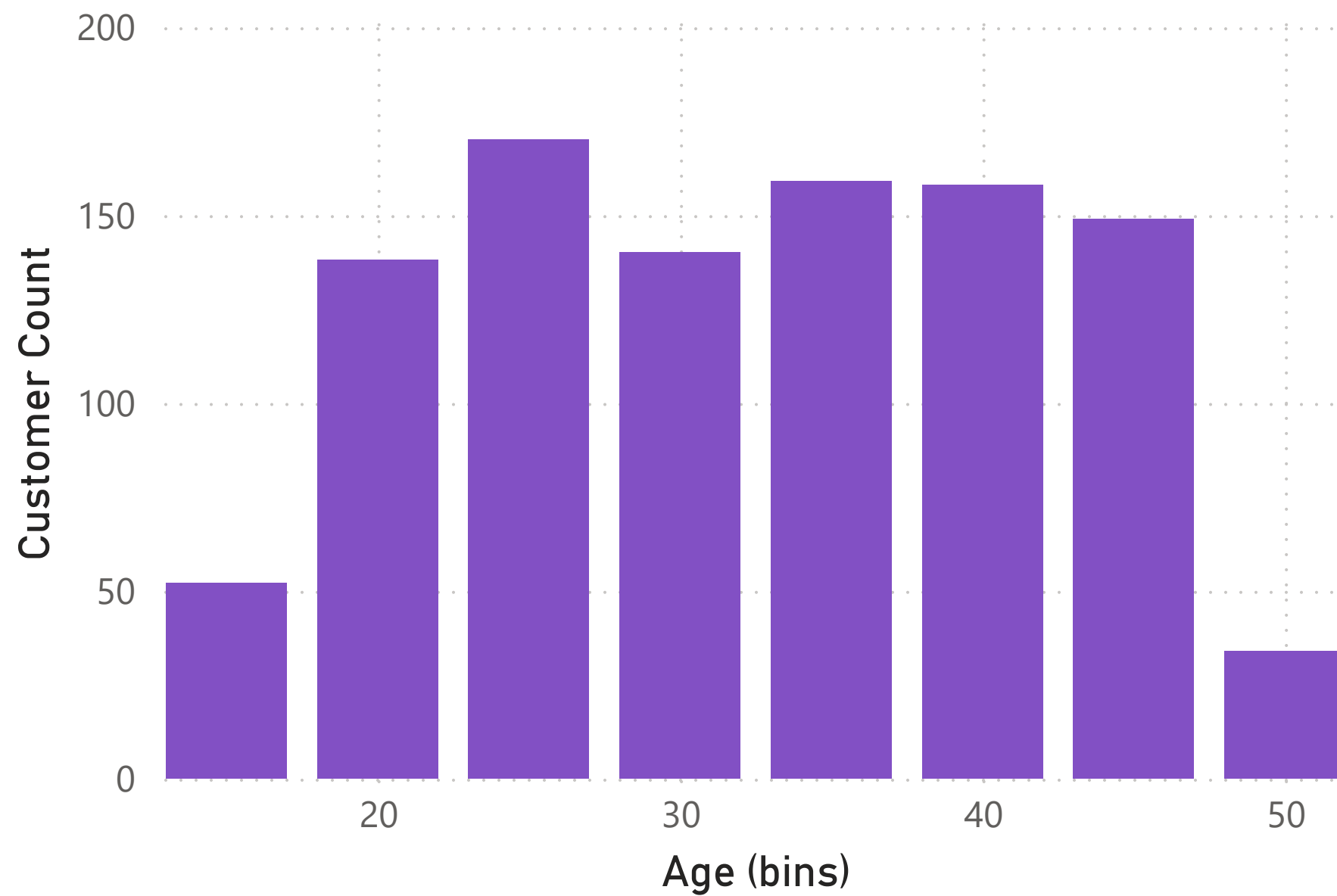
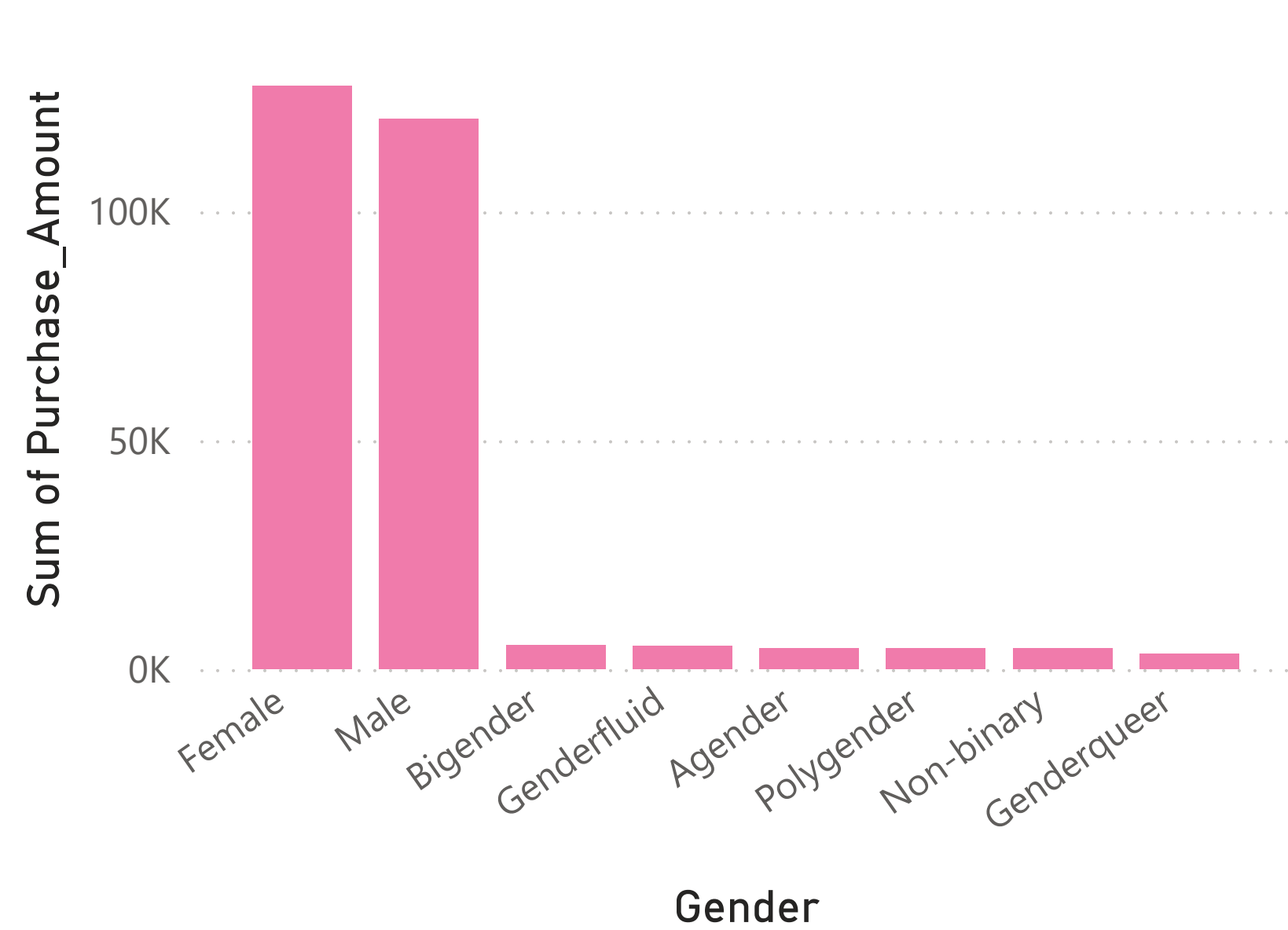


