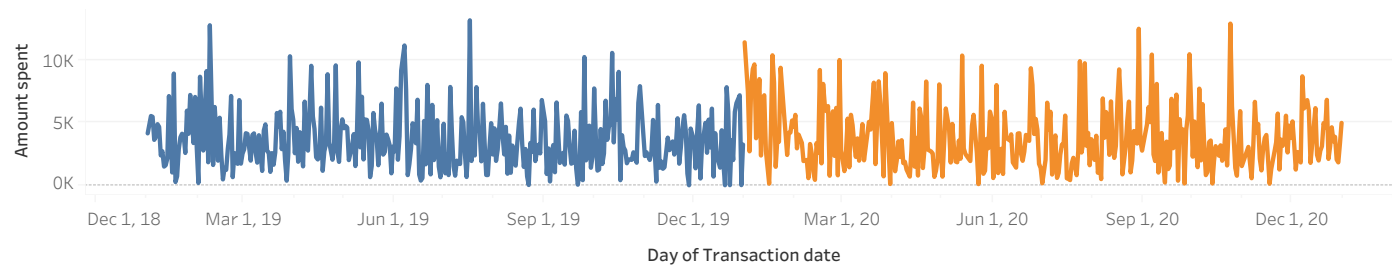


Transaction Dates Split by Year

2019  
2020

Question 1: Does the **date** influence spending amount?



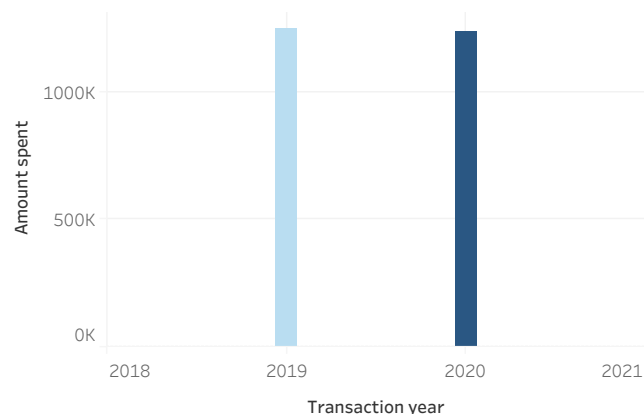
Transaction year

2019 2020

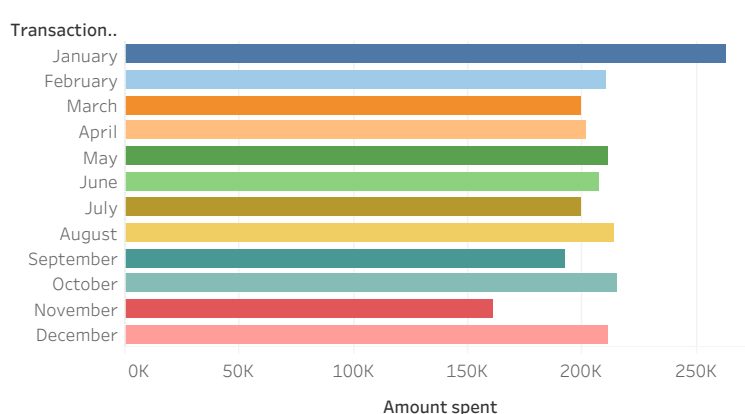
Transaction month

January February March April May June July August September October November December

Question 1: Does the **year** influence spending amount?



Question 1: Does the **Month** influence spending amount?



