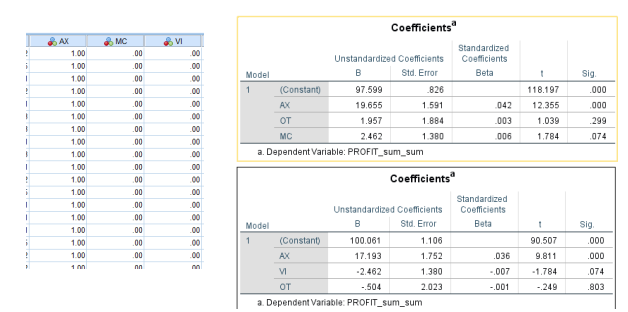
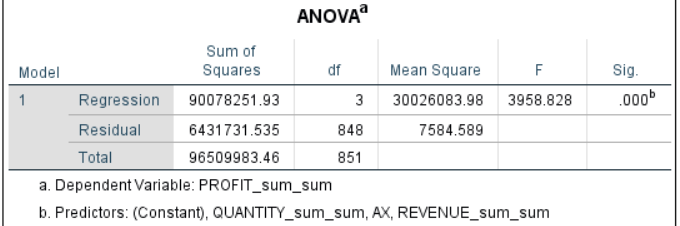
**Appendices**

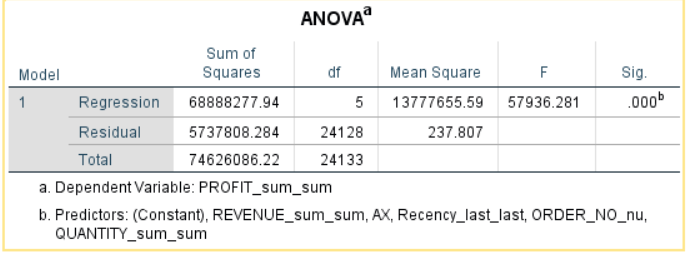
***Figure 2. Dummy Coding Variable: PAY\_METHOD\_last***

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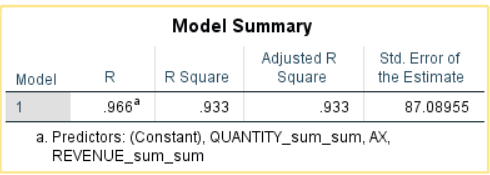
***Figure 3. Segment 1 ANOVA Sig.***



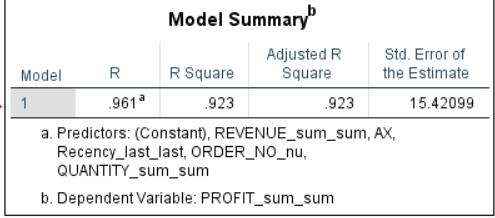
***Figure 4. Segment 5 ANOVA Sig.***

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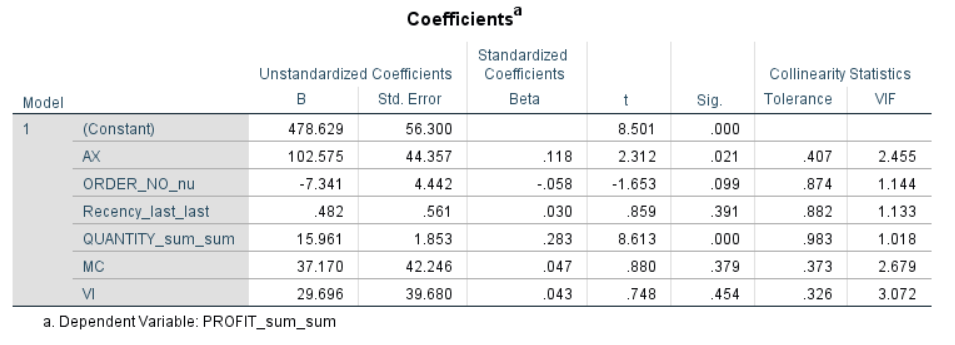
***Figure 5. Segment 1 Regression Model R Squares***



