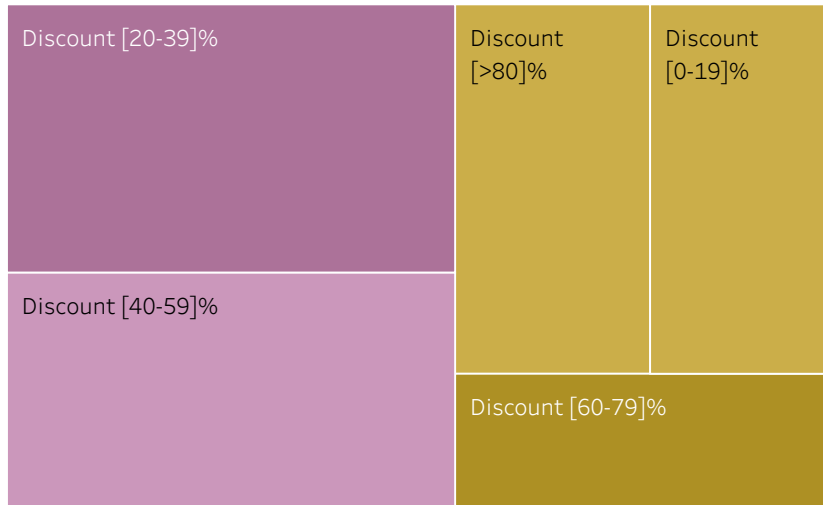
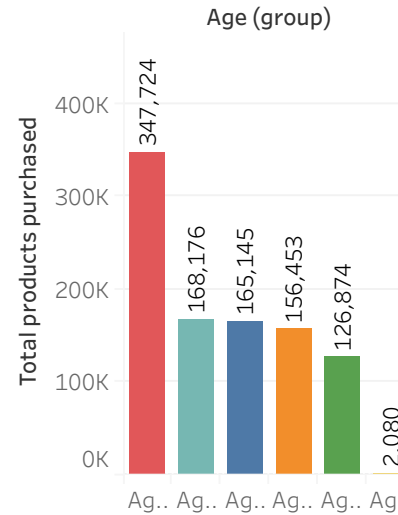


# KPMG

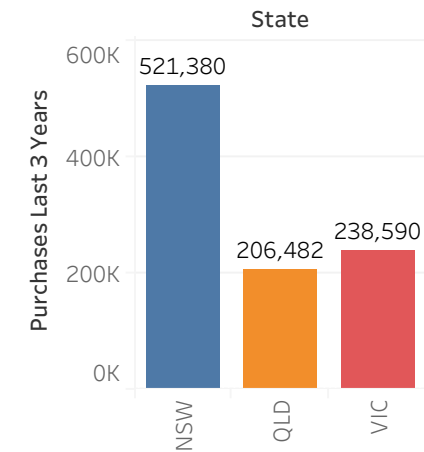
## Discount groups VS products purchased



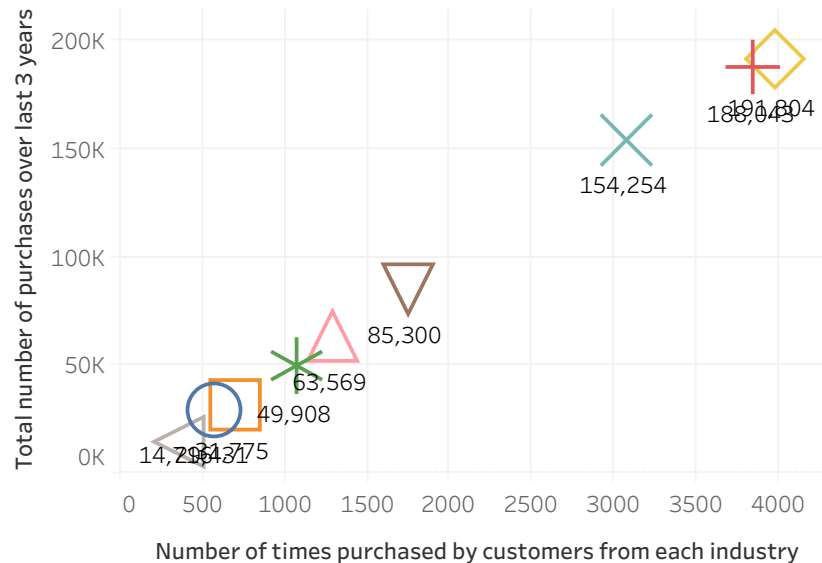
## Age-groups VS products purchased



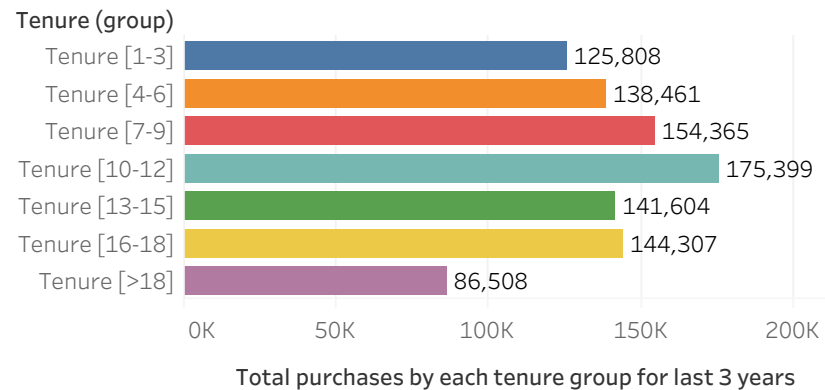
## Purchases by customers from each state



## Industry VS products purchased



## Tenure groups VS products purchased



- Age (group)
  - Age [21-30]
  - Age [31-40]
  - Age [41-50]
  - Age [51-60]
  - Age [61-70]
  - Age [71+]
- Job Industry
  - Argiculture
  - Entertainment
  - Financial
  - Health
  - IT
  - Manufacturing
- Job Industry
  - Argiculture
  - Entertainment
  - Financial
  - Health
  - IT
  - Manufacturing
- Tenure (group)
  - Tenure [1-3]
  - Tenure [4-6]
  - Tenure [7-9]
  - Tenure [10-12]
  - Tenure [13-15]
  - Tenure [16-18]
  - Tenure [>18]
- Purchases Last 3 Years
  - 120K
  - 279K
- State
  - NSW
  - QLD
  - VIC