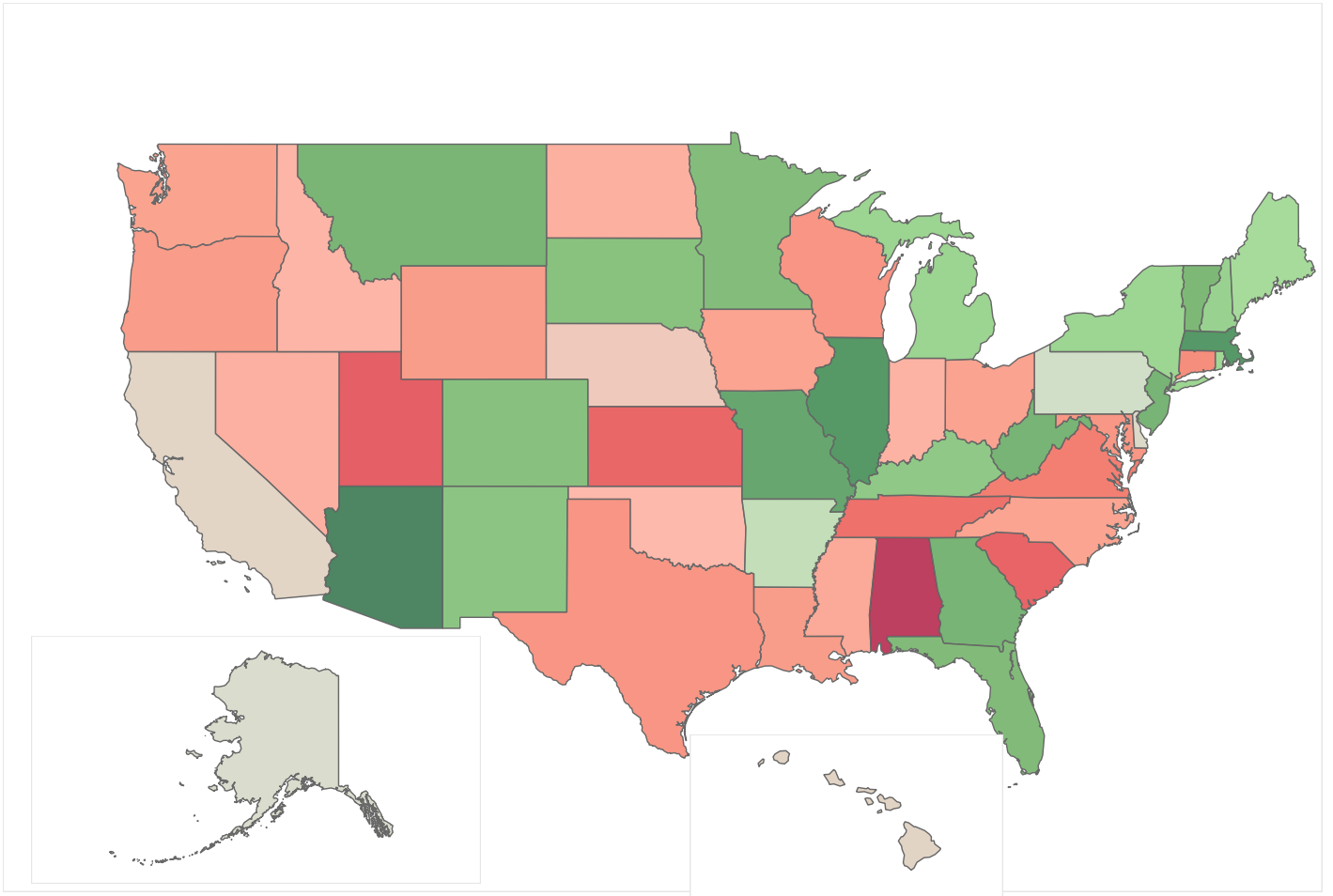
Total Amount spent

28,079



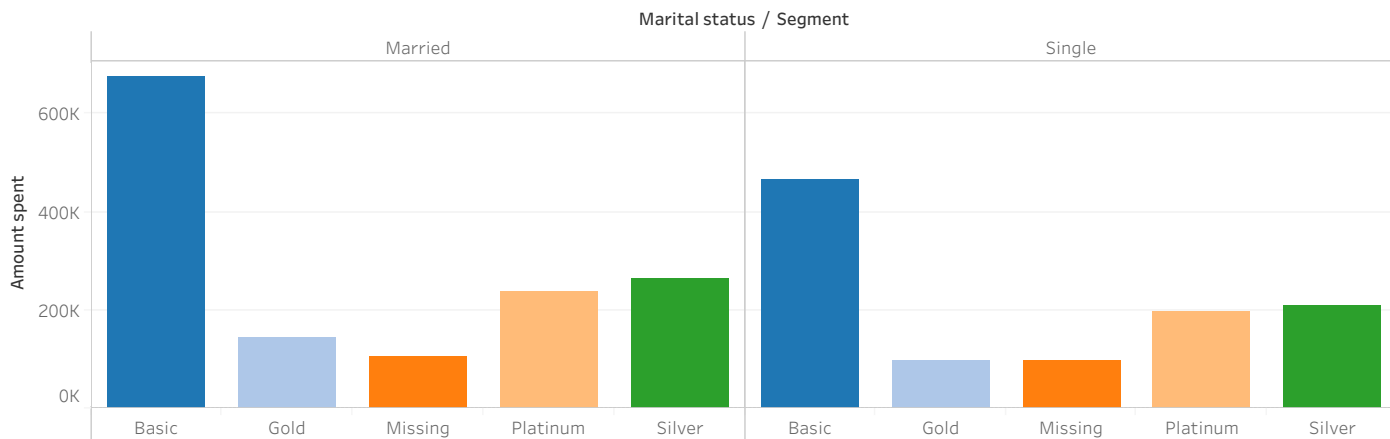
70,769

Question 2: Do certain states spend more than others?

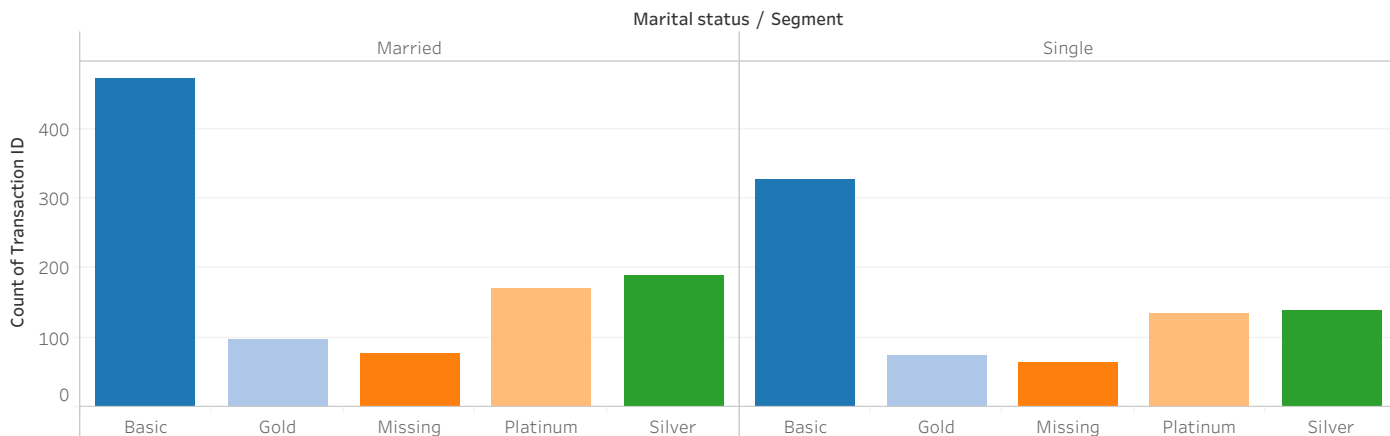




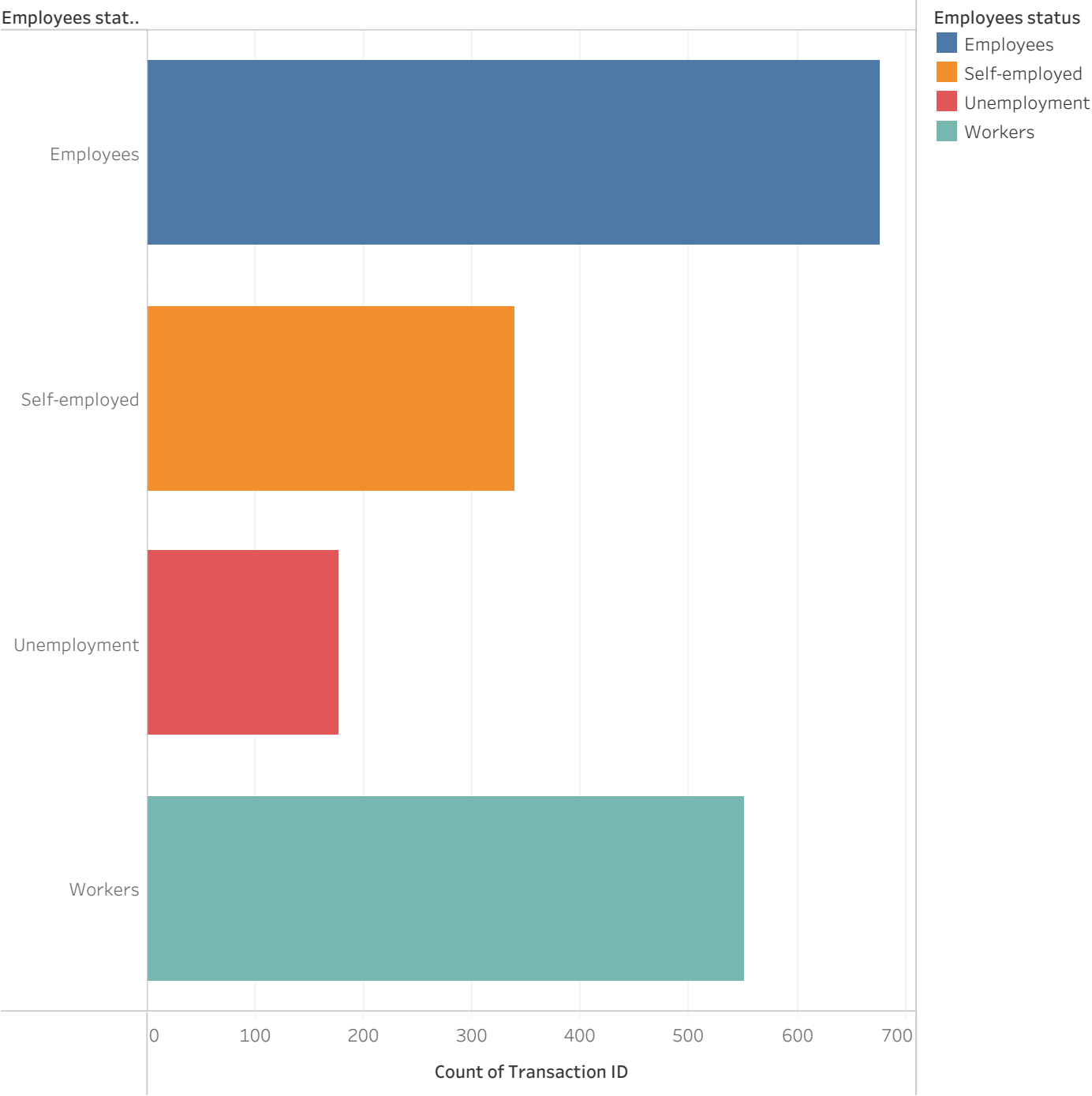
Question 3: Does Marital status dictate membership segments? (Total Amount Spent)



