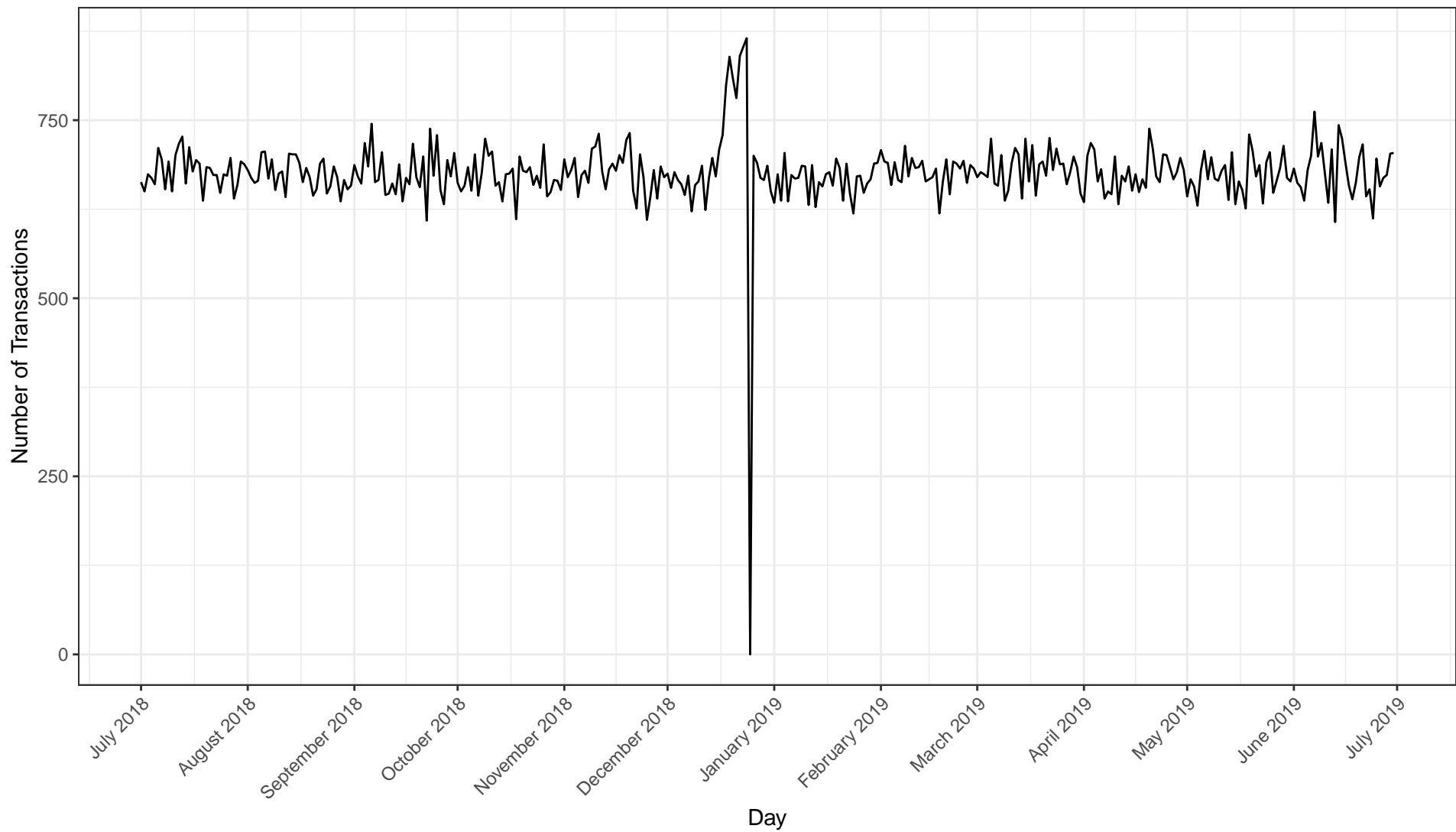
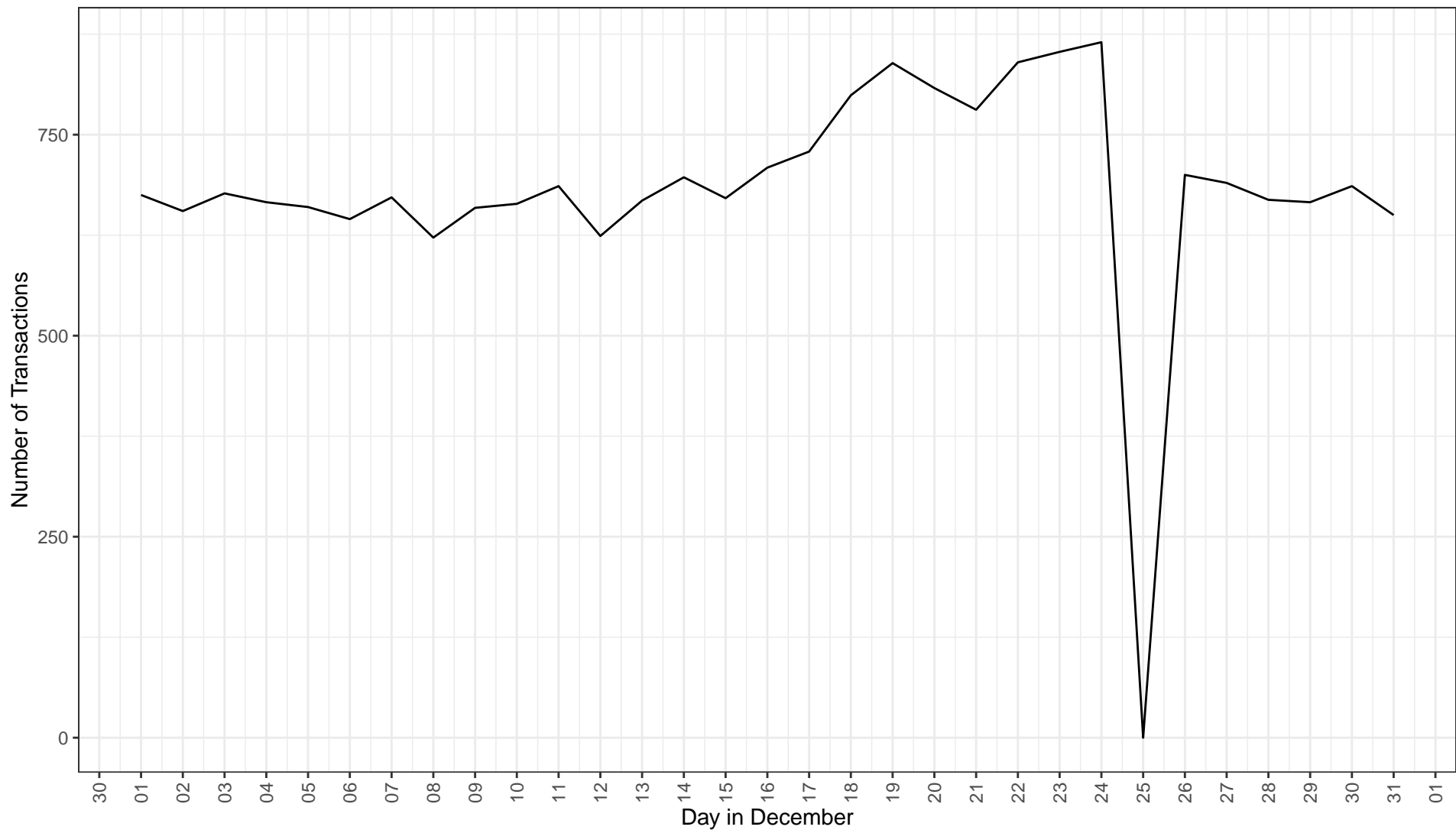


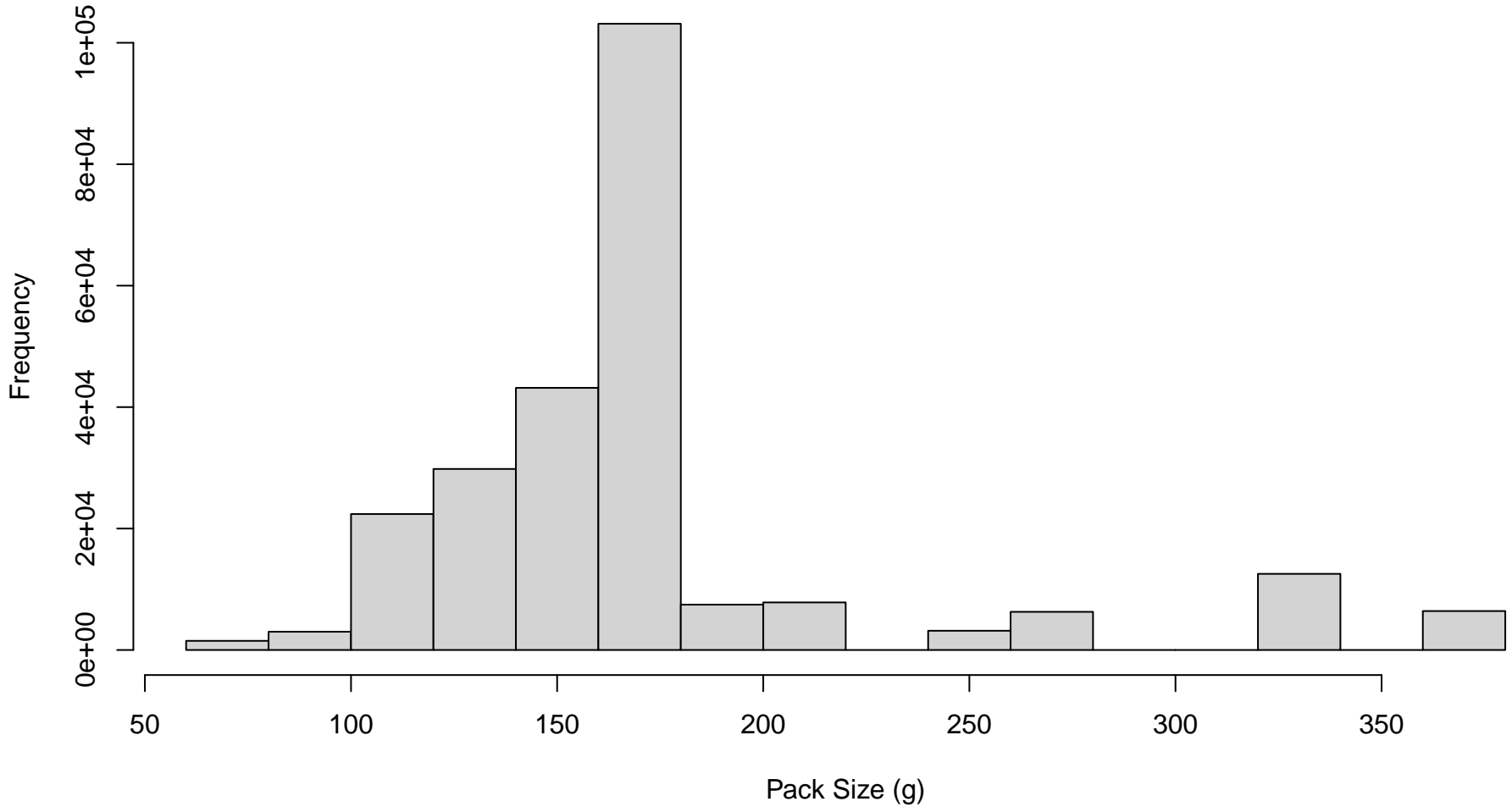