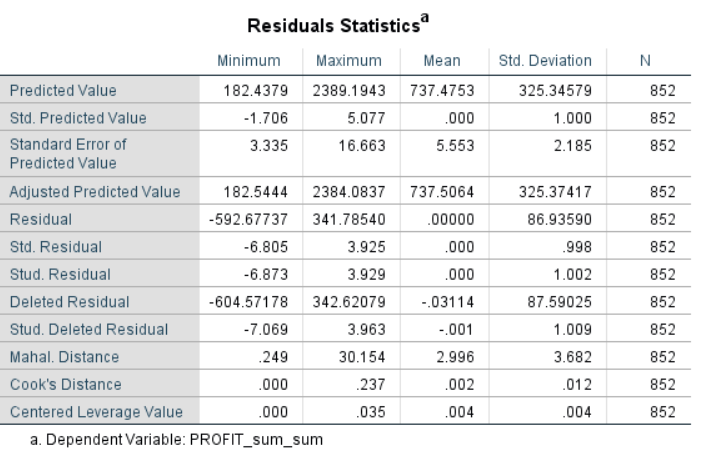
***Figure 6. Segment 5 Regression Model R Squares***



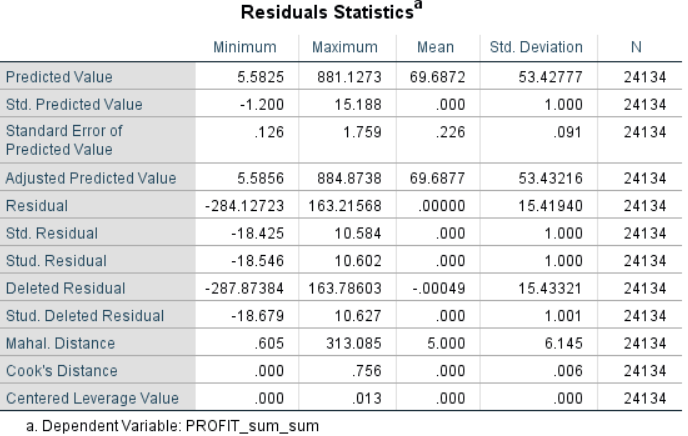
***Figure 7. Segment 1 Insignificant Variables (Without Revenue)***

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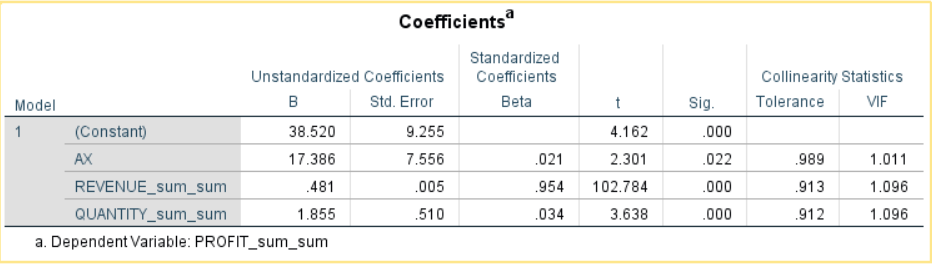
***Figure 8. Segment 1 Residuals Mean***

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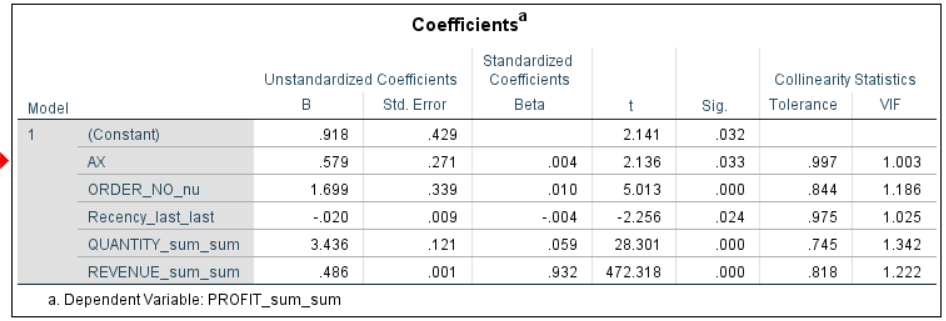
***Figure 9. Segment 5 Residuals Mean***



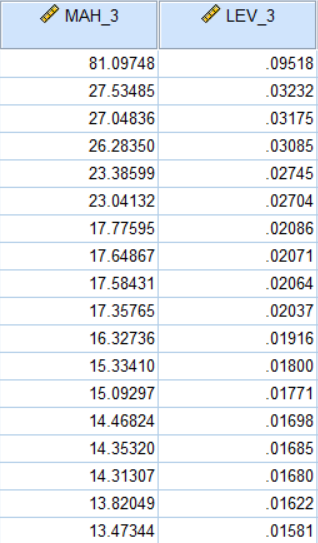
***Figure 10. Segment 1 VIF of Independent Variables***