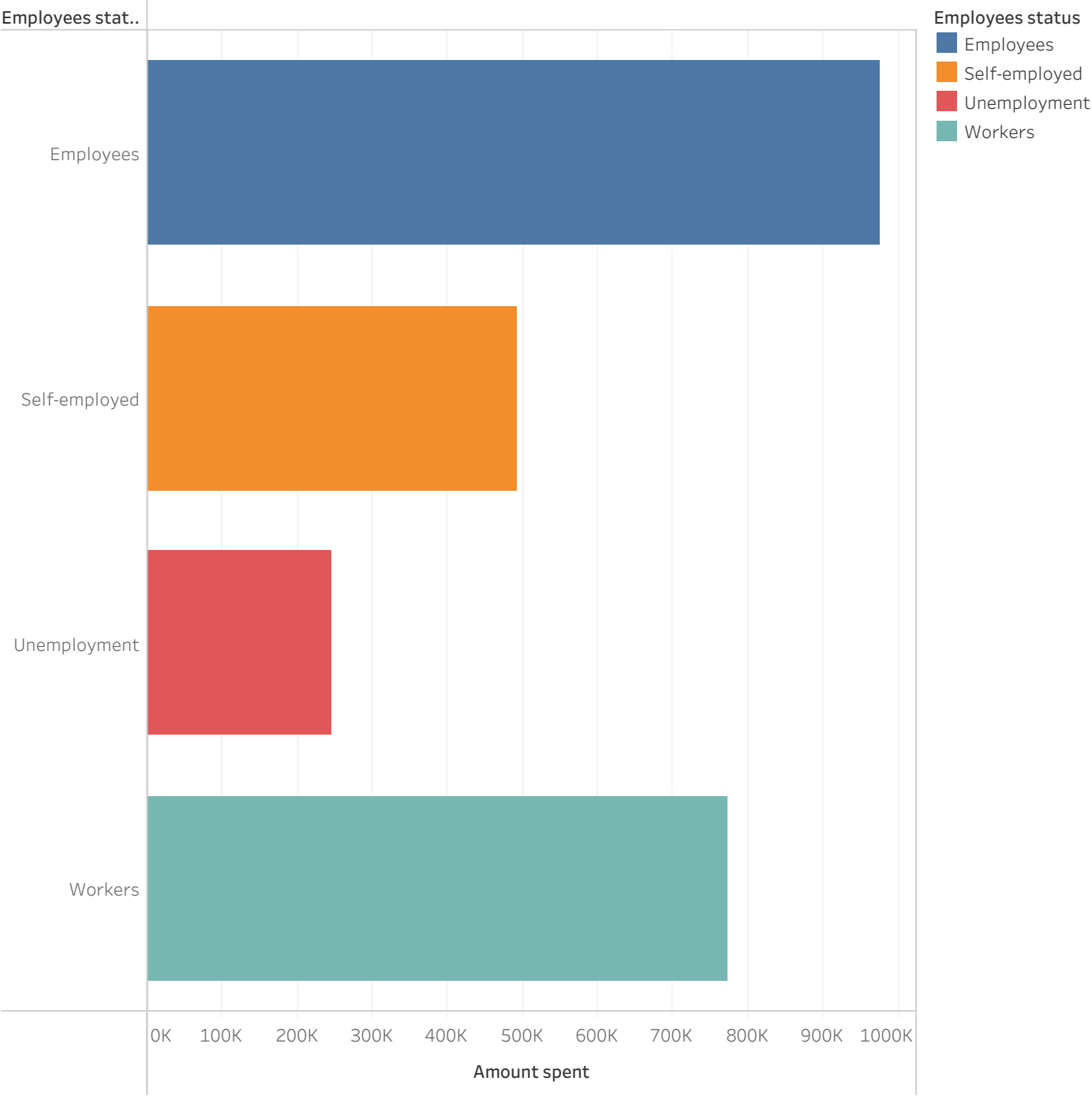
Question 3: Does Marital status dictate membership segments? (Total People)



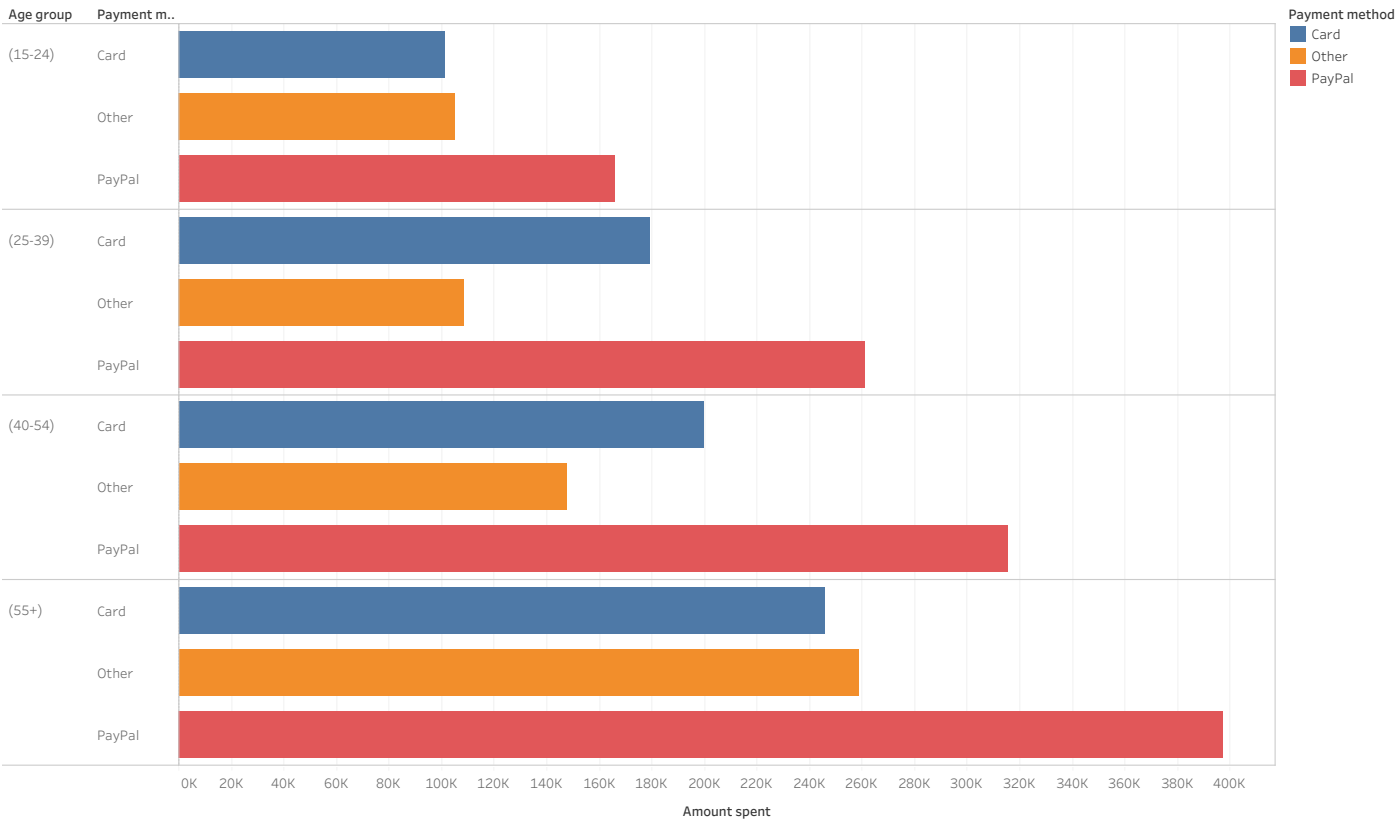
Question 4: What is the total amount of people between employee status? How much does each section spend?