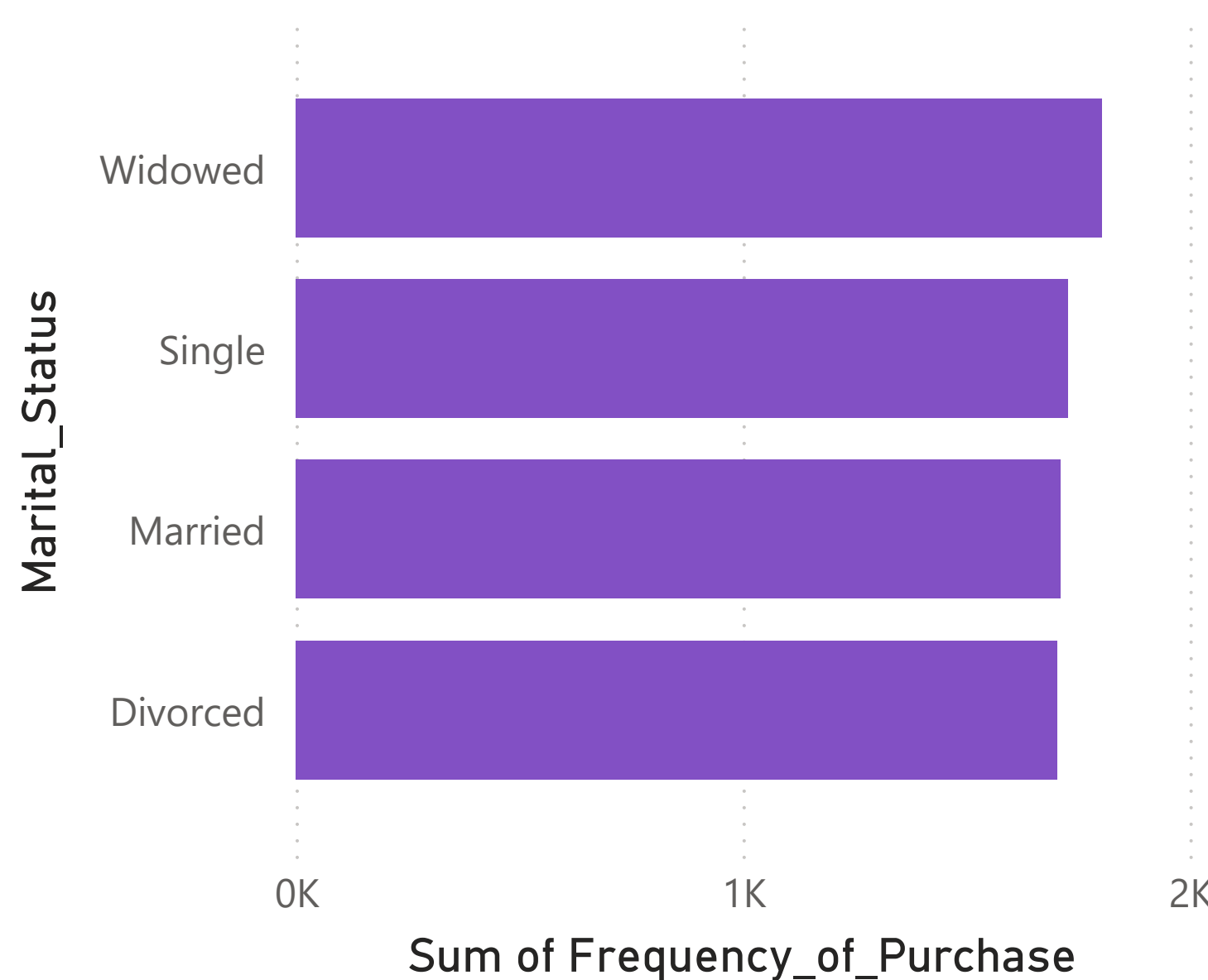
Age Distribution Histogram



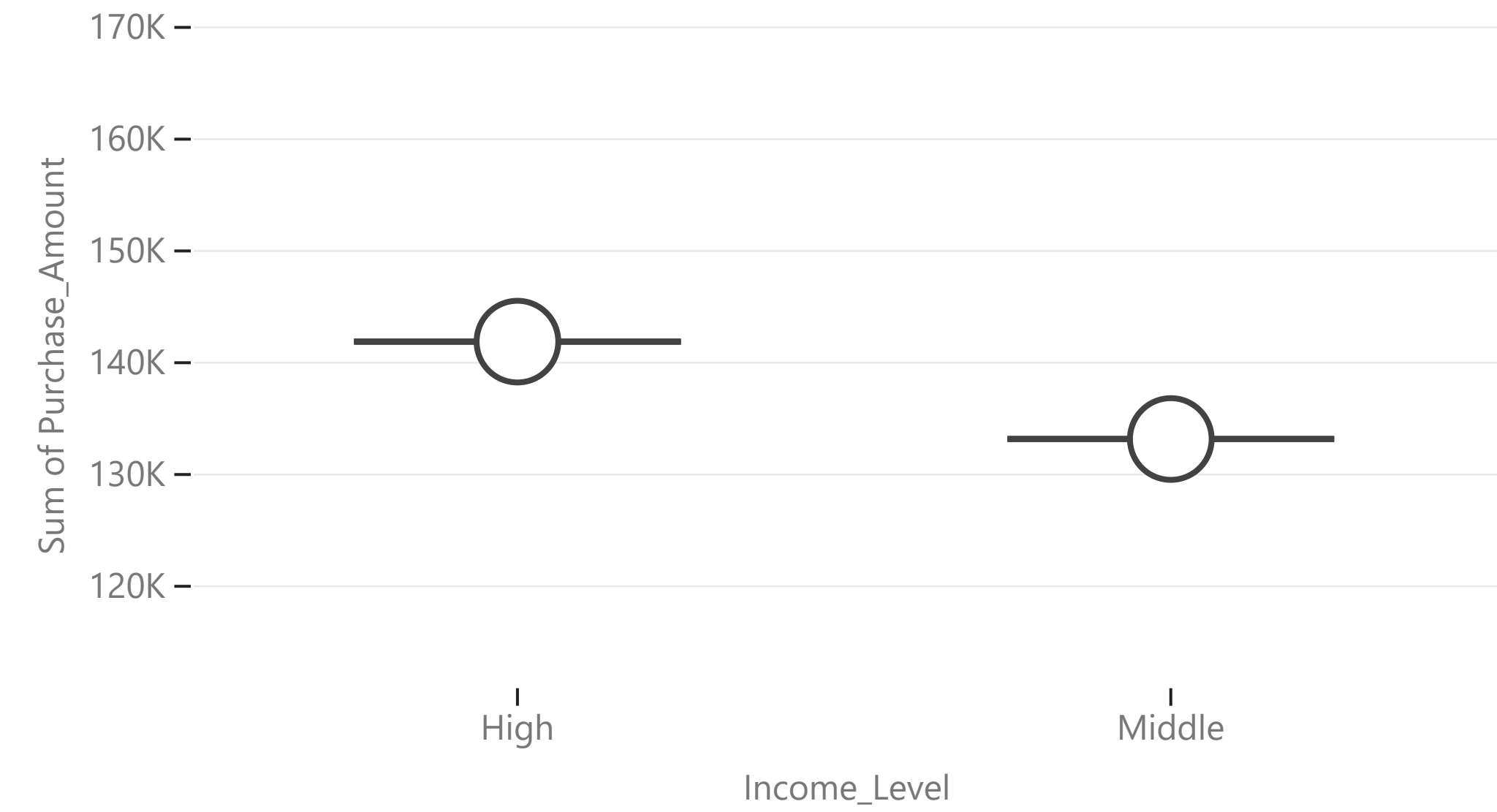
Gender-wise Purchase Amount



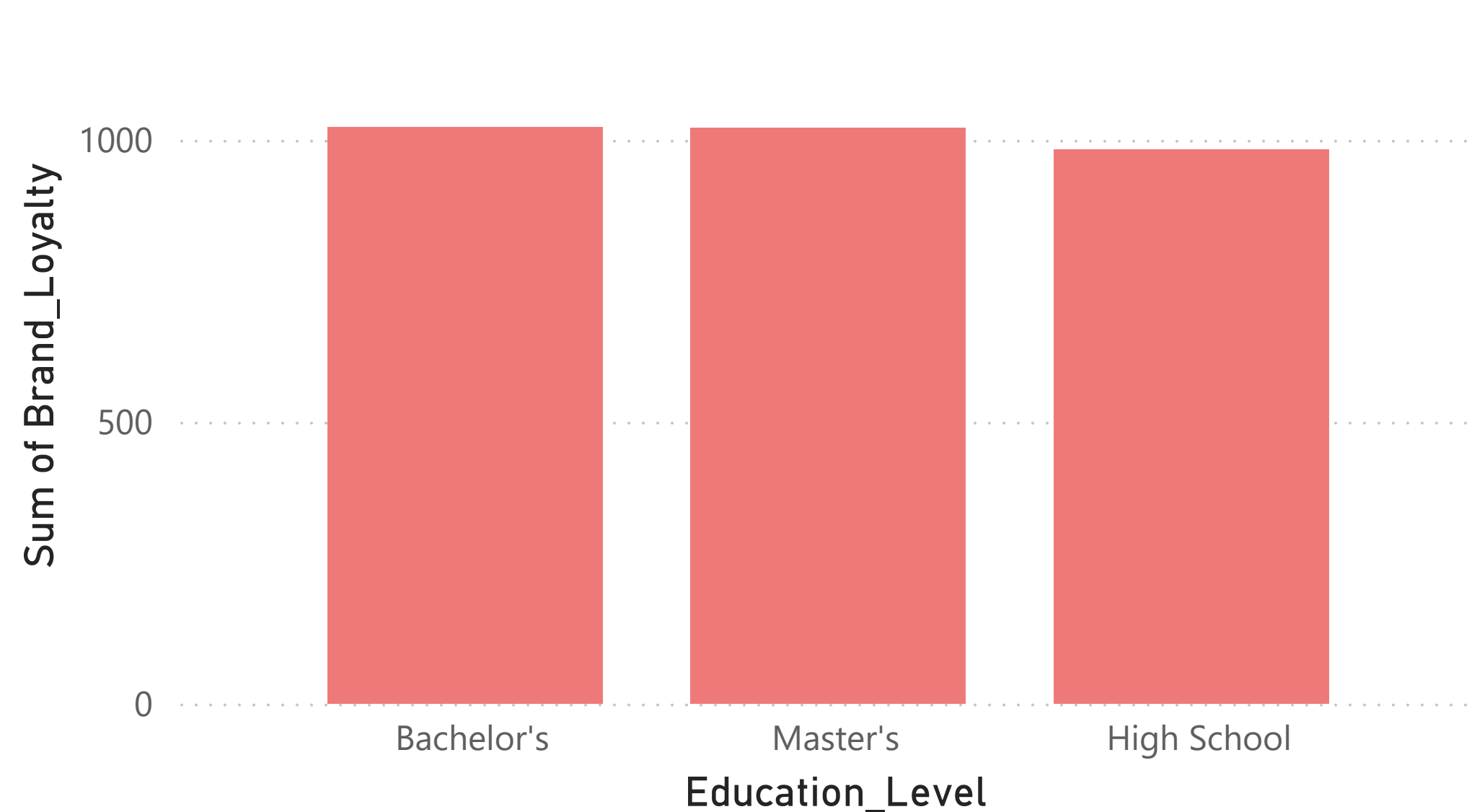
Marital Status vs Purchase Frequency



