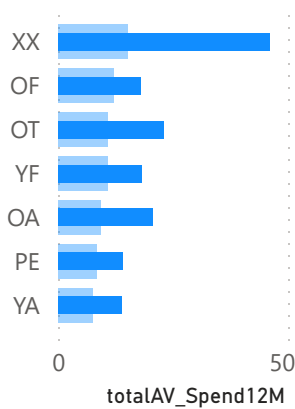
Yearly average spending by cluster



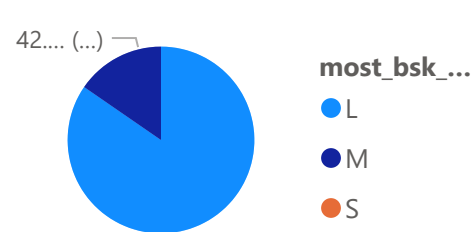
Yearly average spending by Category



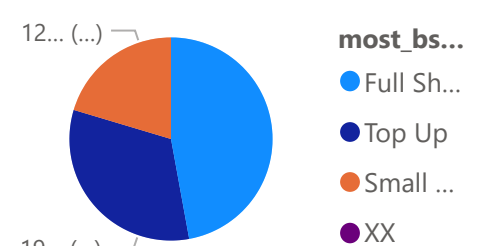
Yearly average spending by life stage



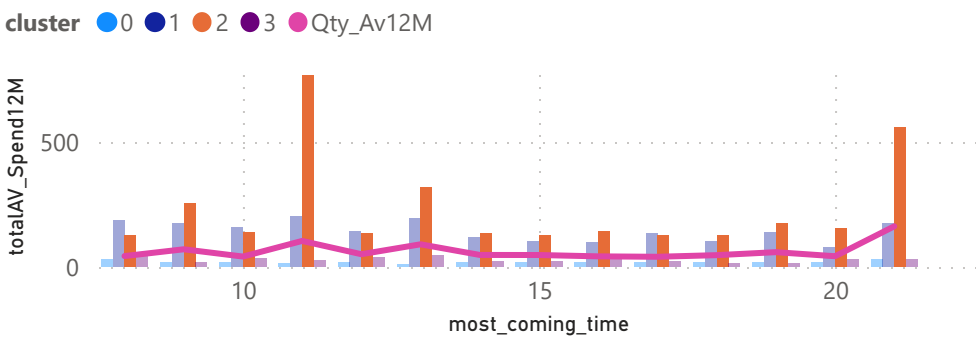
Basket size proportion



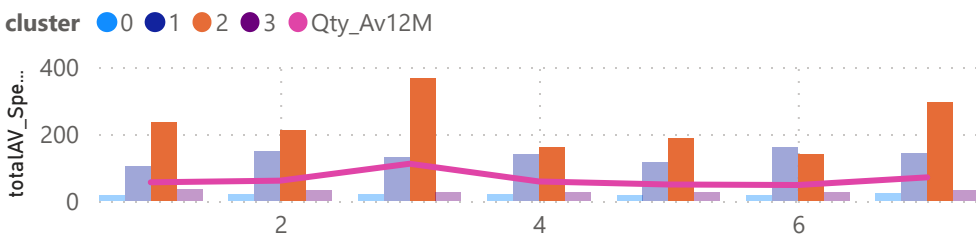
Basket type proportion



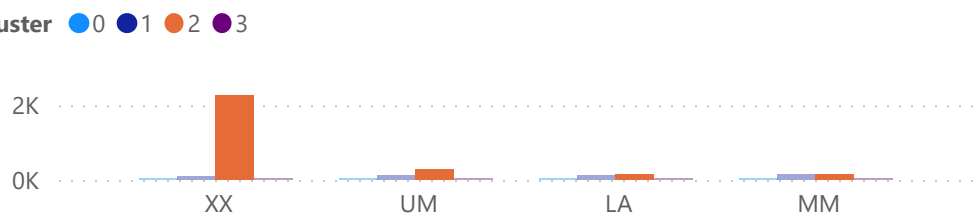
Yearly average spending VS Shopping hour