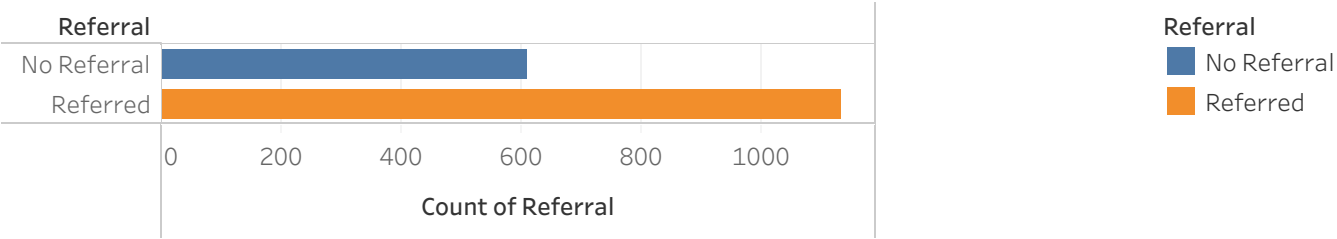
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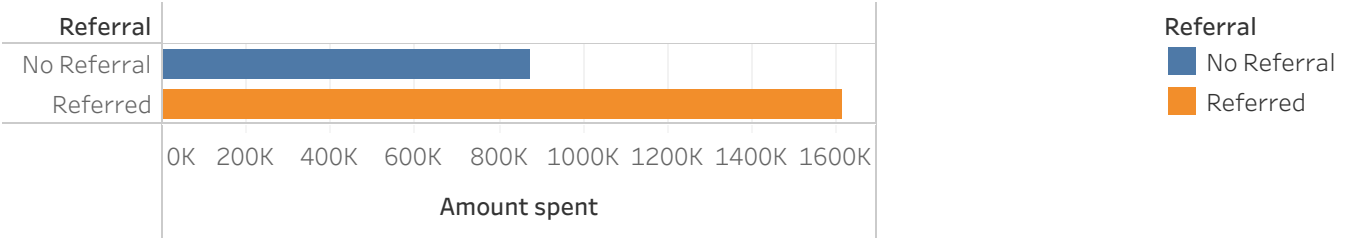
Question 5: What age group spends more than others? How does the payment method influence the ages spending?



Question 6: Are Referrals worth investing into?

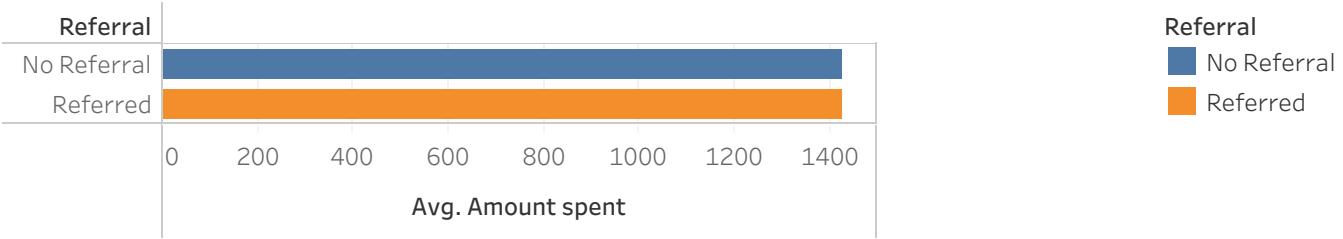


Question 6: Are Referrals worth investing into?

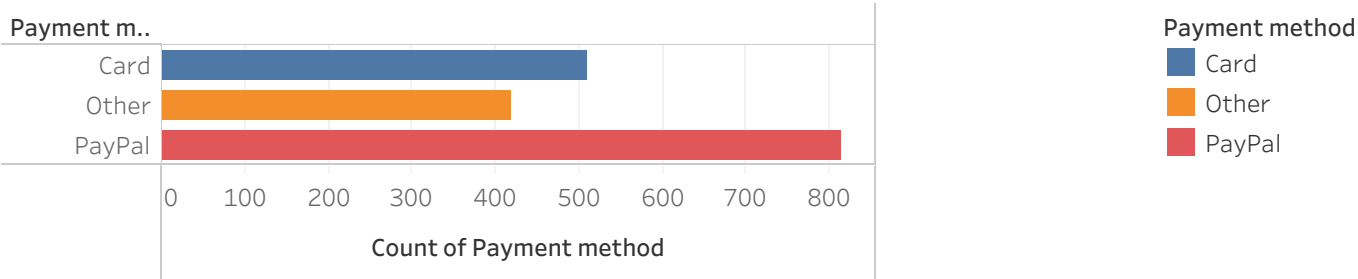




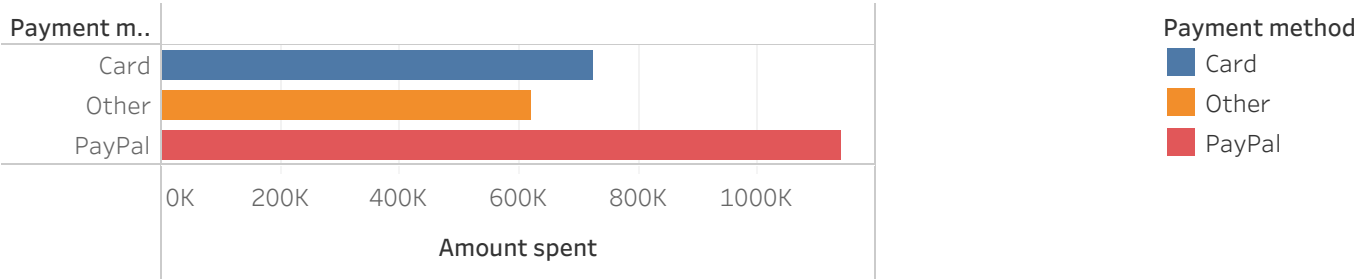
Question 6: Are Referrals worth investing into?



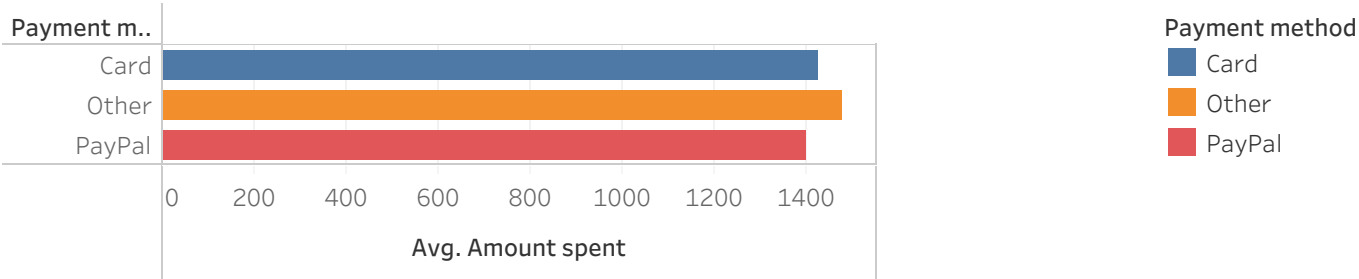
Question 7: Should other payment methods be targeted/influenced?