Transactions Over Time



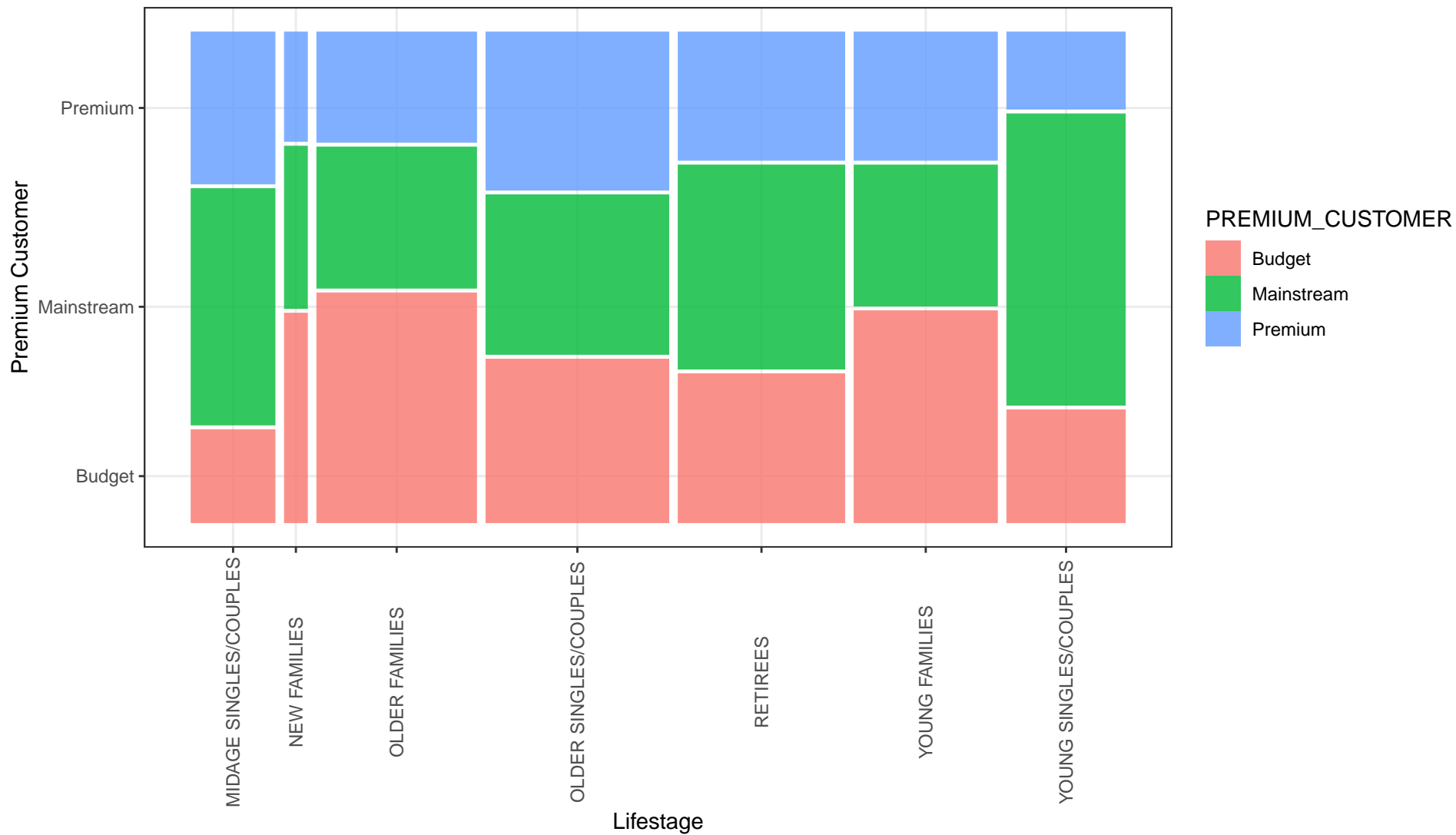
Transactions in December 2018