Yearly average spending VS Shopping weekday

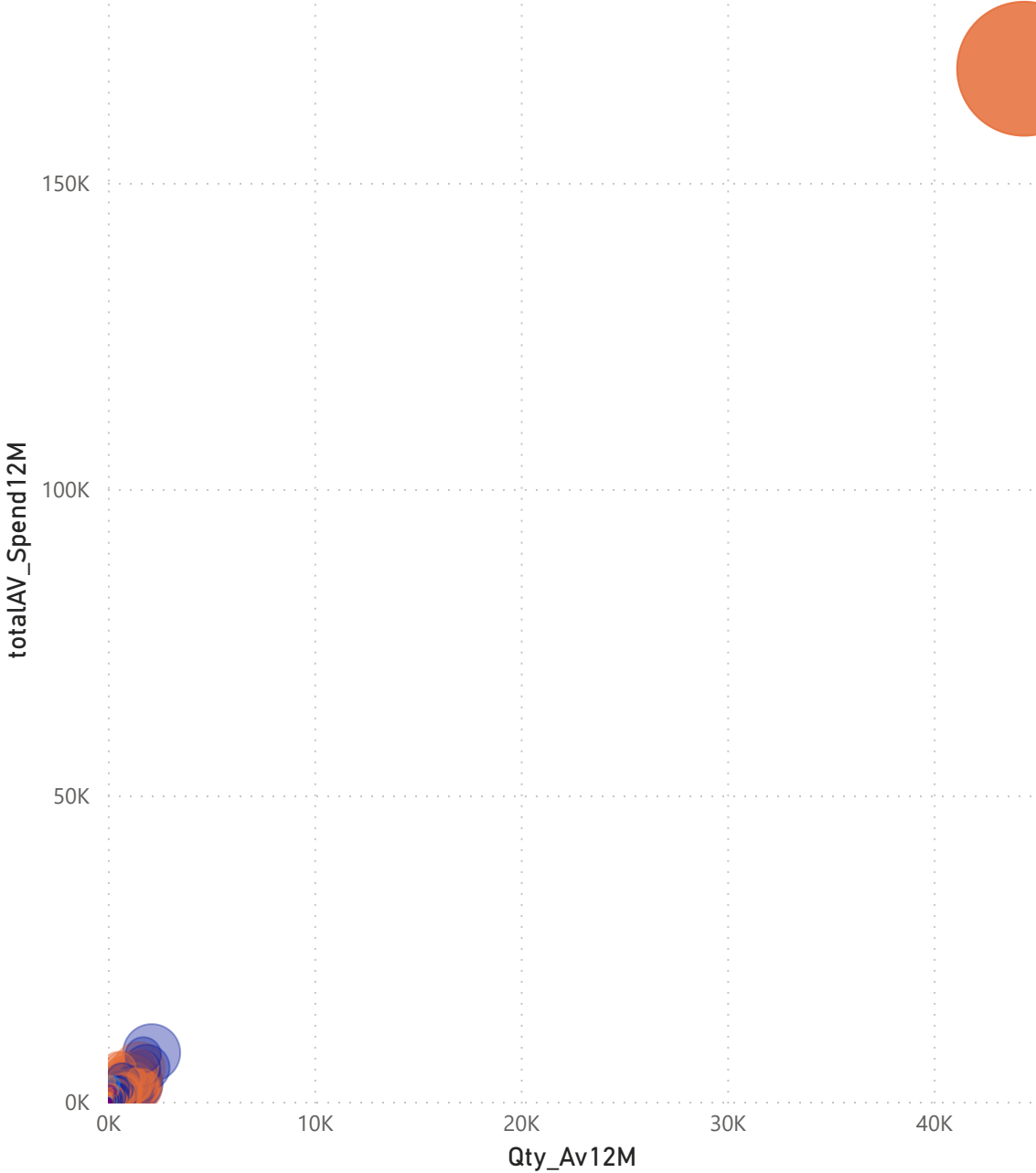


Yearly average spending by Price sensitivity

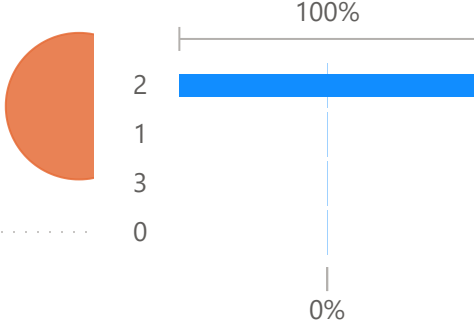


Yearly Average Spending VS Quantity (size : SKU Penetrate(%))

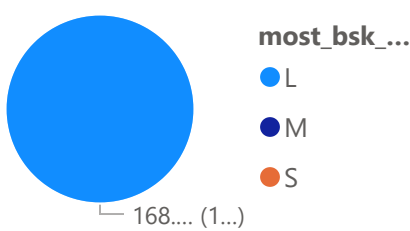
cluster 0 1 2 3



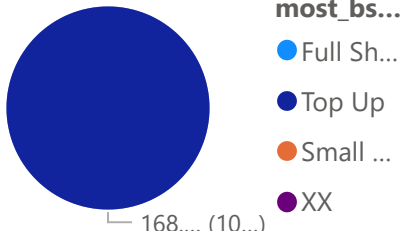
Yearly average spending by cluster



