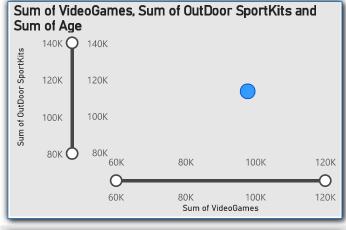


Student Games Spend Analysis

Store Setting			
Select all	Rural	Suburb	Urban

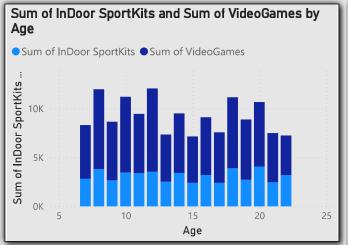
TAP based on 'Store location and Store					
Store Location	Store Setting Total Amt of Purchas				
Seattle	Suburb	83,749.20			
Los Angeles	Suburb	82,419.92			
New York	Rural	69,444.55			
Los Angeles	Urban	54,964.79			
Boston	Suburb	53,835.98			
New York	Urban	51,948.32			
Boston	Urban	50,595.51			
New York	Suburb	46,284.58			





Outdoor spor	ts acros	s ages an	d Store s	etting

Age	Rural	Suburb	Urban	Total
7	3,232.70	2,343.82	2,230.18	7,806.70
8	1,485.23	5,198.76	3,380.07	10,064.06
9	2,181.19	1,692.67	1,631.93	5,505.79
10	866.29	3,128.24	3,016.29	7,010.82
11	1,834.96	2,826.51	1,712.76	6,374.23
12	815.53	2,435.98	2,547.73	5,799.24
13	1,916.92	2,353.29	2,158.33	6.428.54



Main Dashboard

- The survey is based on 754 students.
- Survey is based on data from 20082014.
- Product Categories

VideoGames Academic Books Toys OutDoor SportKits InDoor SportKits Gadgets