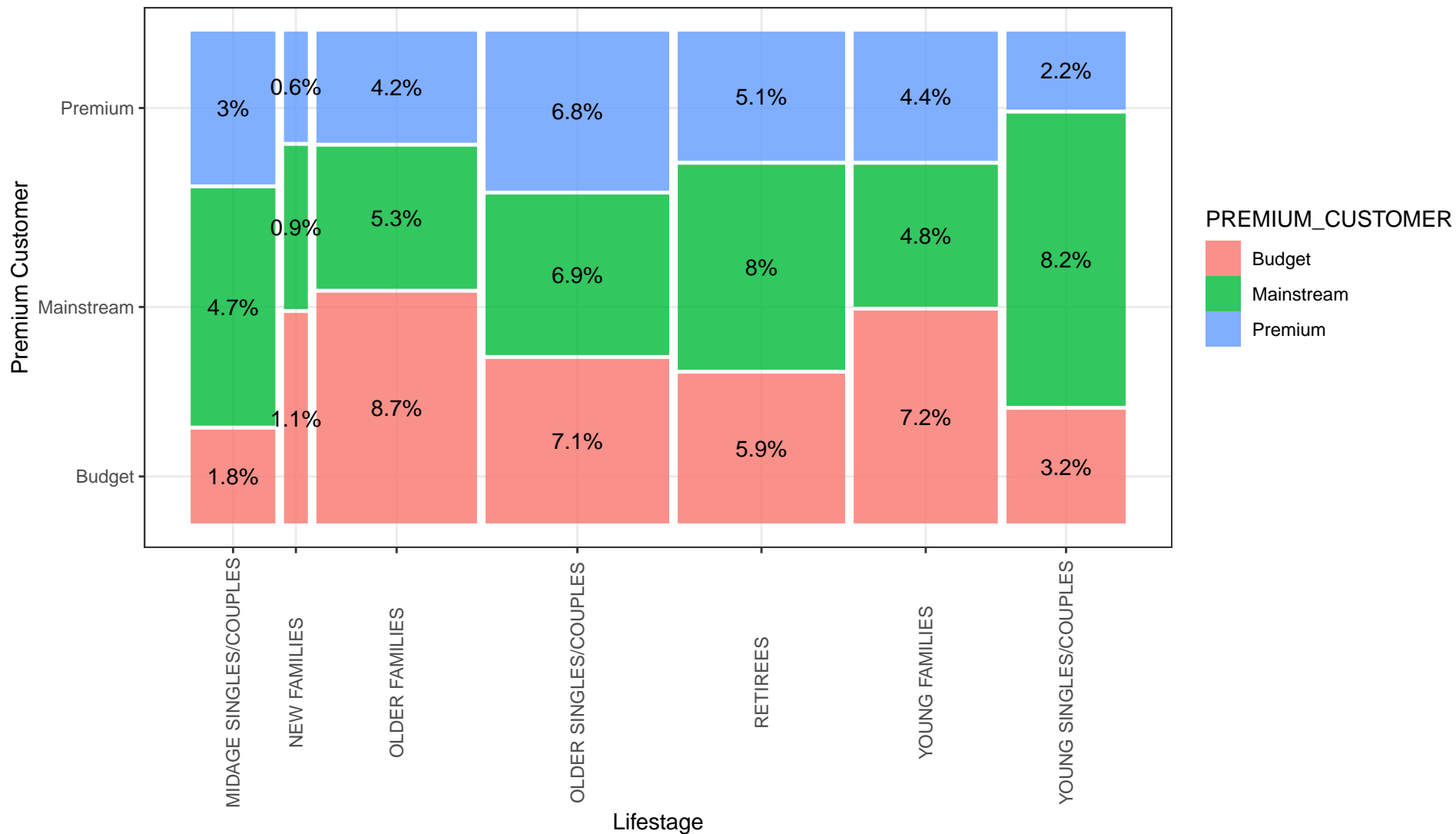
**Distribution of Pack Sizes**



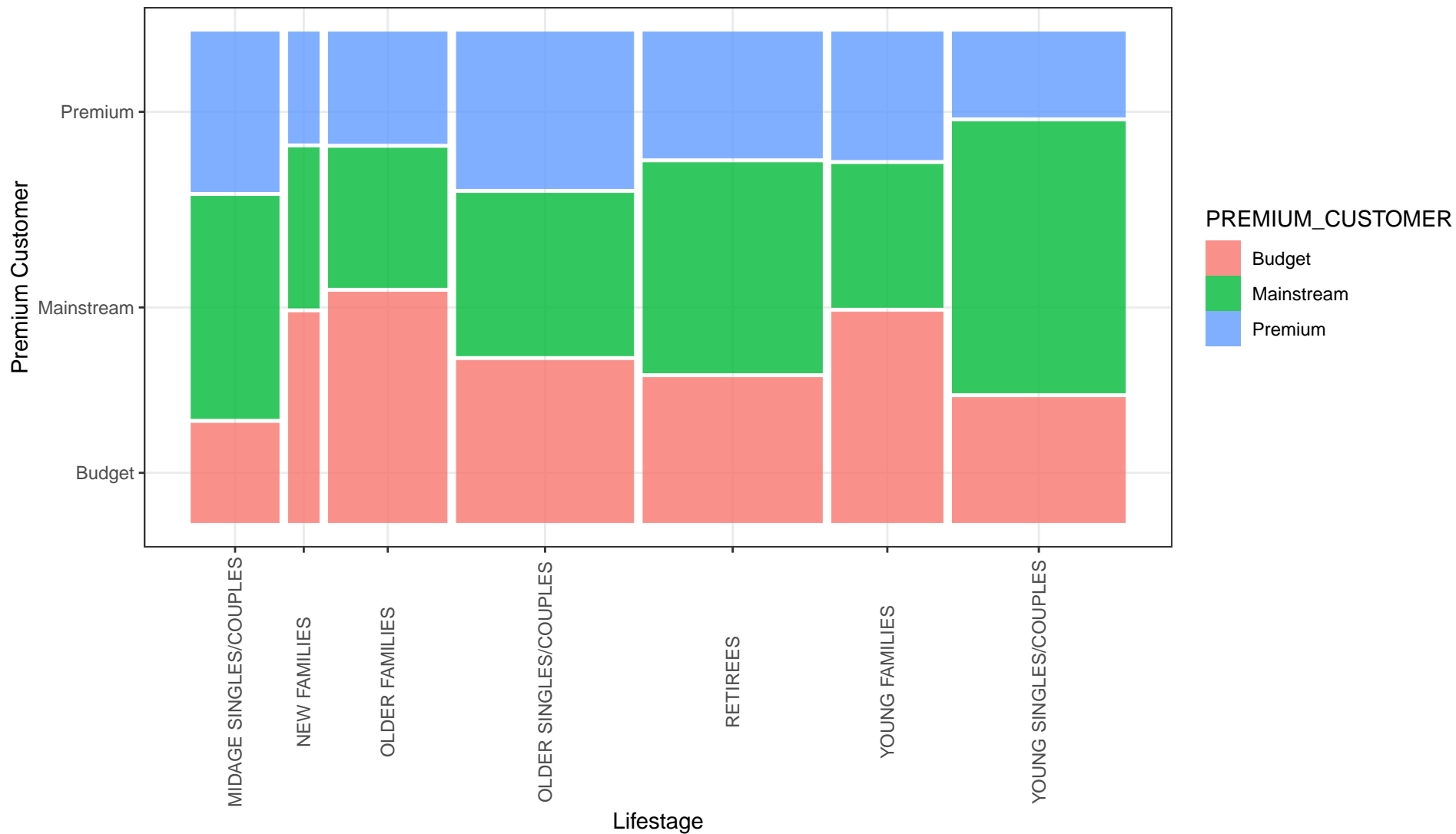