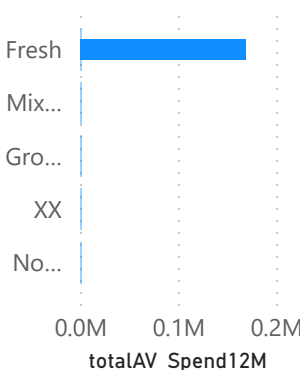
Basket size proportion



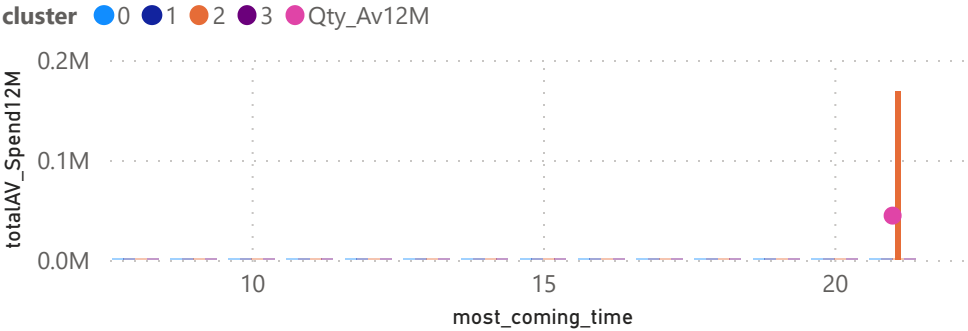
Basket type proportion



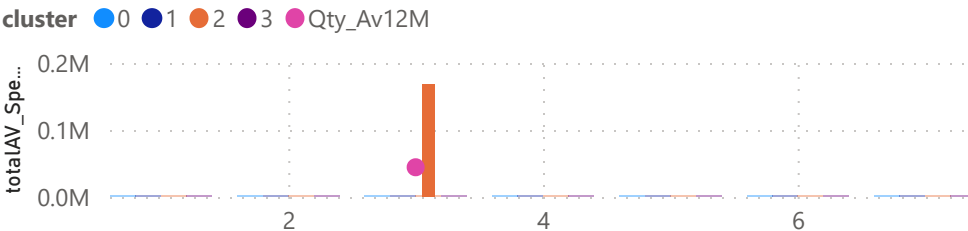
Yearly average spending by Category



Yearly average spending VS Shopping hour



Yearly average spending VS Shopping weekday



Yearly average spending by Price sensitivity