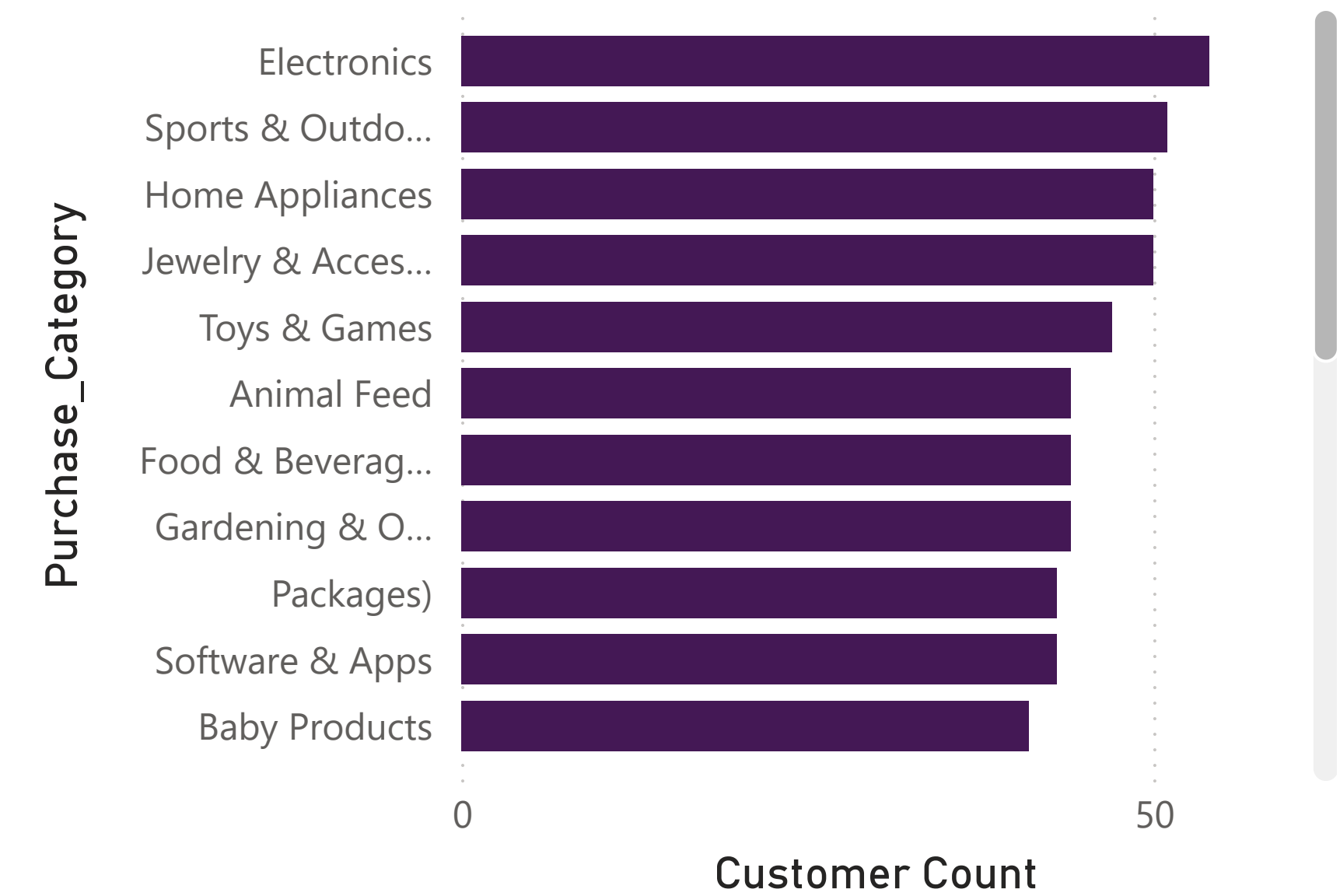
Income Level vs Purchase Amount



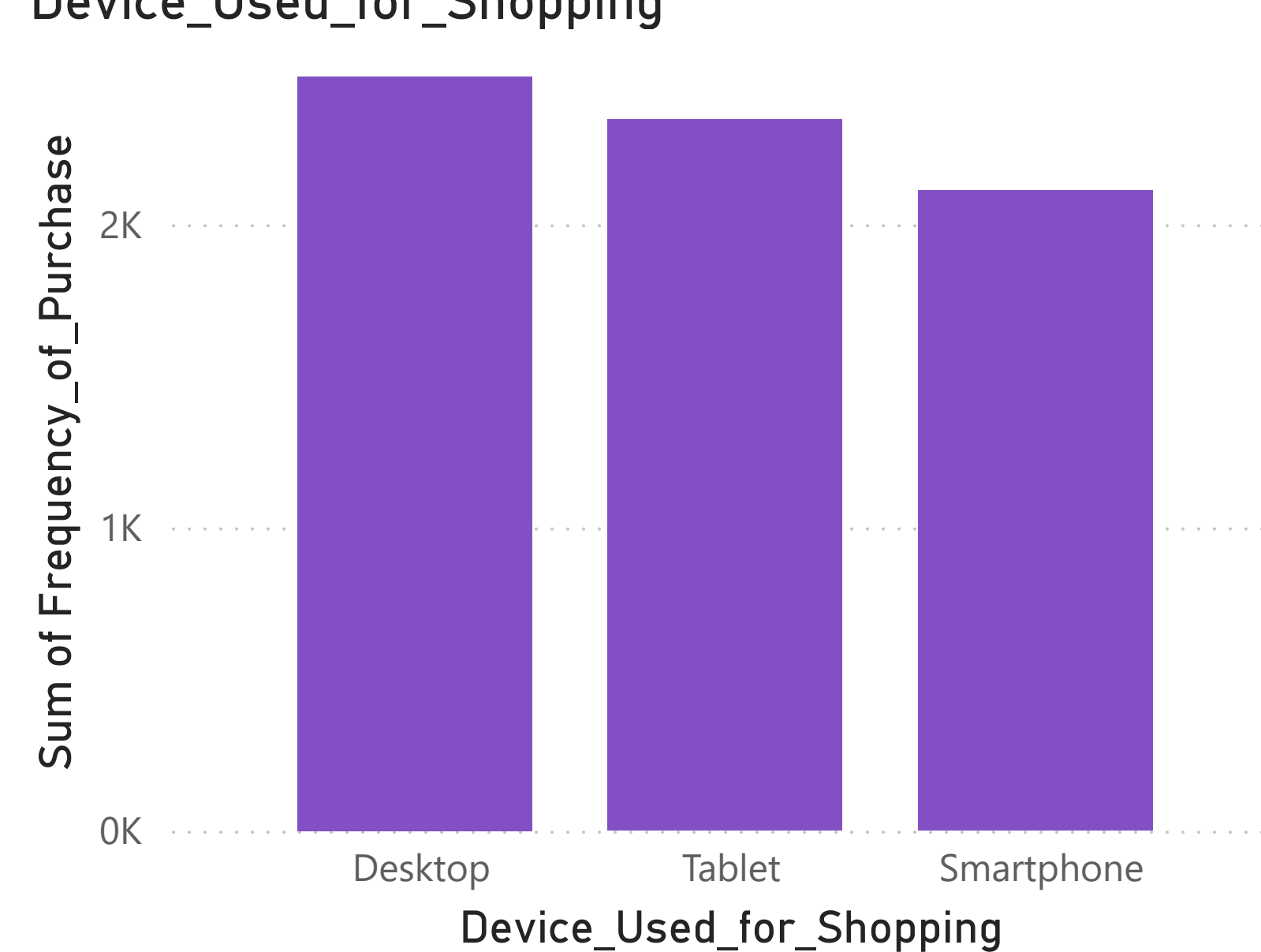
Education Level vs Brand Loyalty



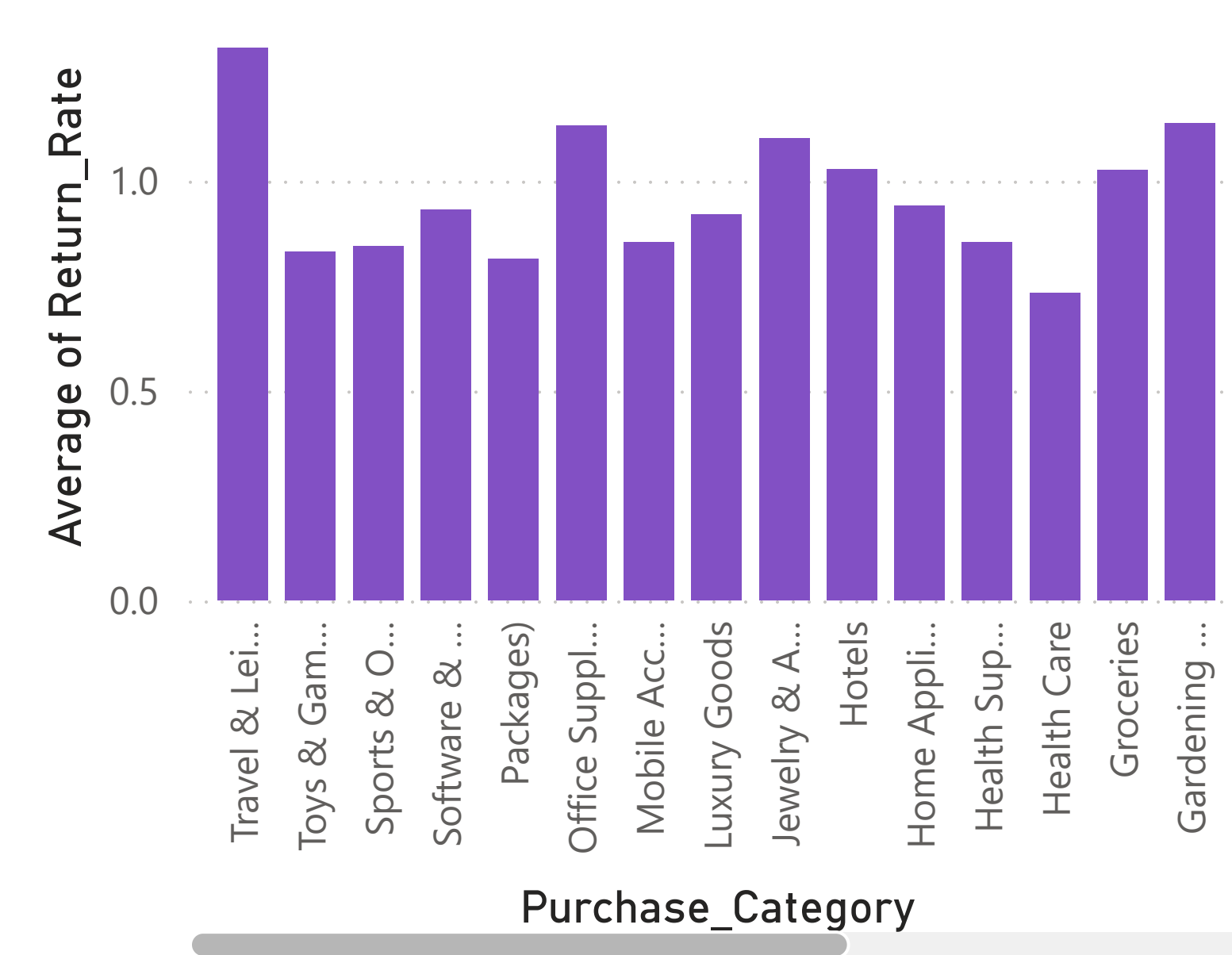