# Proportion of Sales by Customer Segment



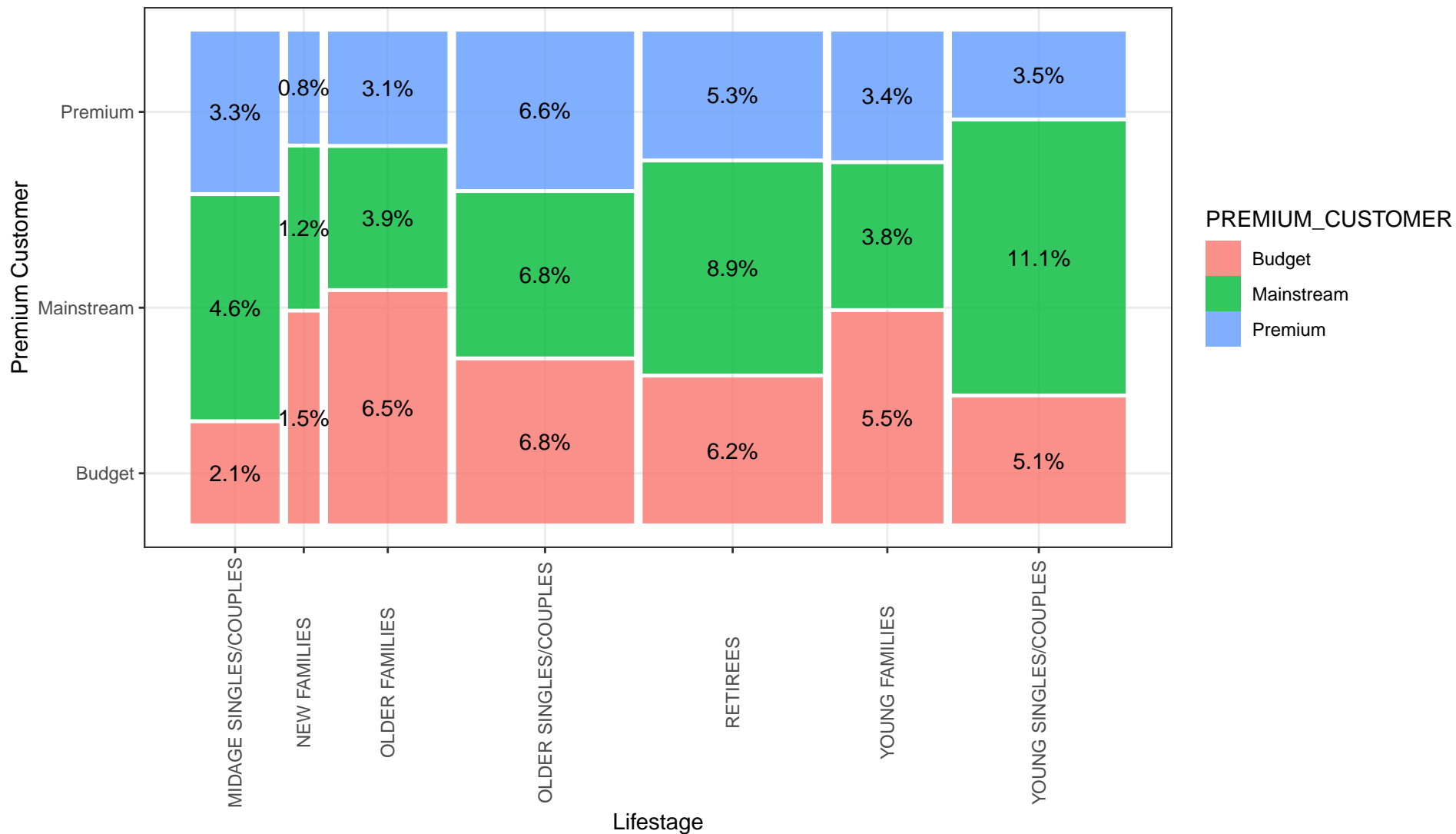