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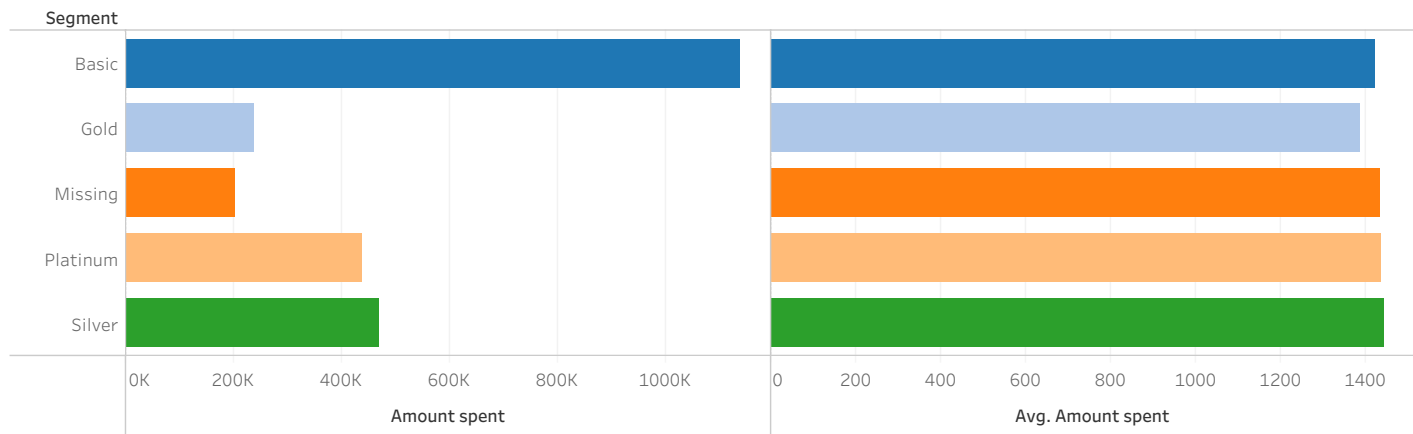


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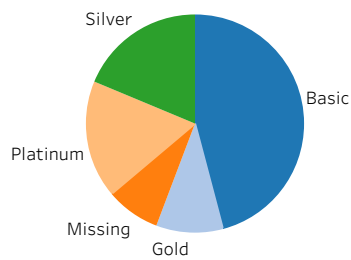




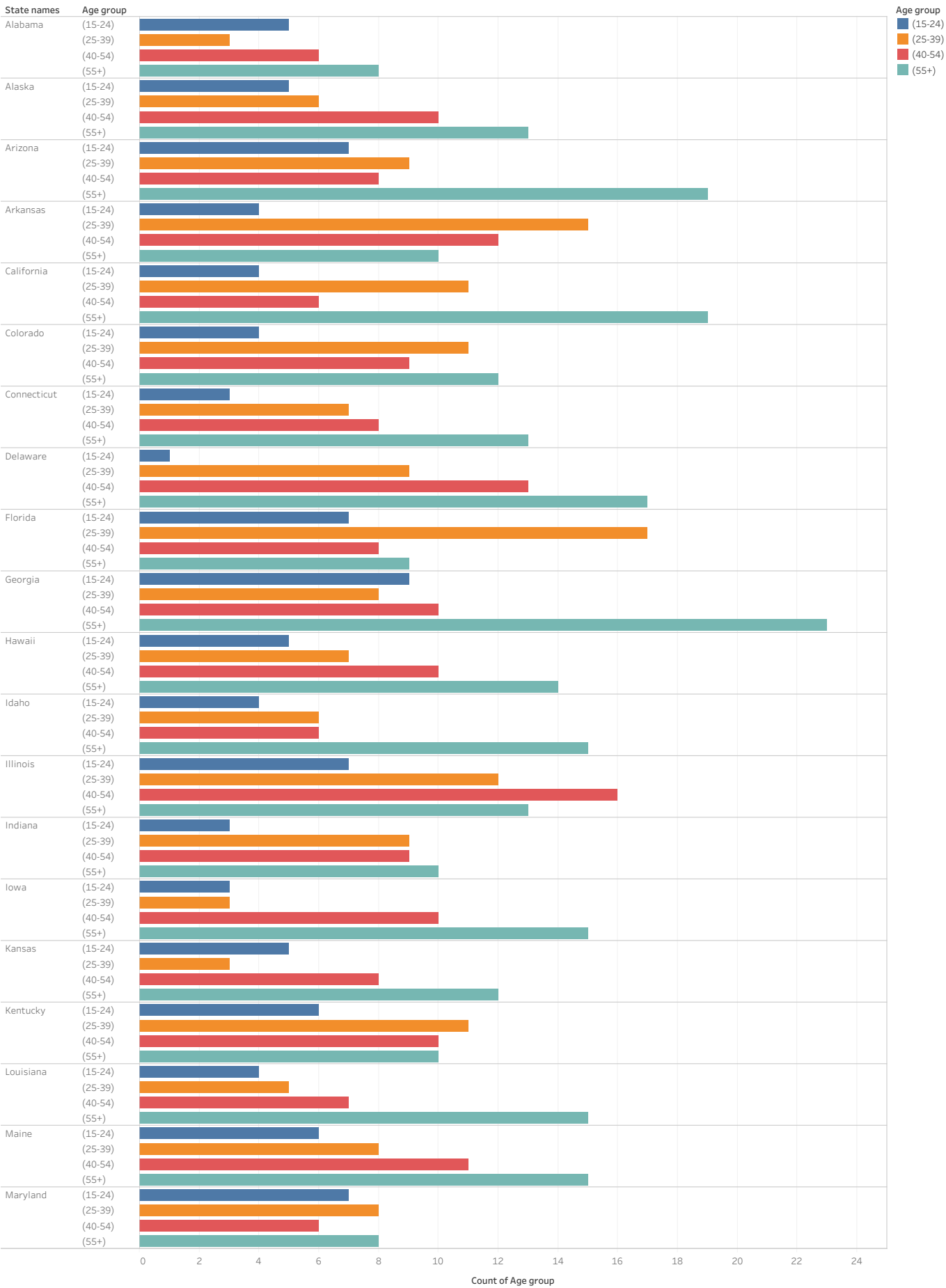
Question 8: How much of a difference are the different segments making?