Customer Count by Purchase_Category



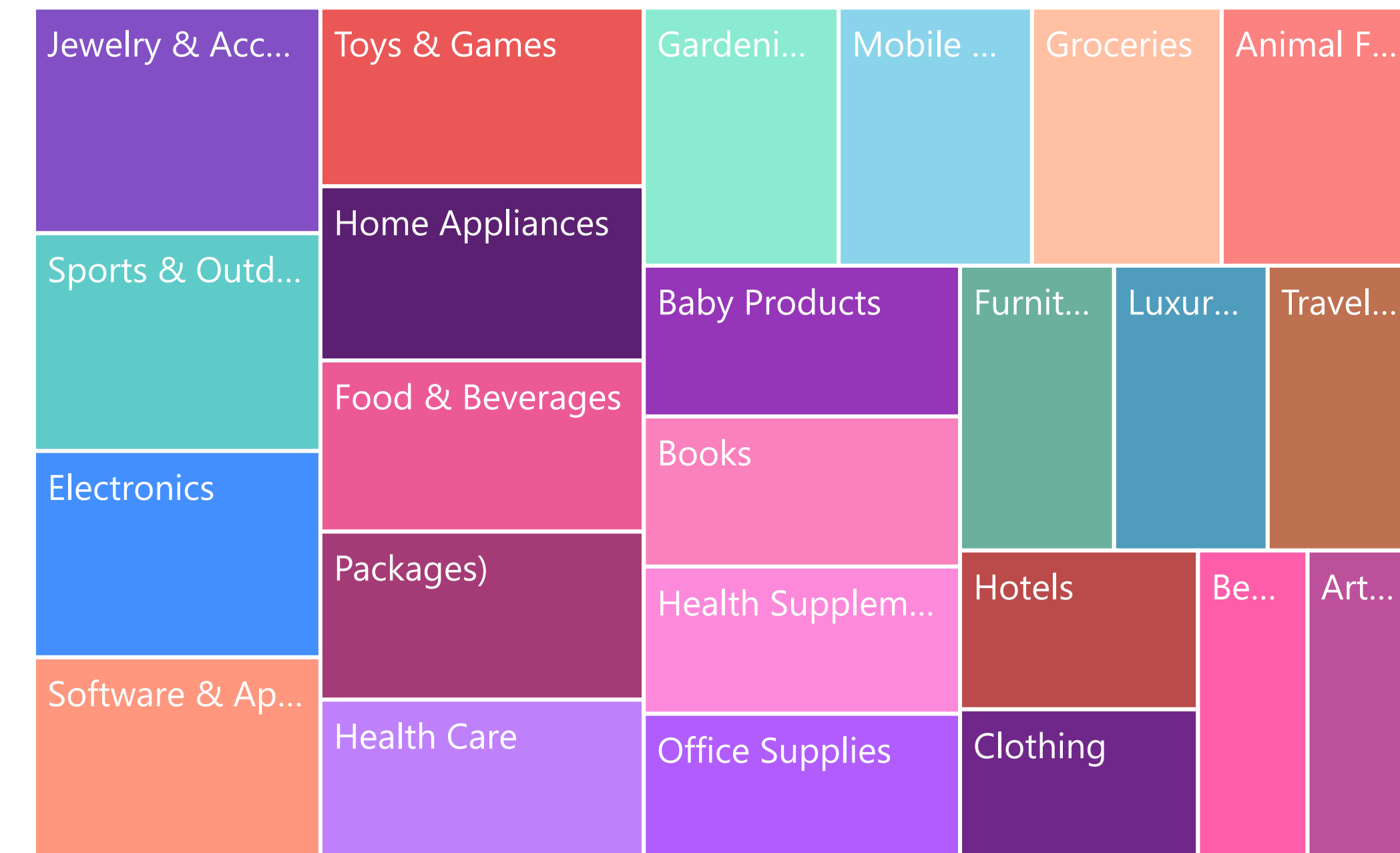
Sum of Frequency_of_Purchase by Device_Used_for_Shopping



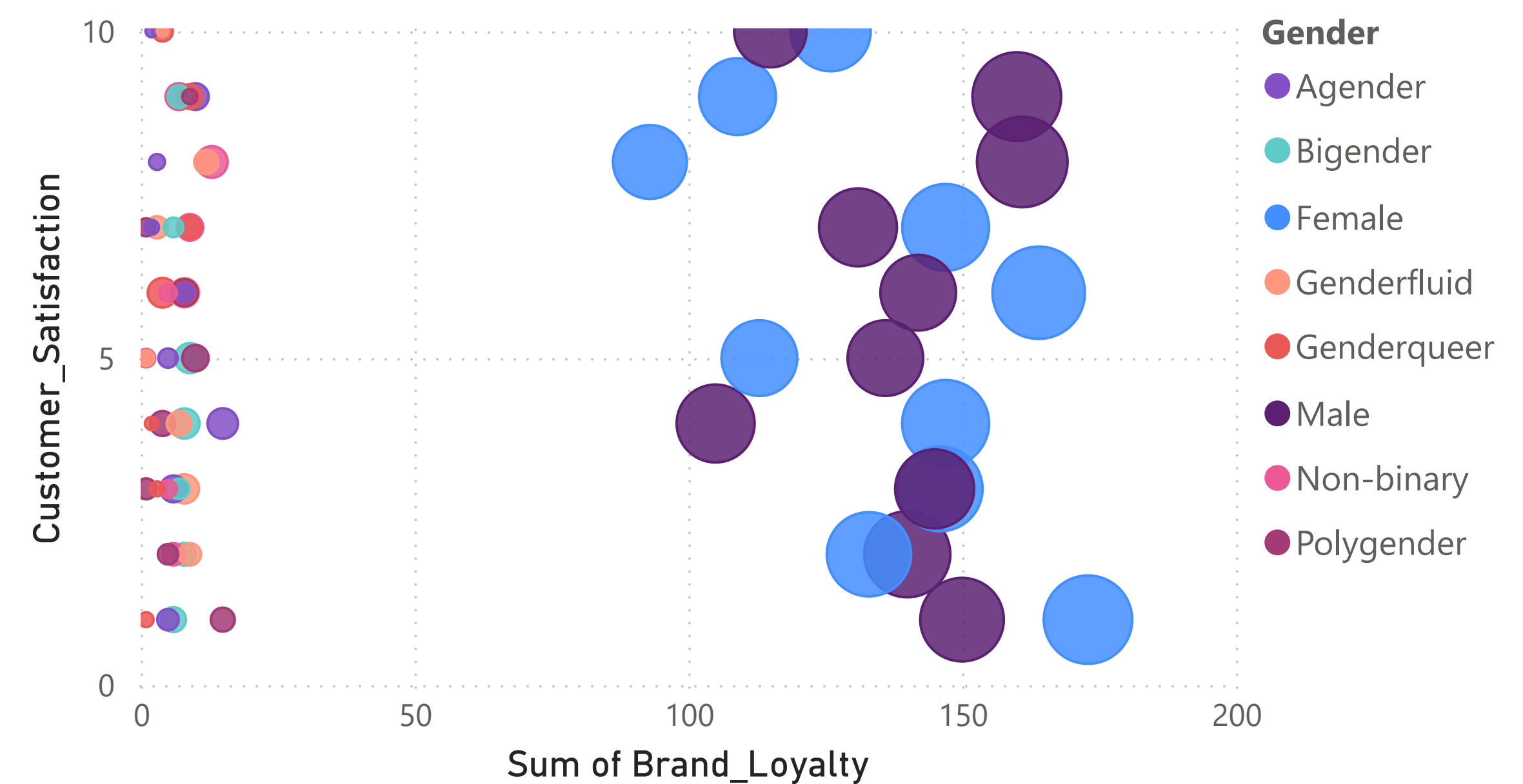
Average of Return_Rate by Purchase_Category



