CUSTOMER BEHAVIOUR ANALYSIS
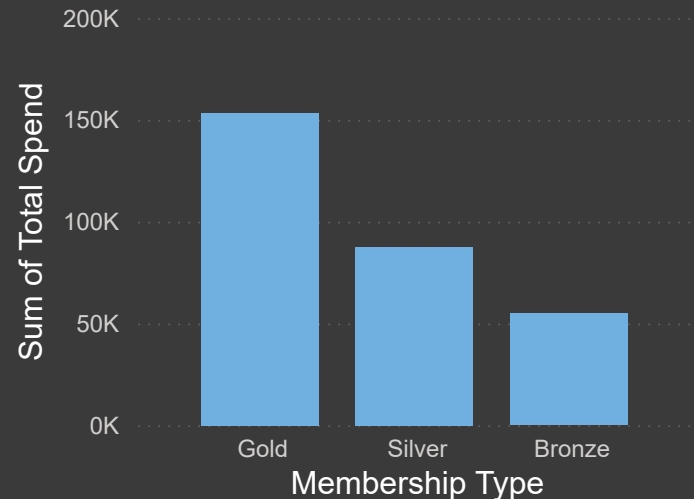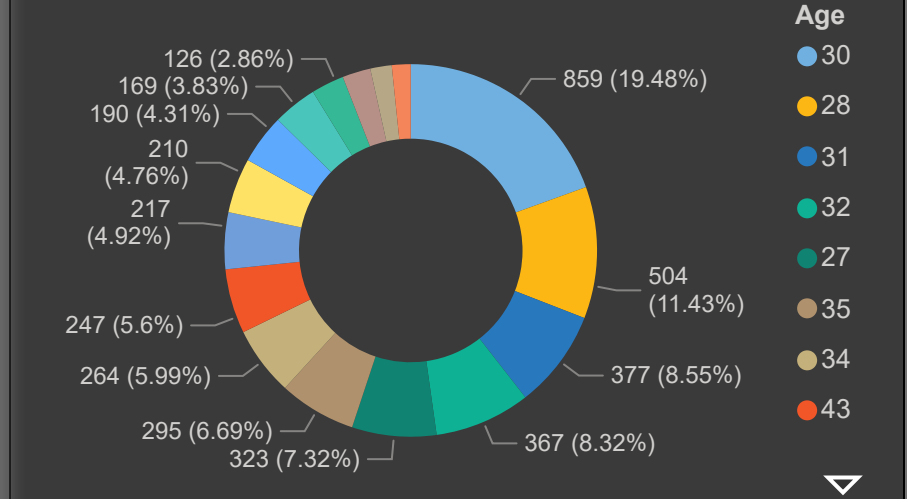
Sum of Total Spend by Membership Type
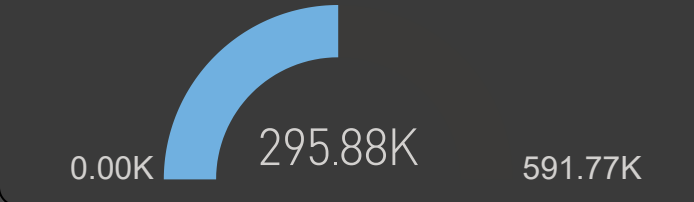

- Membership Type: Gold, Silver, Bronze
- Sum of Total Spend (axis): 0K – 200K

Sum of Items Purchased by Satisfaction Level

- Satisfaction Level: Satisfied, Unsatisfied, Neutral
- Sum of Items Purchased (axis): 0K – 2K

Sum of Items Purchased by Age

- 859 (19.48%)
- 504 (11.43%)
- 377 (8.55%)
- 367 (8.32%)
- 323 (7.32%)
- 295 (6.69%)
- 264 (5.99%)
- 247 (5.6%)
- 217 (4.92%)
- 210 (4.76%)
- 190 (4.31%)
- 169 (3.83%)
- 126 (2.86%)