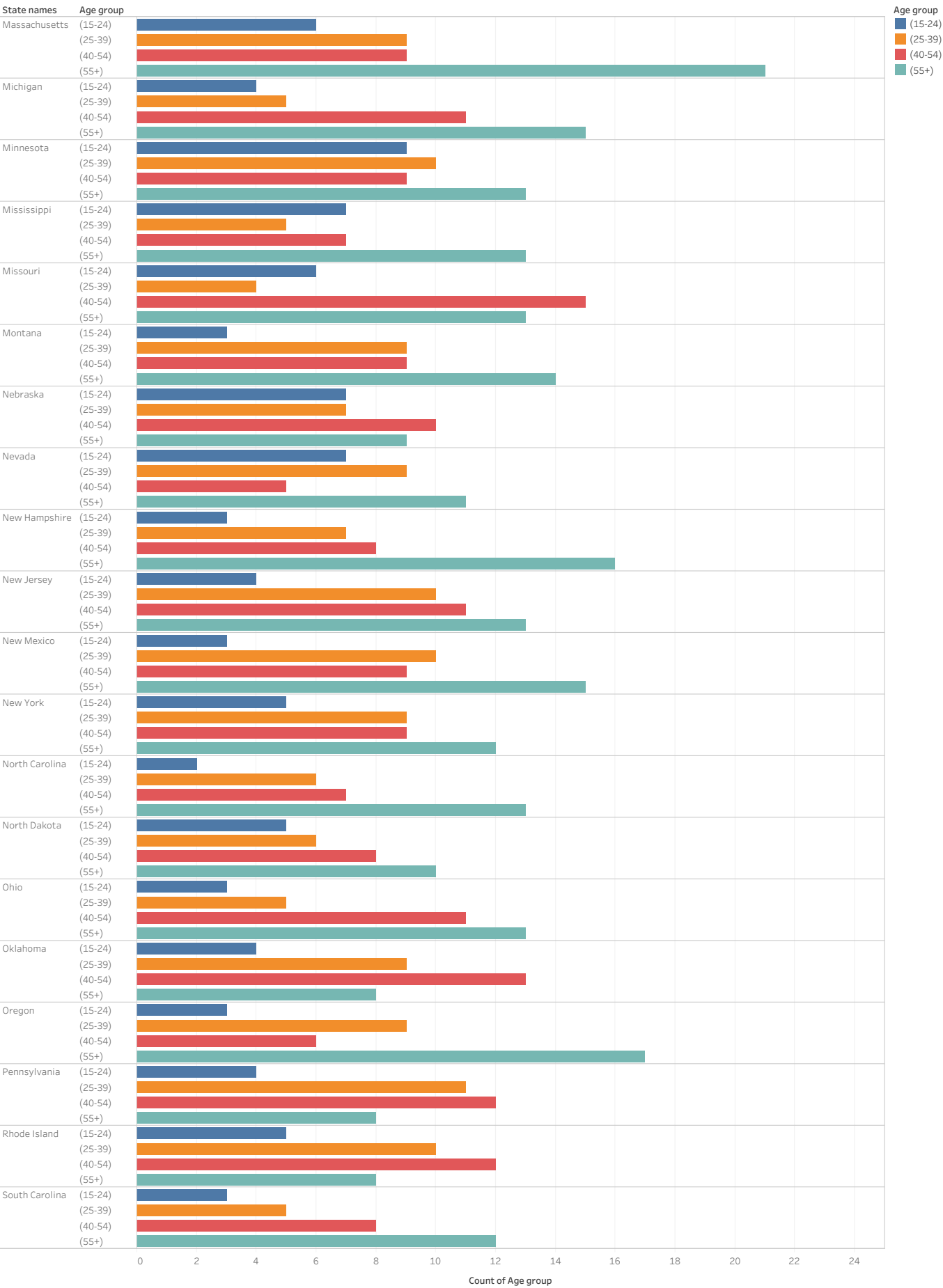
Question 8: How much of a difference are the different segments making? (Total People)



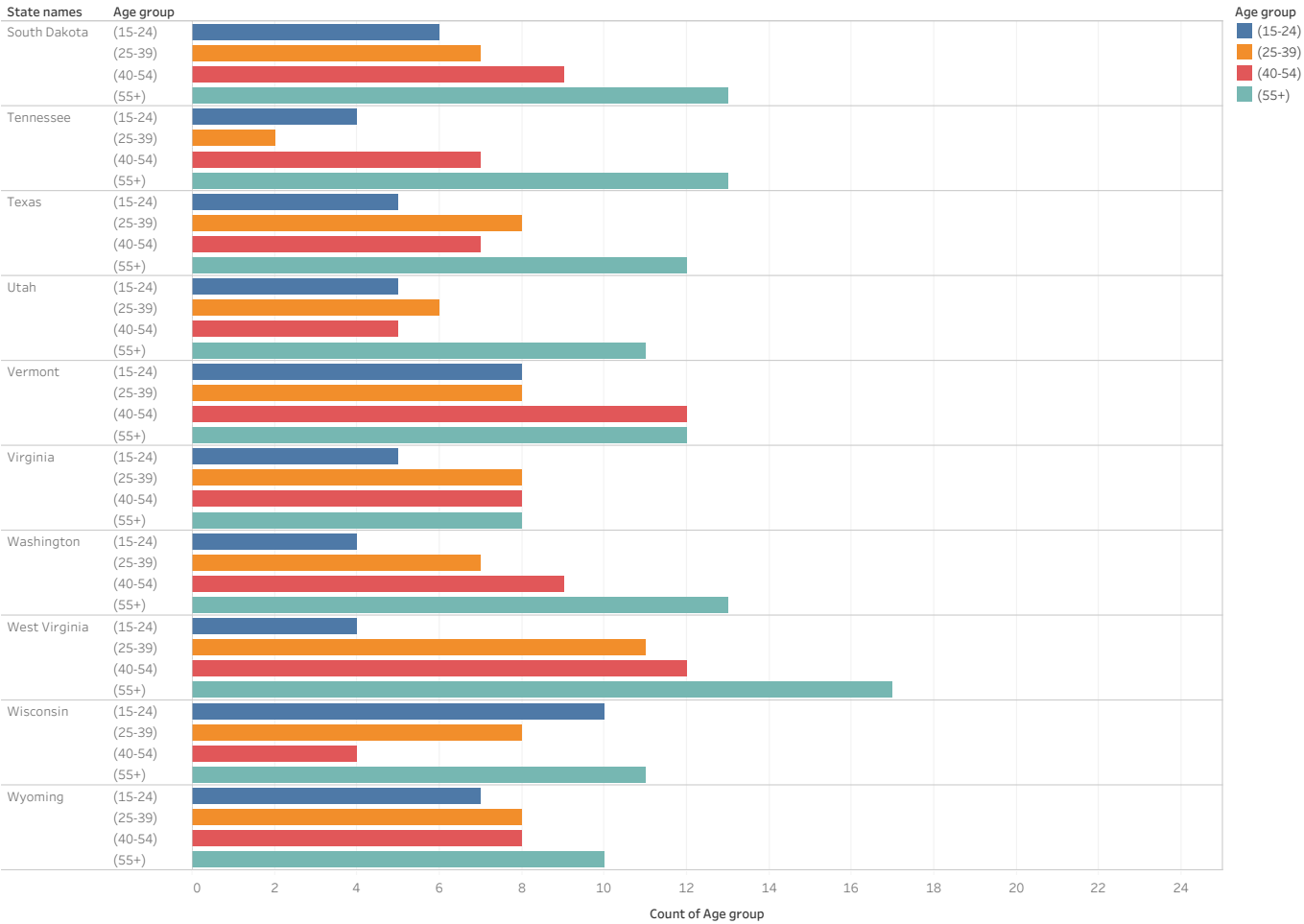
Question 9: In the varying states, which age group should be targeted, what percentage do they make up in the state?