Sum of Purchase_Amount by Purchase_Category



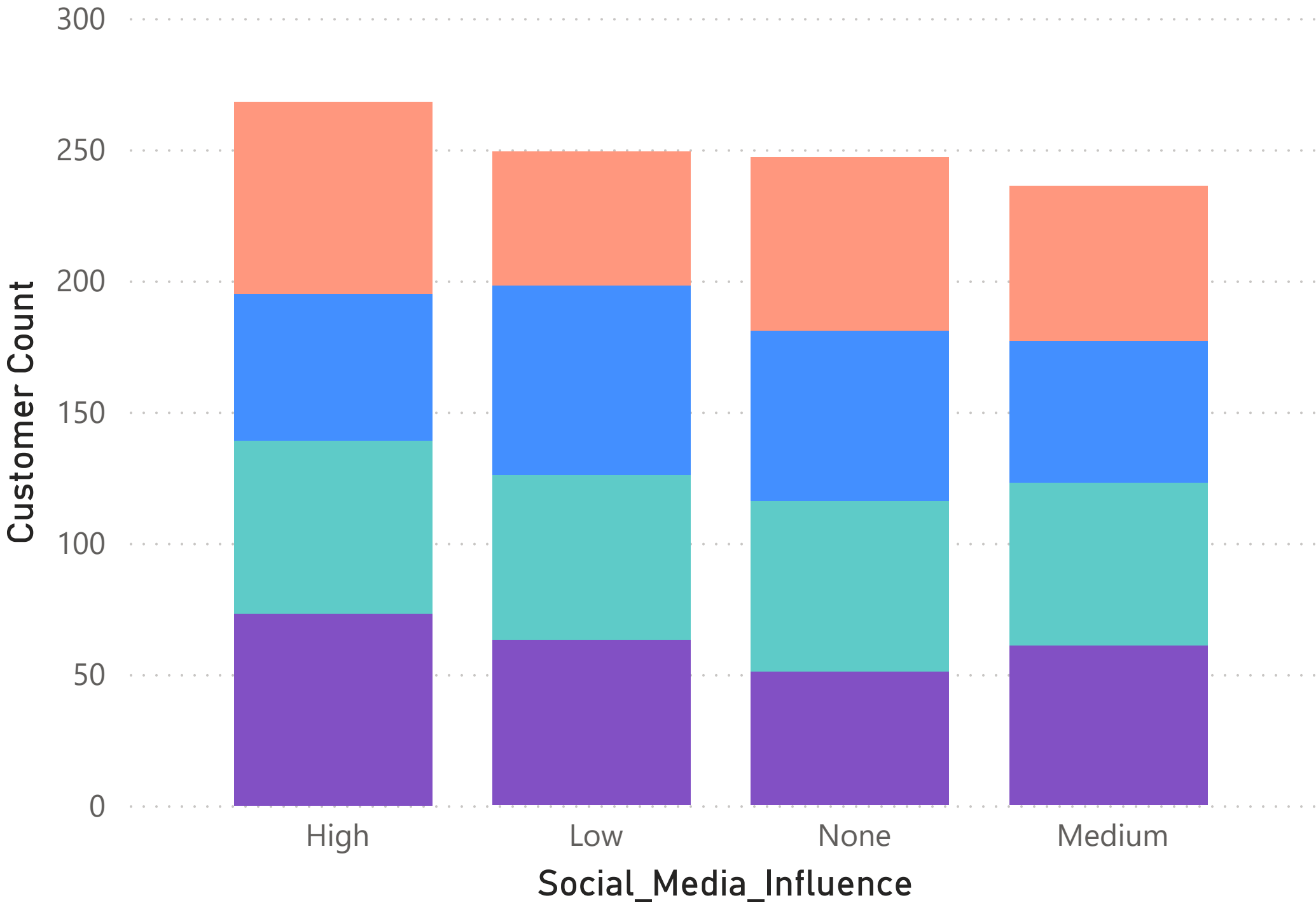
Sum of Brand_Loyalty and Sum of Purchase_Amount by Gender and Customer_Satisfaction



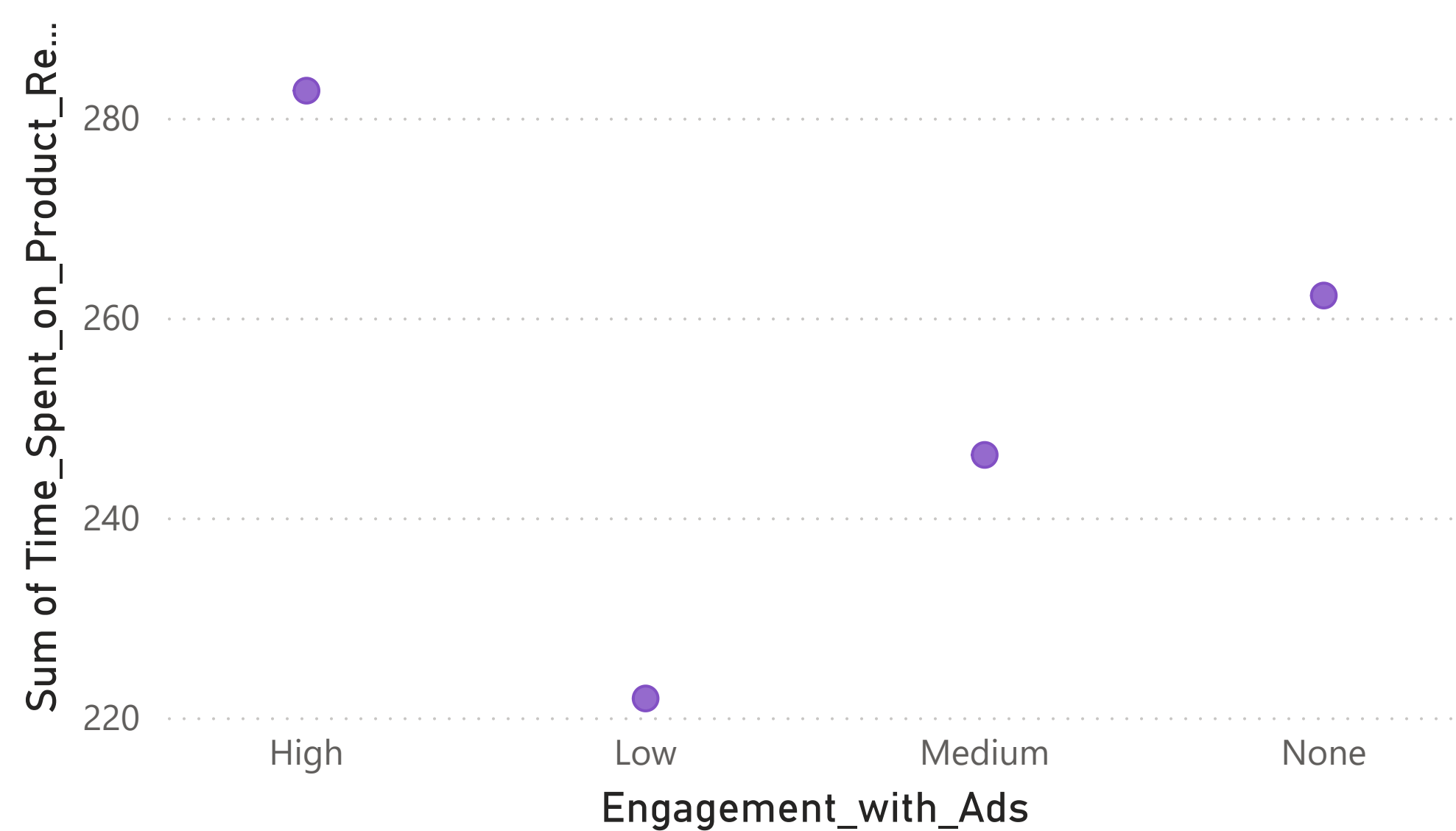
Social_Media_Influence	Customer Count
High	268
Low	249
Medium	236
None	247
Total	1000

