Category Seasonal Trends Furniture Office Supplies Category / Order Date Technology Segment Furniture Office Supplies Technology Avg. Profi..Avg. Profi..Avg. Profi.. 20 Consumer 0 20 Age Dynamics Corporate 0 20 Home Office Marketing Strategy - Agewise (using Bins and Parameters) December October October December August August October February 20 **Demographic Vs Category Profitability** Avg. Profit% 10 5 0 40 60 20 30 50

Mexico

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Age (bin)

22.34

Avg. Profit%

8.32