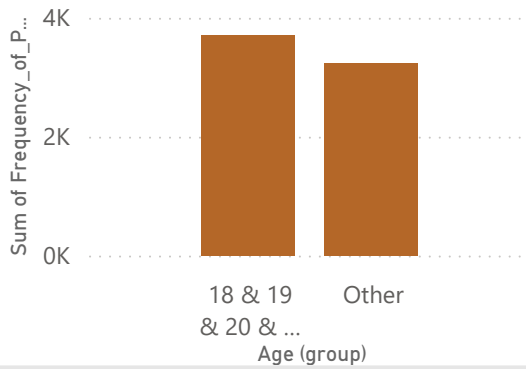




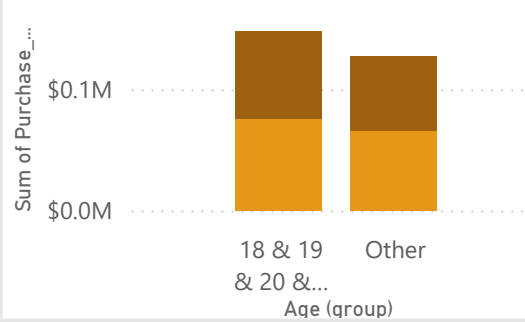
E-COMMERCE ANALYSIS

Sum of Frequency_of_Purchase by Age (group)



Sum of Purchase_Amount by Age (group) and Income_Level

Income_... ● High ● Middle



Average of Brand_Loyalty by Customer_Satisfaction



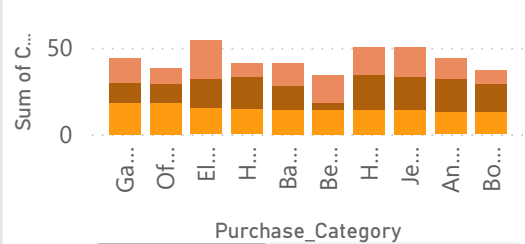
190 High earner... 515 High income e...
165 High earners d...

Average of Return_Rate by Discount_Used



Sum of ColumnExpress, Sum of ColumnStandard and Sum of ColumnNo Preference by Purchase_Category

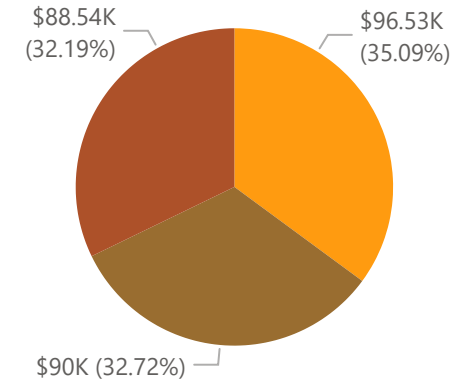
● Sum of Col... ● Sum of Col... ● Sum of C...



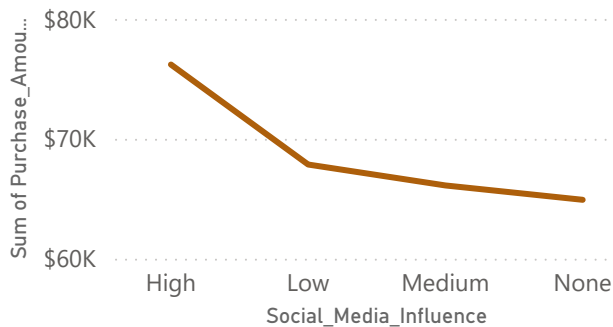
Count of ColumnDay	ColumnDay
137	Friday
143	Monday
128	Saturday
156	Sunday
153	Thursday
159	Tuesday
124	Wednesday

Sum of Purchase_Amount by Discount_Sensitivity

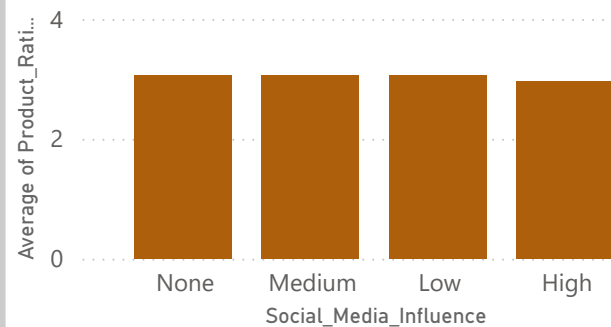
Disco... ● Very Sensitive ● Somewhat... ▶



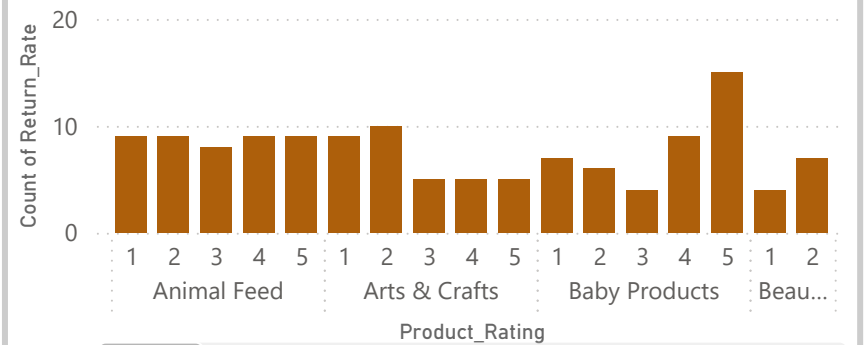
Sum of Purchase_Amount by Social_Media_Influence



Average of Product_Rating by Social_Media_Influence



Count of Return_Rate by Purchase_Category and Product_Rating



Sum of Return_Rate by Customer_Satisfaction



Average of Return_Rate by Purchase_Category