Customer Count by Social_Media_Influence and Purchase_Intent

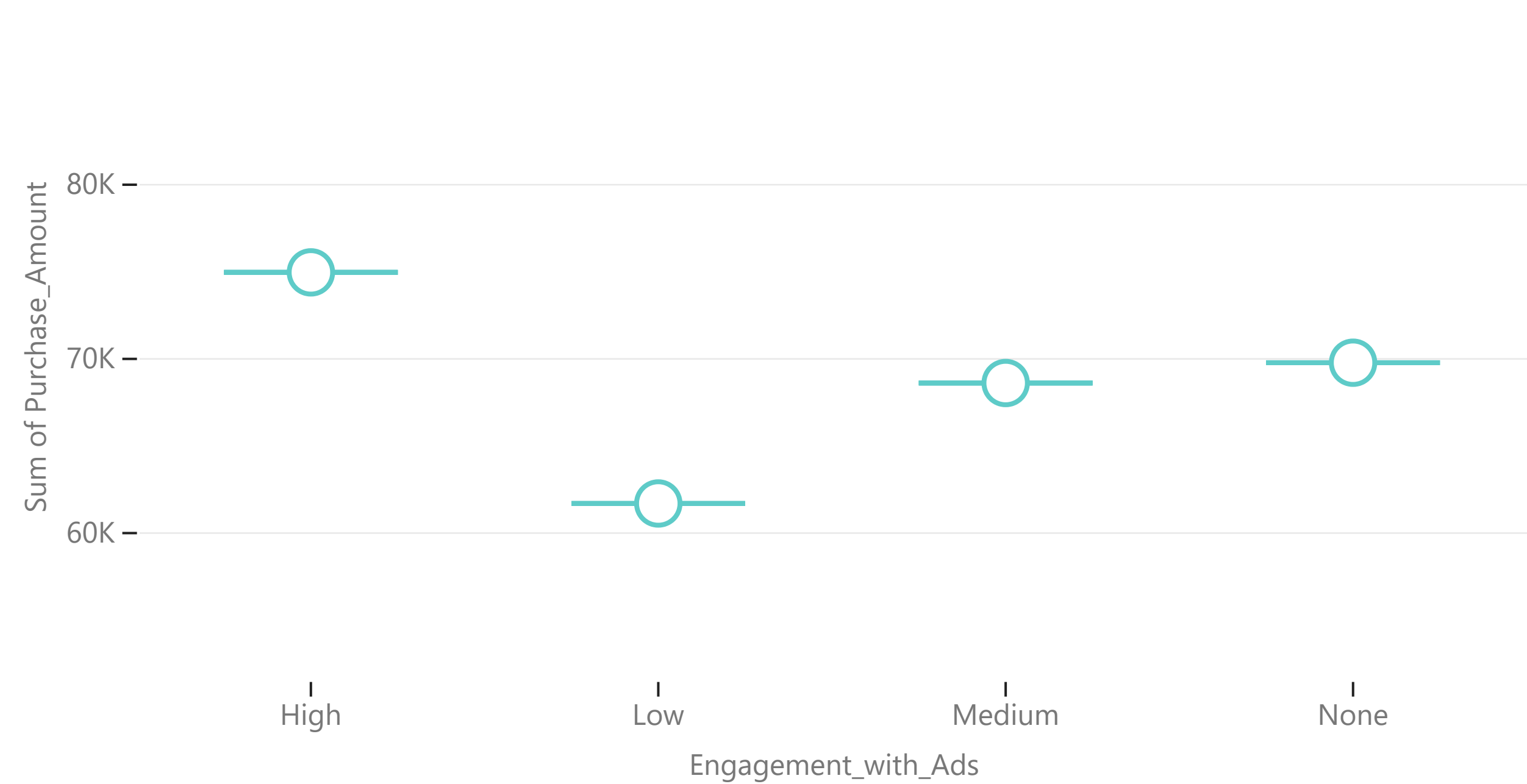
Purchase_Intent ● Impulsive ● Need-based ● Planned ● Wants-based



Relationship Between Ad Engagement and Time Spent on Product Research



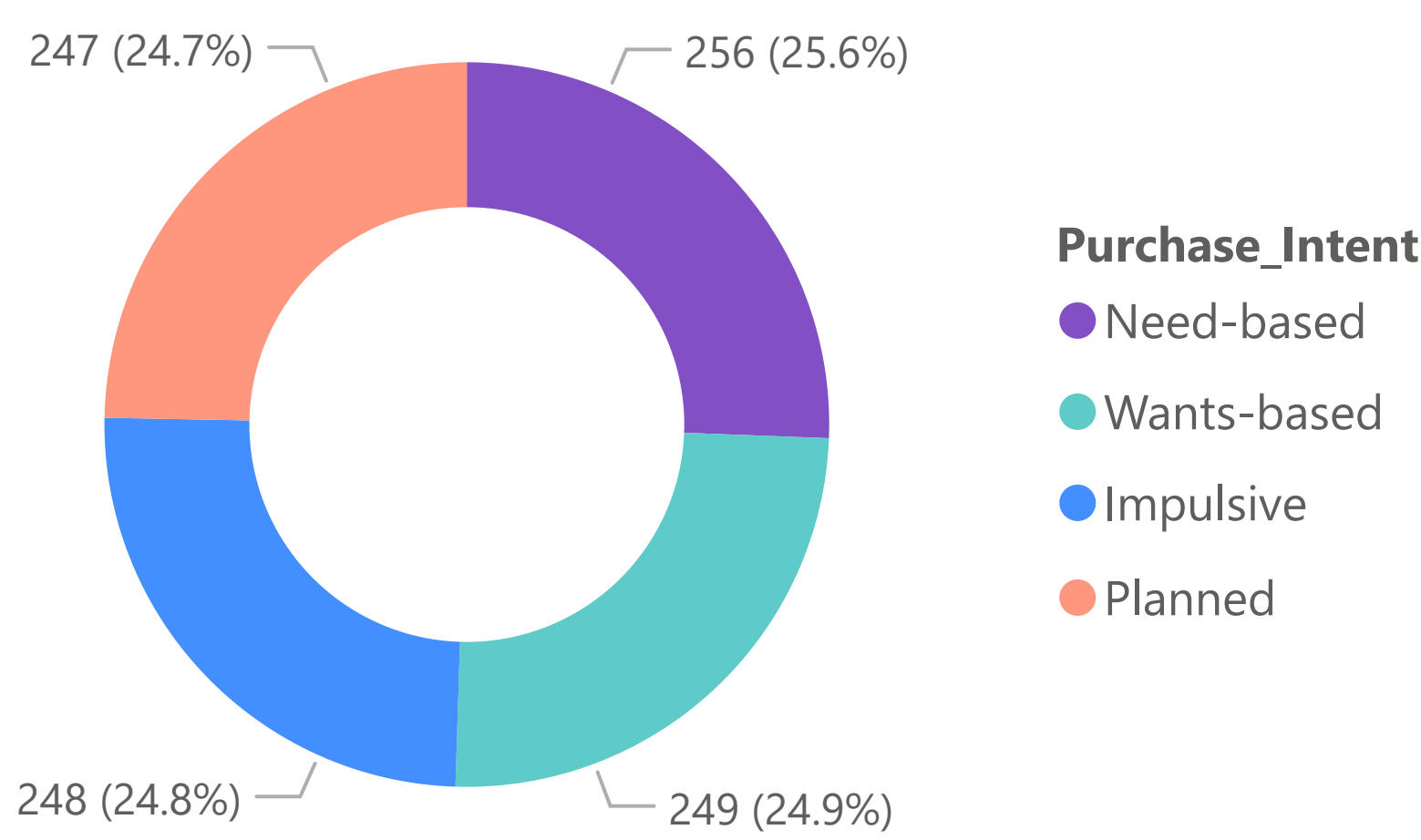
Sum of Purchase_Amount by Engagement_with_Ads