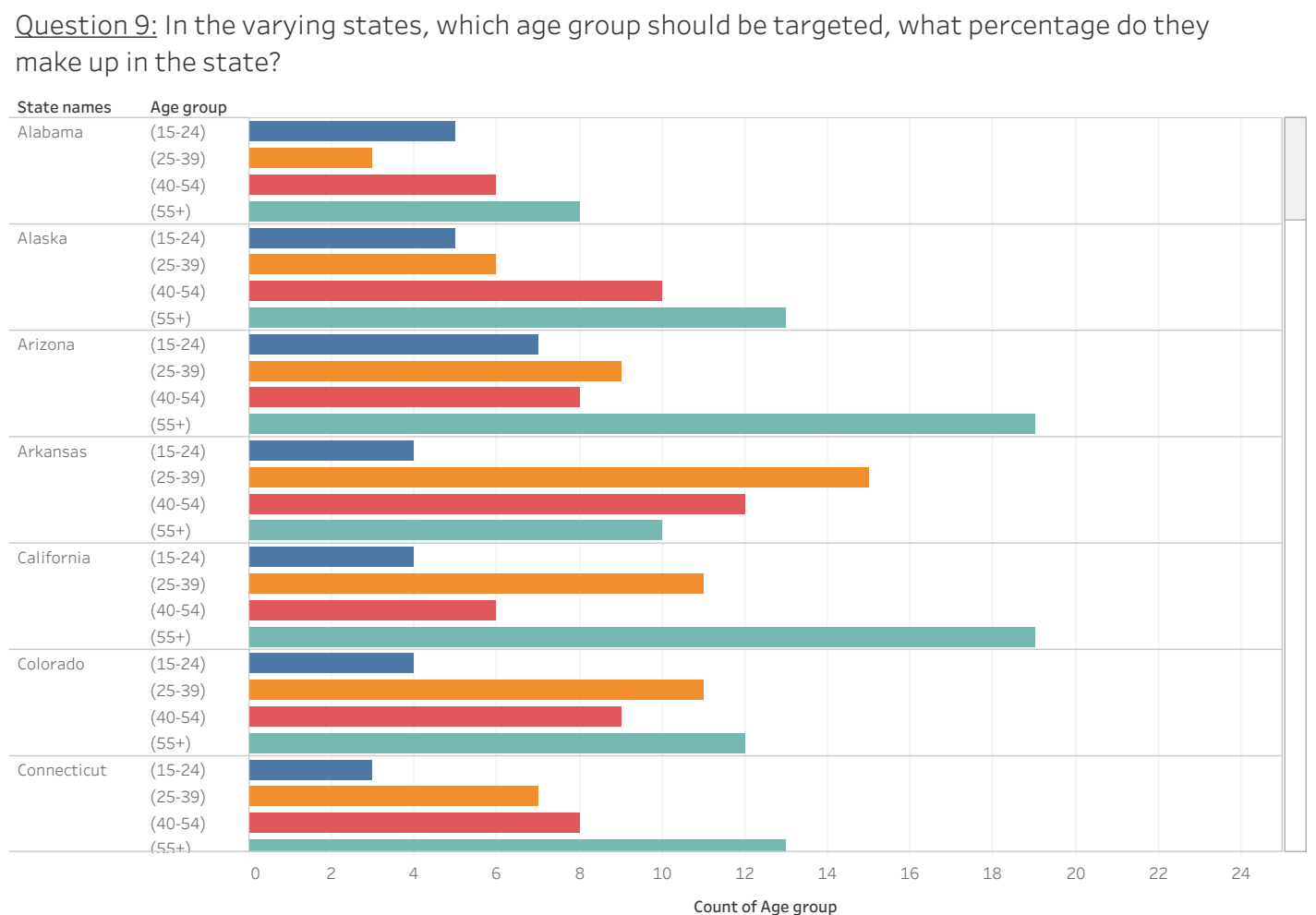
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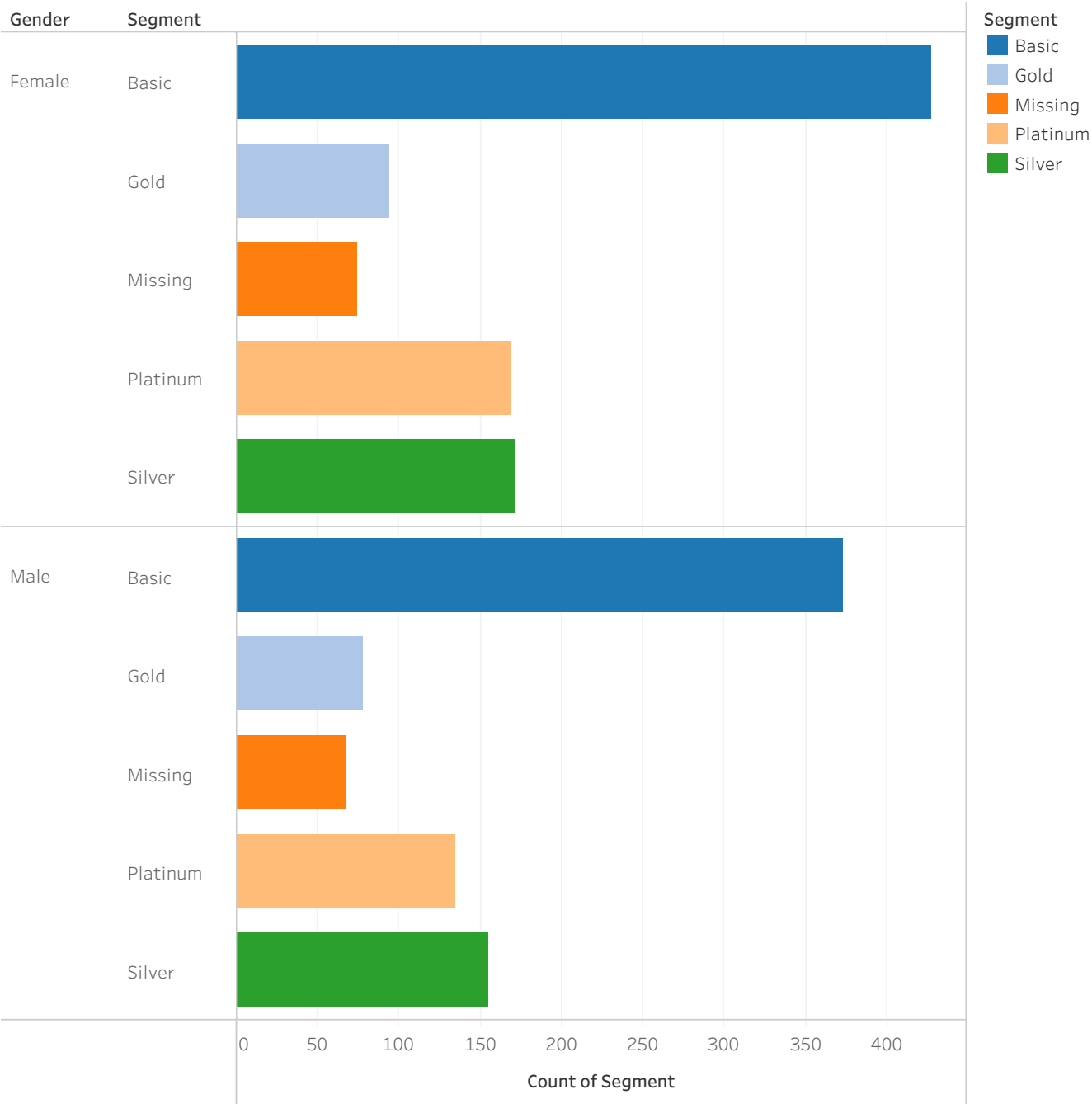
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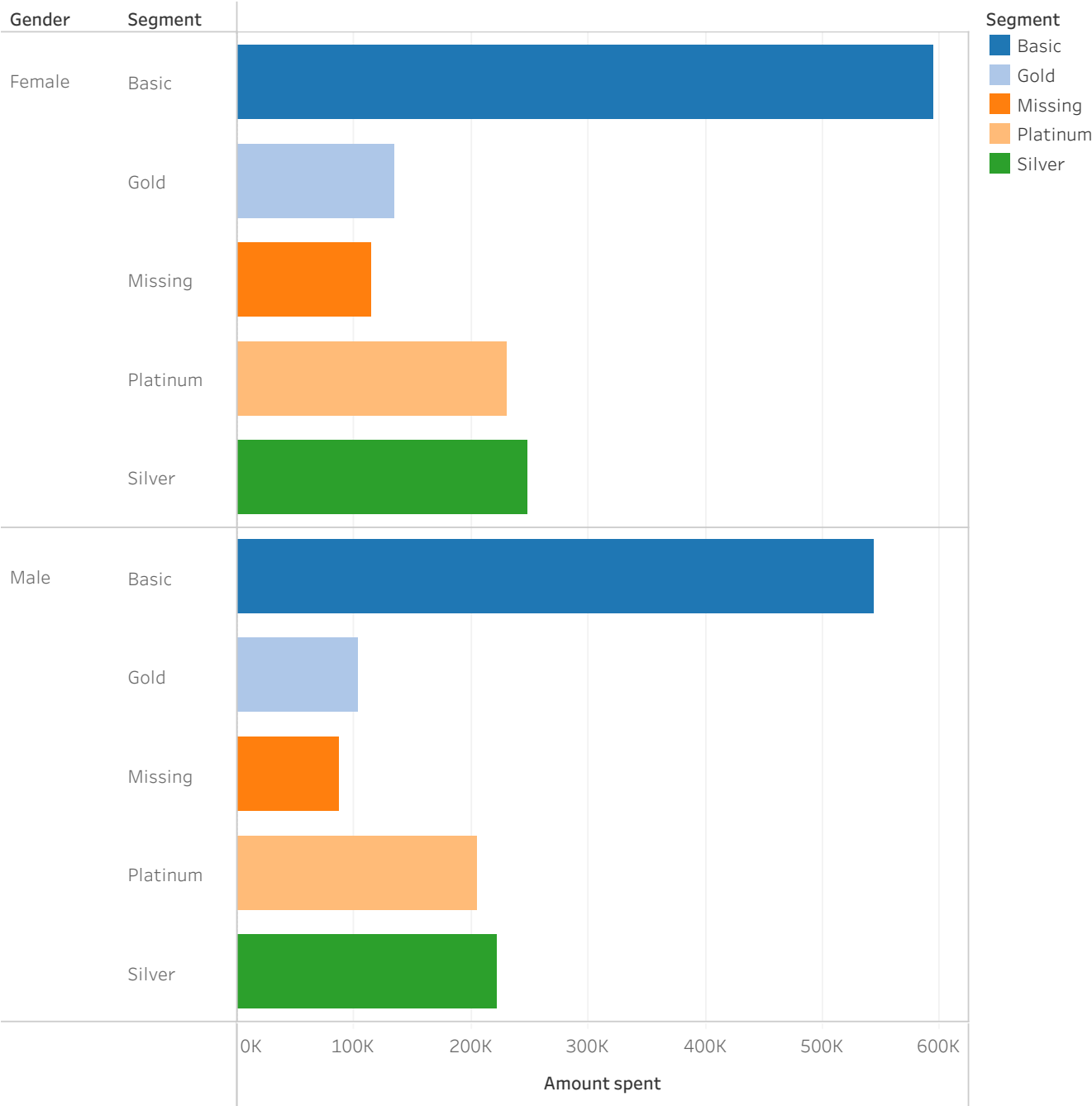