# Proportion of Sales by Customer Segment



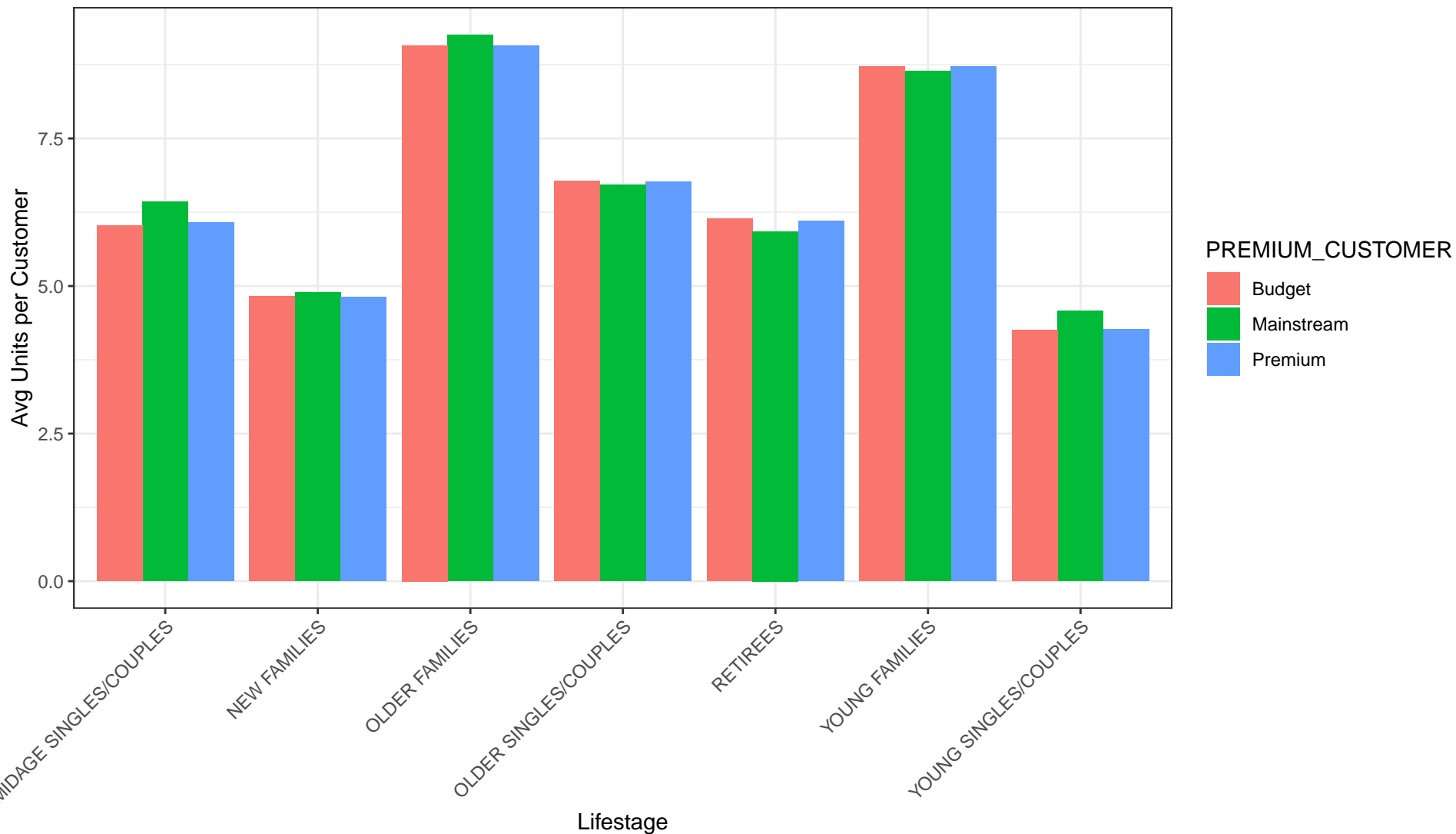
Proportion of Customers by Segment