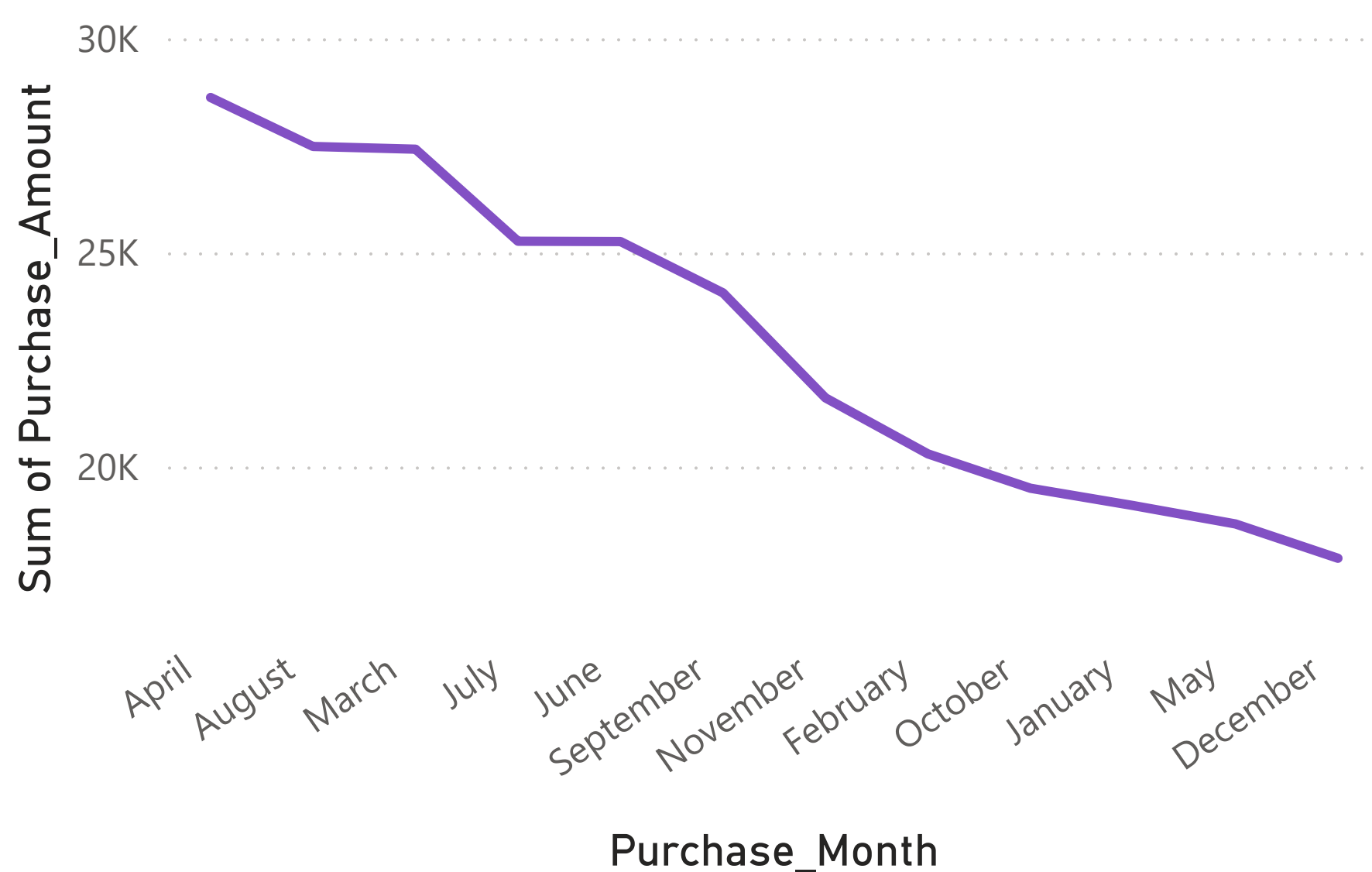
Sum of Time_to_Decision by Income_Level



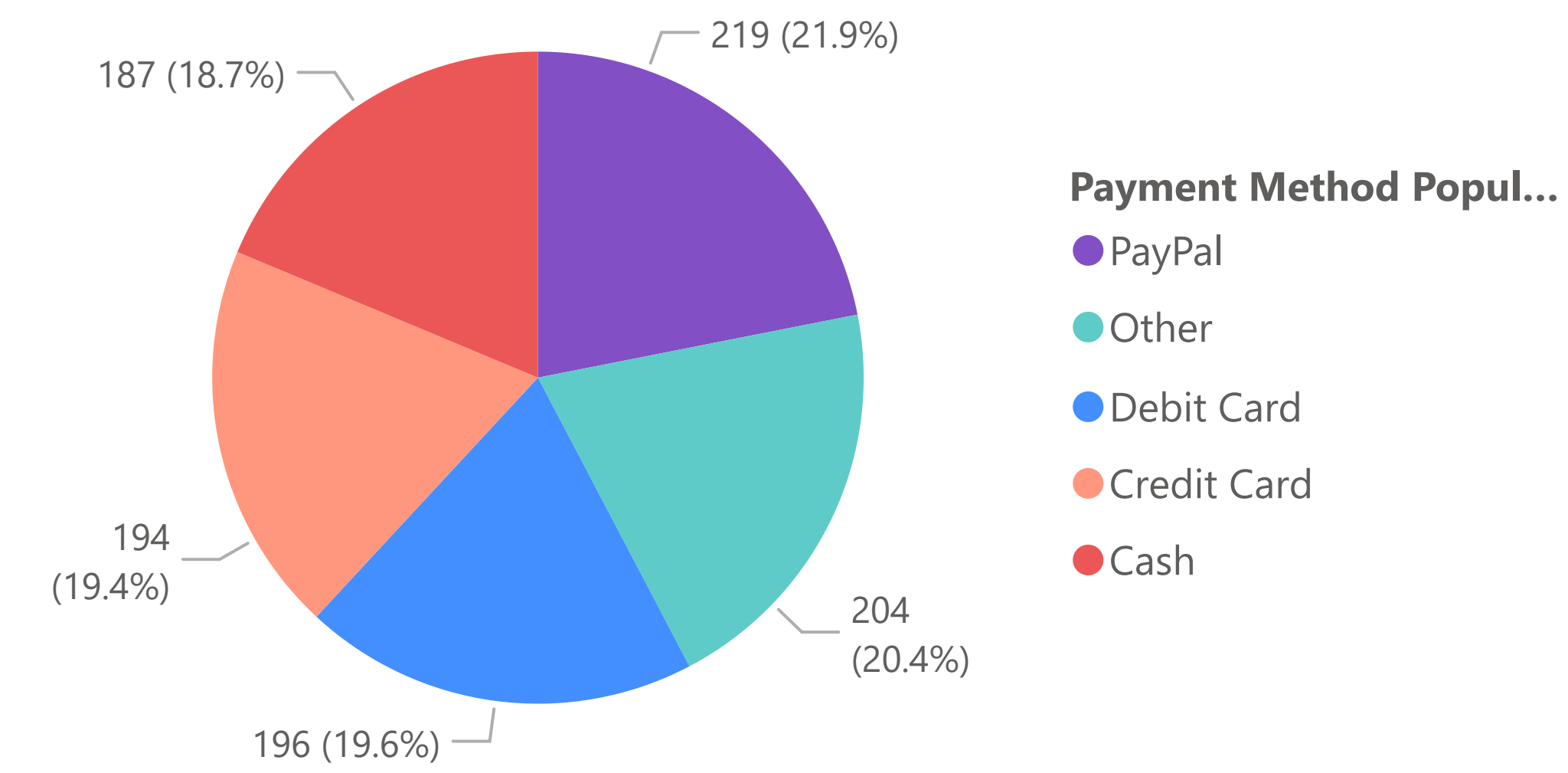
Customer Count by Purchase_Intent



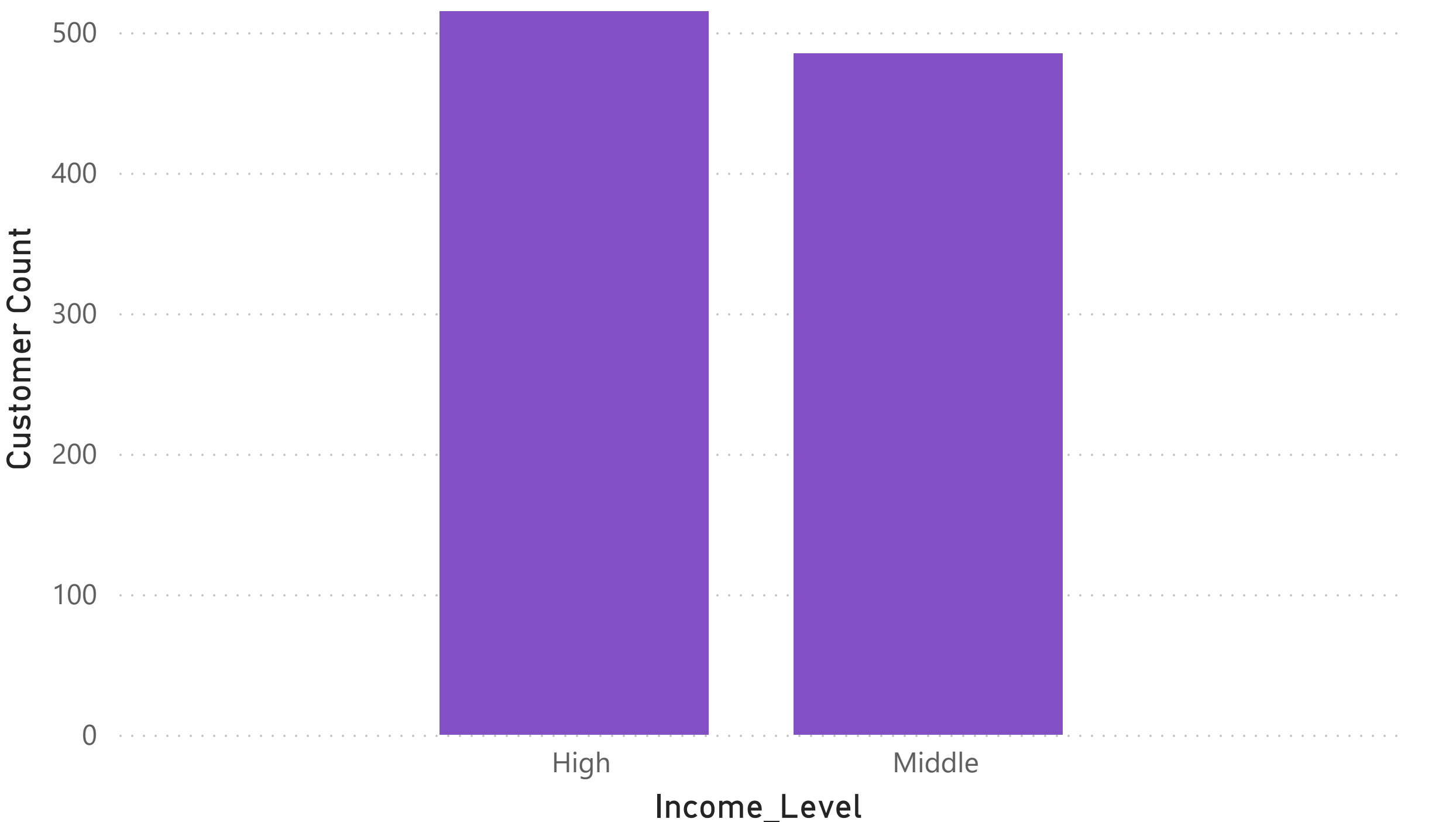
Sum of Purchase_Amount by Purchase_Month