Age: 30, 28, 31, 32, 27, 35, 34, 43
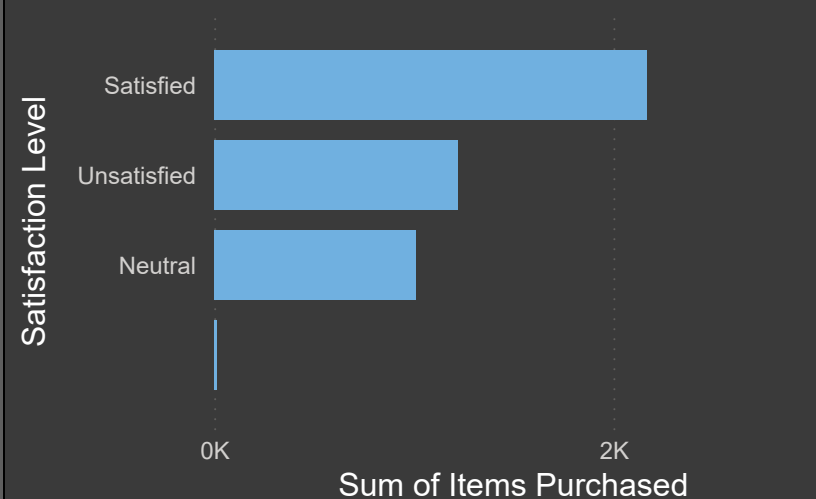
Sum of Total Spend and First City

- 0.00K
- 295.88K
- 591.77K

4410
Sum of Items Purchased

Sum of Age and Sum of Items Purchased by Satisfaction Level

- 2K (13.39%)
- 4K (25.46%)
- 1K (7.55%)
- 4K (23.2…)
- 1K (6.…)
- 4K (23.53%)

Satisfaction Level
- Unsatisfied
- Neutral
- Satisfied
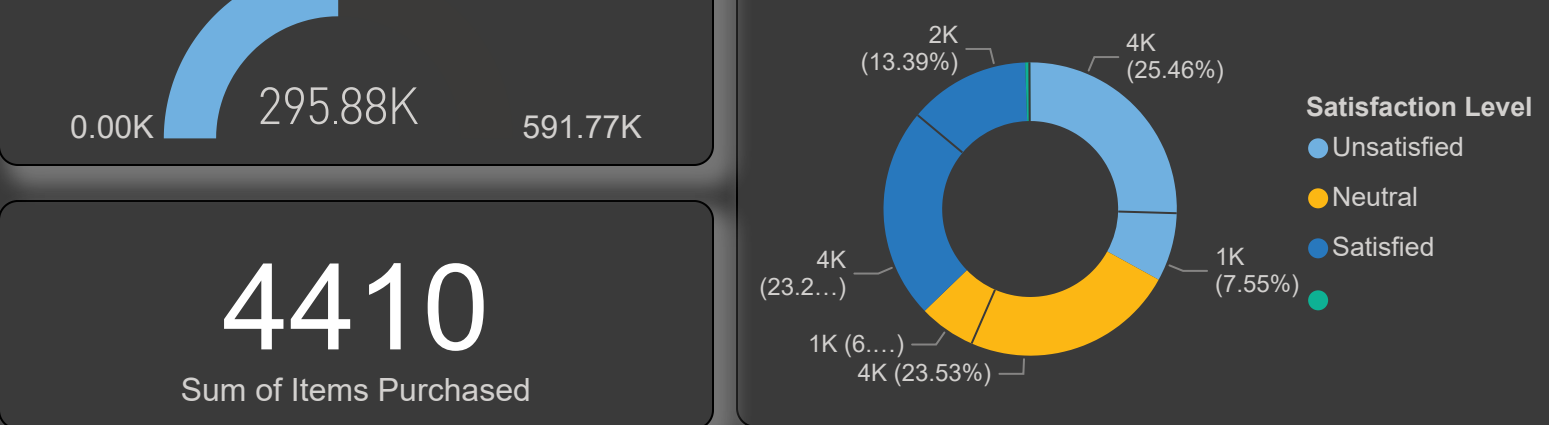
Count of Membership Type by Average Rating and Gender

Gender: Female, Male

- Count of Membership … (axis): 0 – 40
- Average Rating (axis): 3.0 – 5.0