# Proportion of Customers by Segment

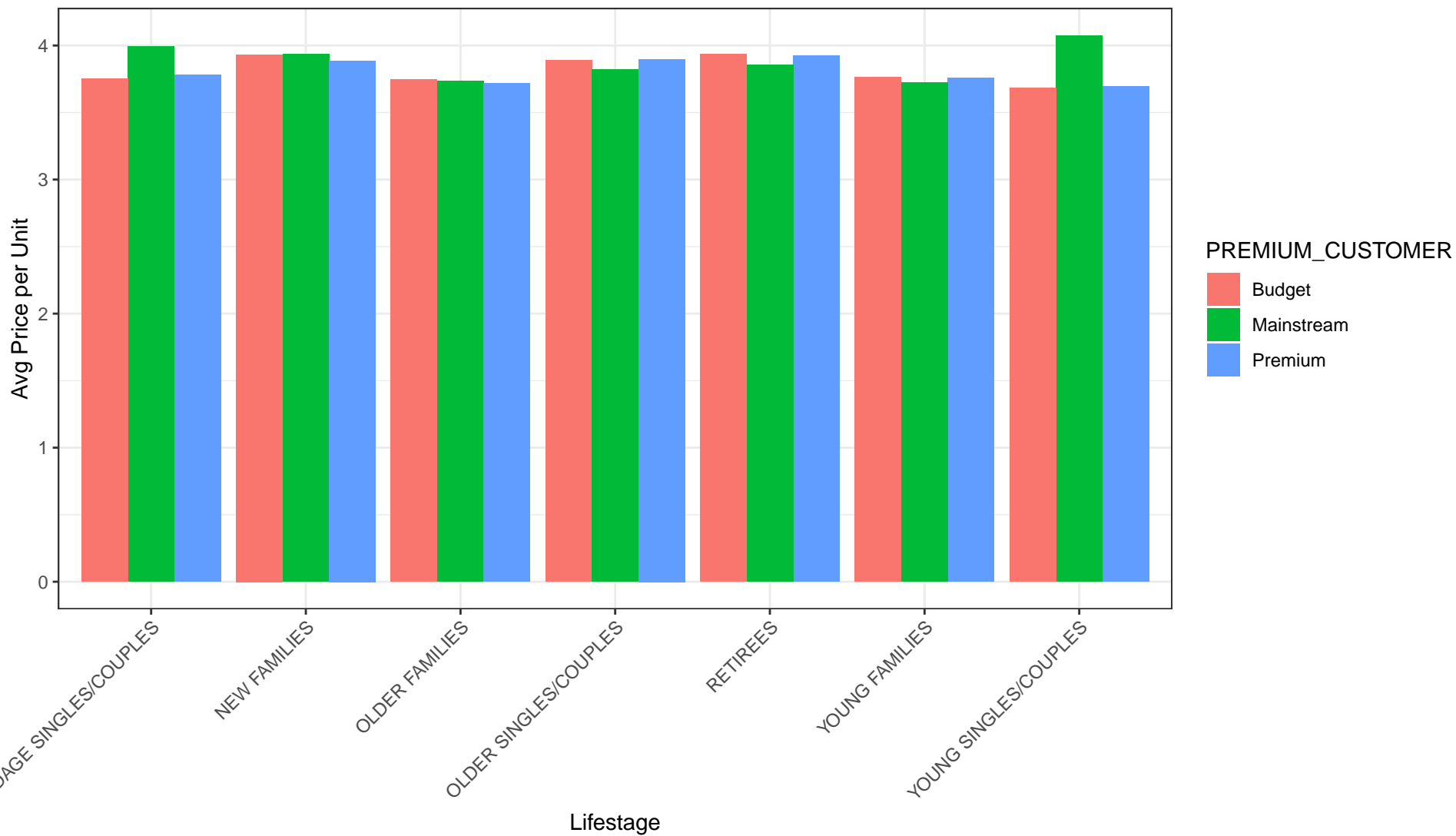


Average Units per Customer by Segment

