

Student Spend Analysis

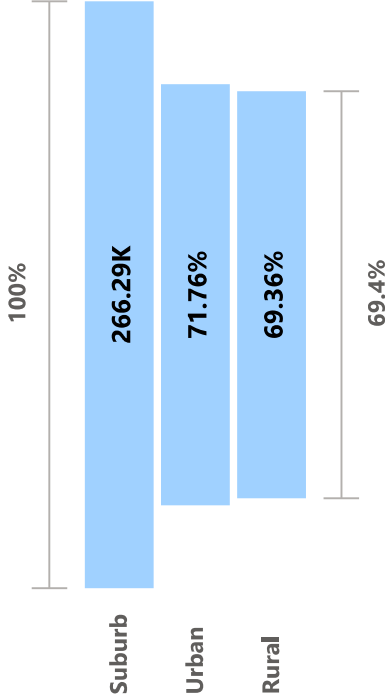
Store Location

All

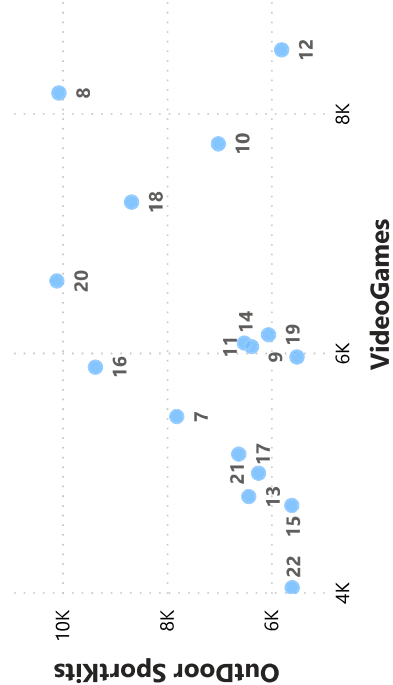
Store Setting

All

Total Amount of Purchases by Store Setting



VideoGames and Outdoor SportKits by Age



TPA Based on Store Location & Store Setting

Store Location	Store Setting	Total Amount of Purchases
Boston	Rural	42,016.81
Boston	Suburb	53,835.98
Boston	Urban	50,595.51
Los Angeles	Rural	30,009.48
Los Angeles	Suburb	82,419.92
Los Angeles	Urban	54,964.79
New York	Rural	69,444.55
New York	Suburb	46,284.58
New York	Urban	51,948.32
Seattle	Rural	43,228.34
Total		642,084.01

Outdoor Sports in Different Age Groups

Age	Rural	Suburb	Urban	Total
20	3,370.44	3,111.24	3,621.95	10,103.63
8	1,485.23	5,198.76	3,380.07	10,064.06
16	2,267.56	4,660.62	2,437.52	9,365.70
18	2,513.88	4,417.54	1,740.91	8,672.33
7	3,232.70	2,343.82	2,230.18	7,806.70
10	866.29	3,128.24	3,016.29	7,010.82
17	253.79	2,962.89	3,404.16	6,620.84
14	2,282.82	1,925.39	2,305.94	6,514.15
13	1,916.92	2,353.29	2,158.33	6,428.54
11	1,834.96	2,826.51	1,712.76	6,374.23
Total	30,034.43	48,694.18	35,033.11	113,761.72

TAP by Store Location