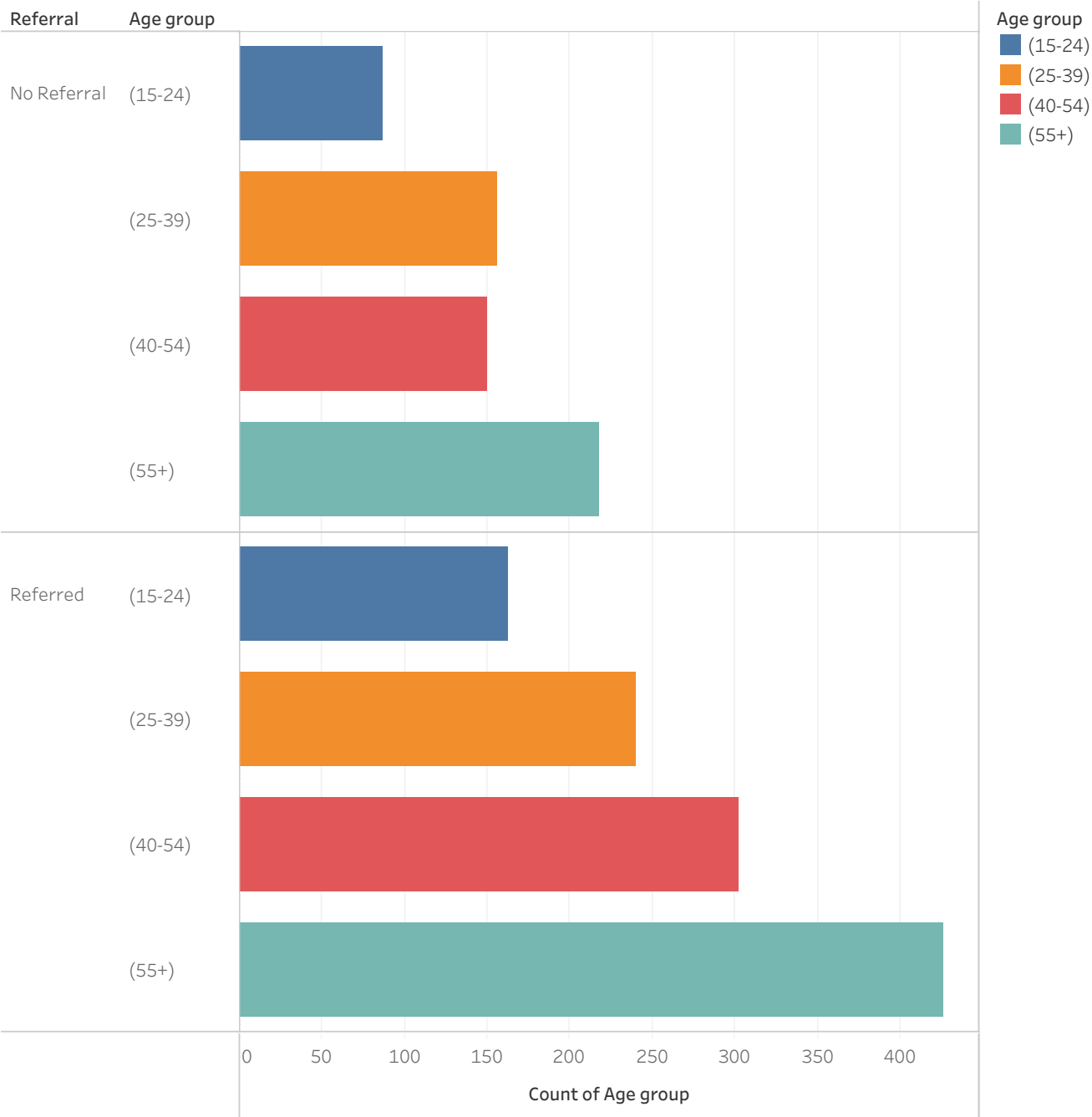
Question 10: Should we influence a gender for a specific segment?



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Question 11: What age group is worth referring to the online environment?



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