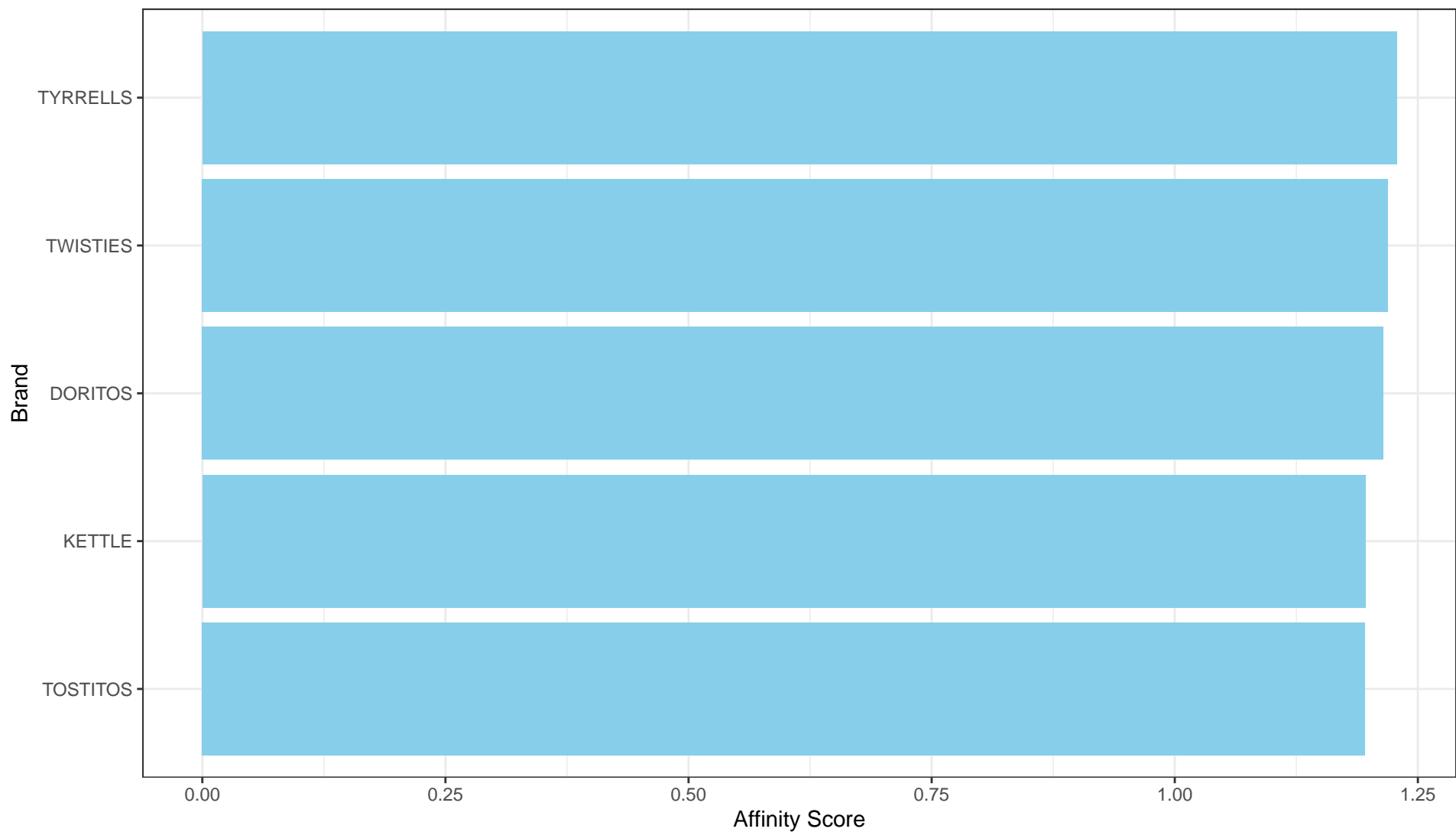




Average Price per Unit by Segment



Top 5 Brand Affinities for Mainstream Young Singles/Couples



Pack Size Affinity for Mainstream Young Singles/Couples

