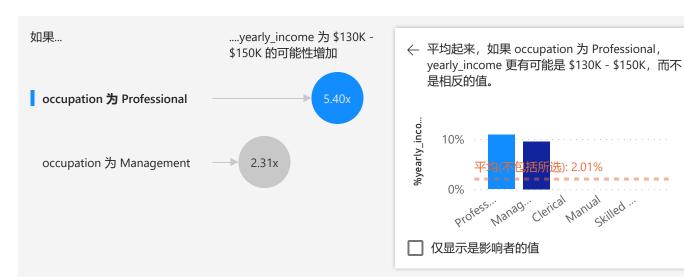
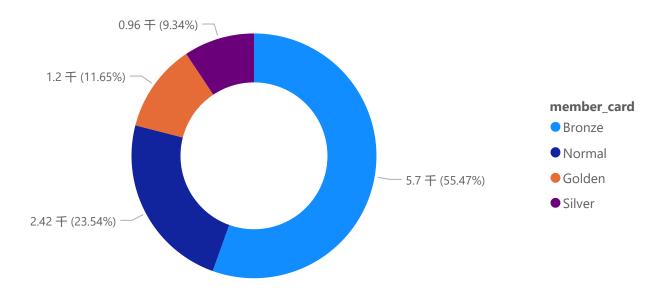
关键影响者 排名靠前的分段

4 V

什么影响 yearly_income 为 \$130K - \$150K ∨ ?

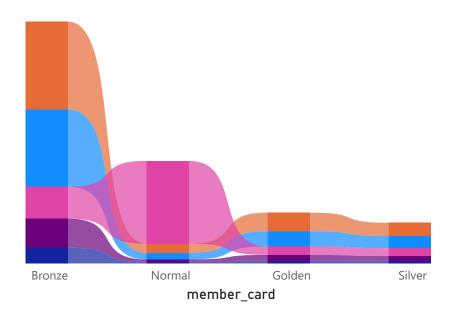


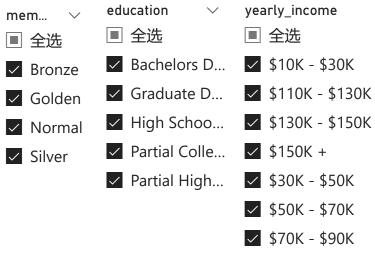
customer_id 的计数(按 member_card)



customer_id 的计数(按 member_card 和 education)

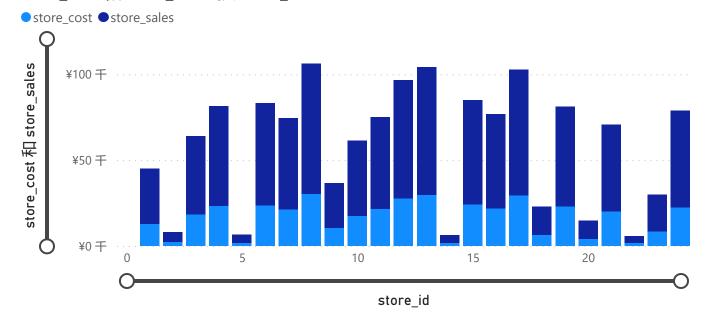
education ● Bachelors ... ● Graduate ... ● High Sch... ● Partial C... ● Partial Hi...





▼ \$90K - \$110K

store_cost 和 store_sales(按 store_id)



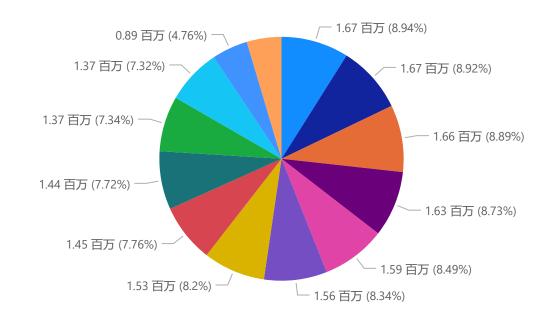
store_id \to \text{media_type}



✓ 全选 ✓ Bulk Mail ✓ Cash Register Han...

- ✓ Daily Paper
- ✓ Daily Paper, Radio
- ✓ Daily Paper, Radio,...
- ✓ In-Store Coupon

cost(按 media_type)



media_type

- Radio
- Sunday Paper
- Cash Register Handout
- Product Attachment
- Street Handout
- Daily Paper, Radio
- Daily Paper
- ●In-Store Coupon
- Sunday Paper, Radio
- Daily Paper, Radio, TV

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