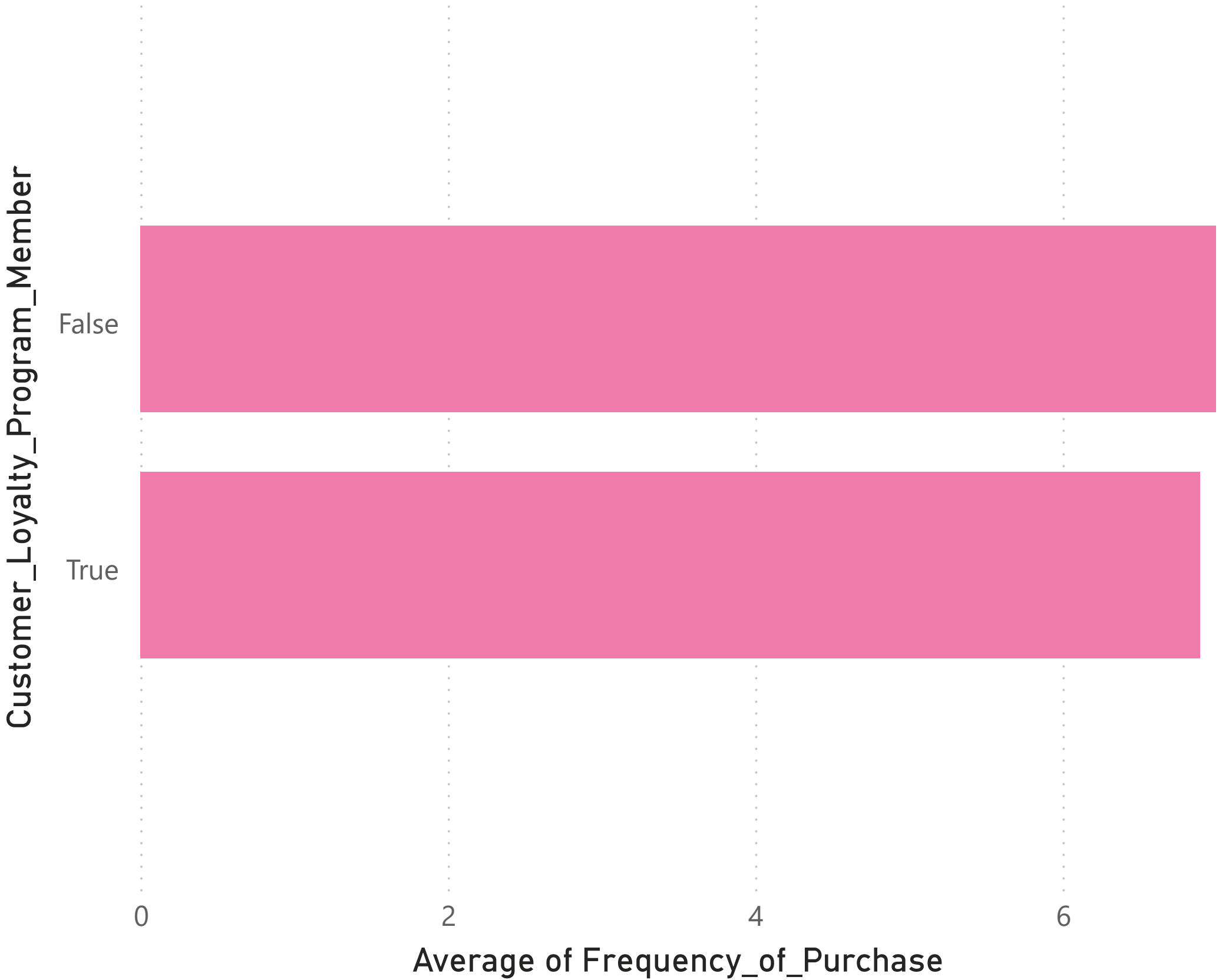
Customer Count by Payment_Method



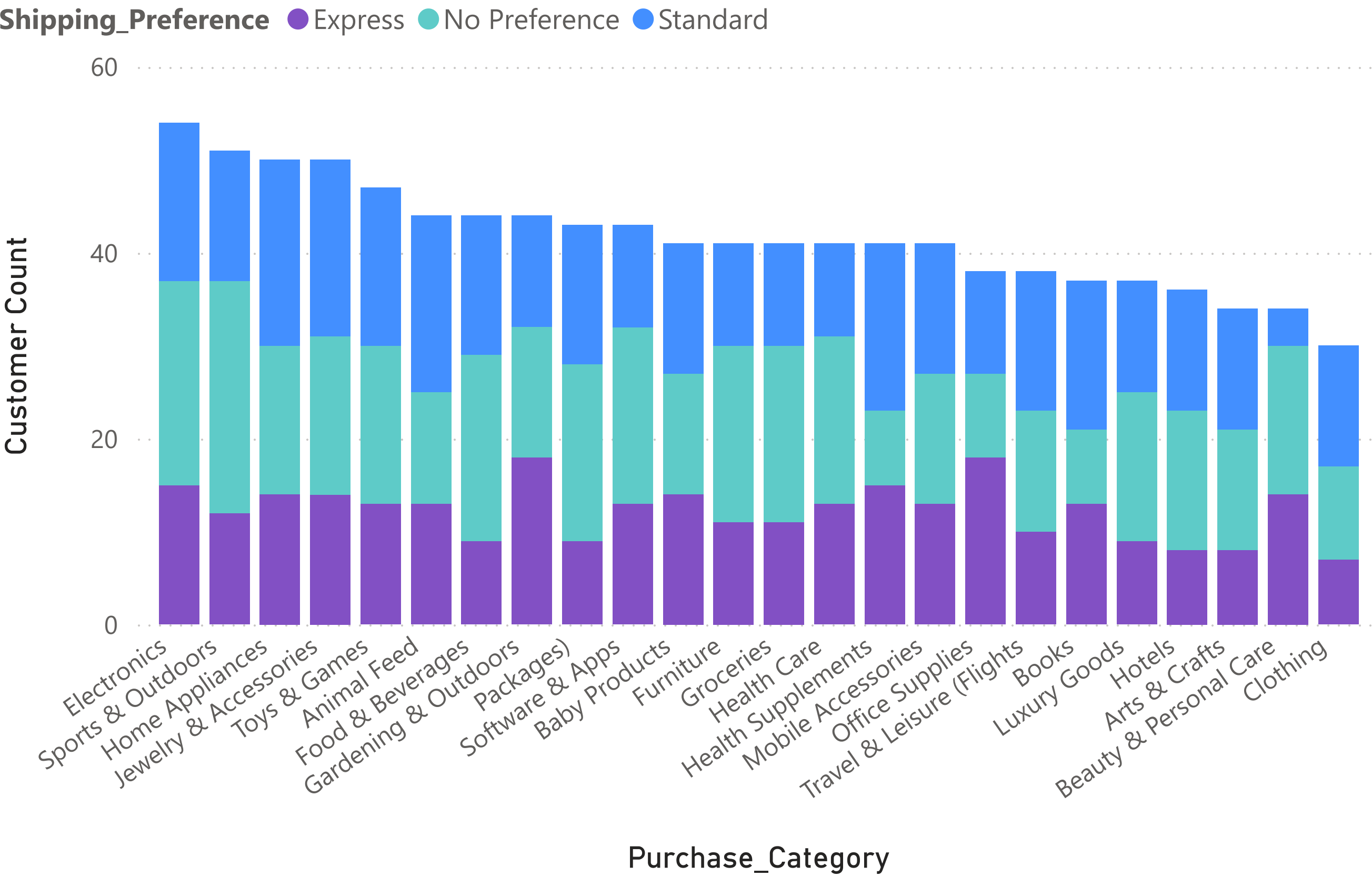
Discount Usage by Income Level



Loyalty Program vs Purchase Frequency



Shipping Preference by Product Category



Decomposition Tree showing where most purchase come from

Purchase_Categ... ×

Gender ×

Location ×

Sports & Outdoors

Female