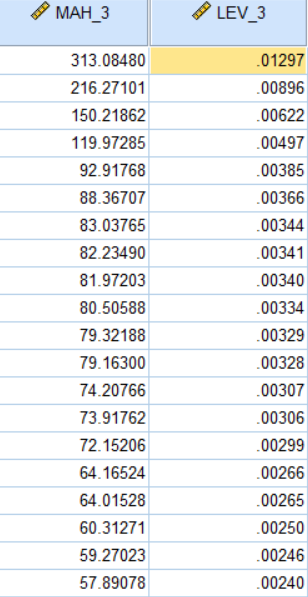
***Figure 11. Segment 5 VIF of Independent Variables***

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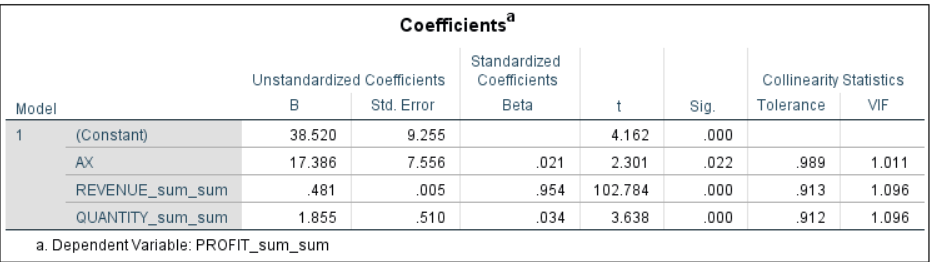
***Figure 12. Segment 1 Leverage Values***

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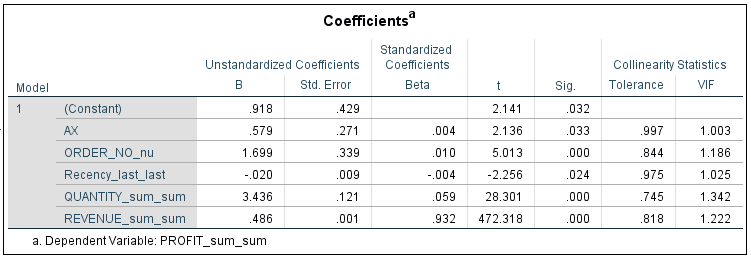
***Figure 13. Segment 5 Leverage Values***

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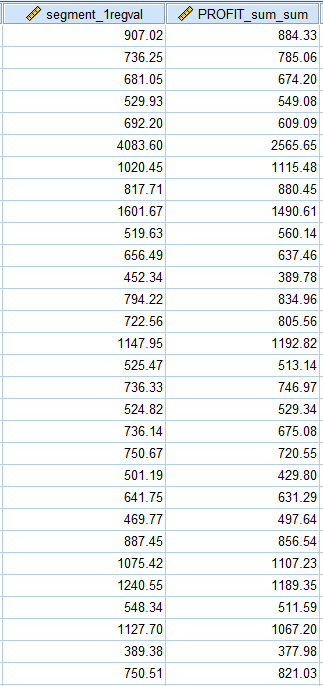
***Figure 14. Segment 1 Final Regression Model Coefficients***



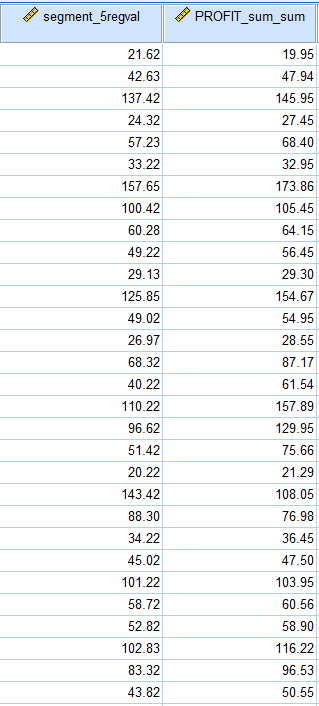
***Figure 15. Segment 5 Final Regression Model Coefficients***

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***Figure 16. Segment 1 Predicted and Original Profit Comparison***

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***Figure 17. Segment 5 Predicted and Original Profit Comparison***

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***Figure 18. Predicted and Original Profit R Square***

