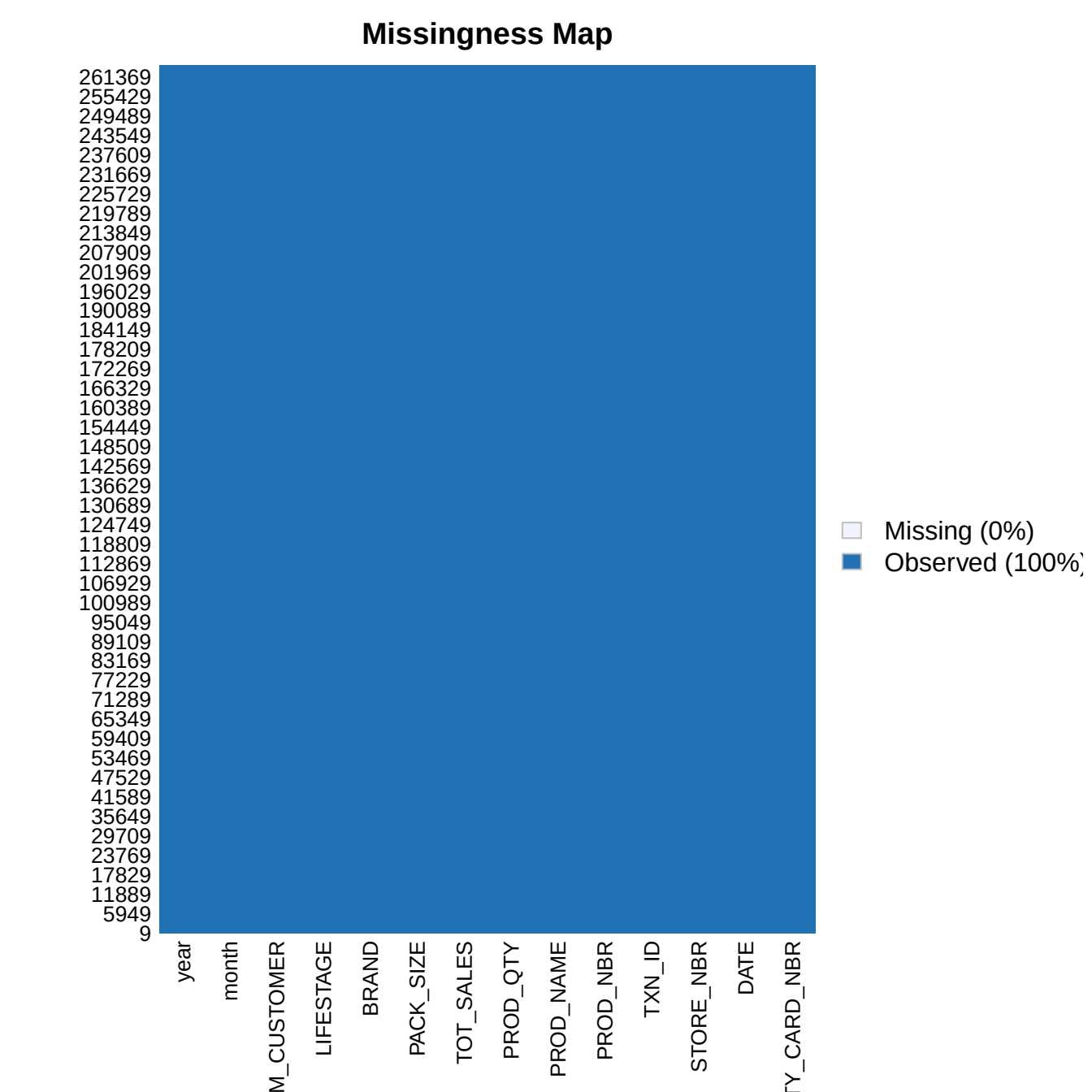
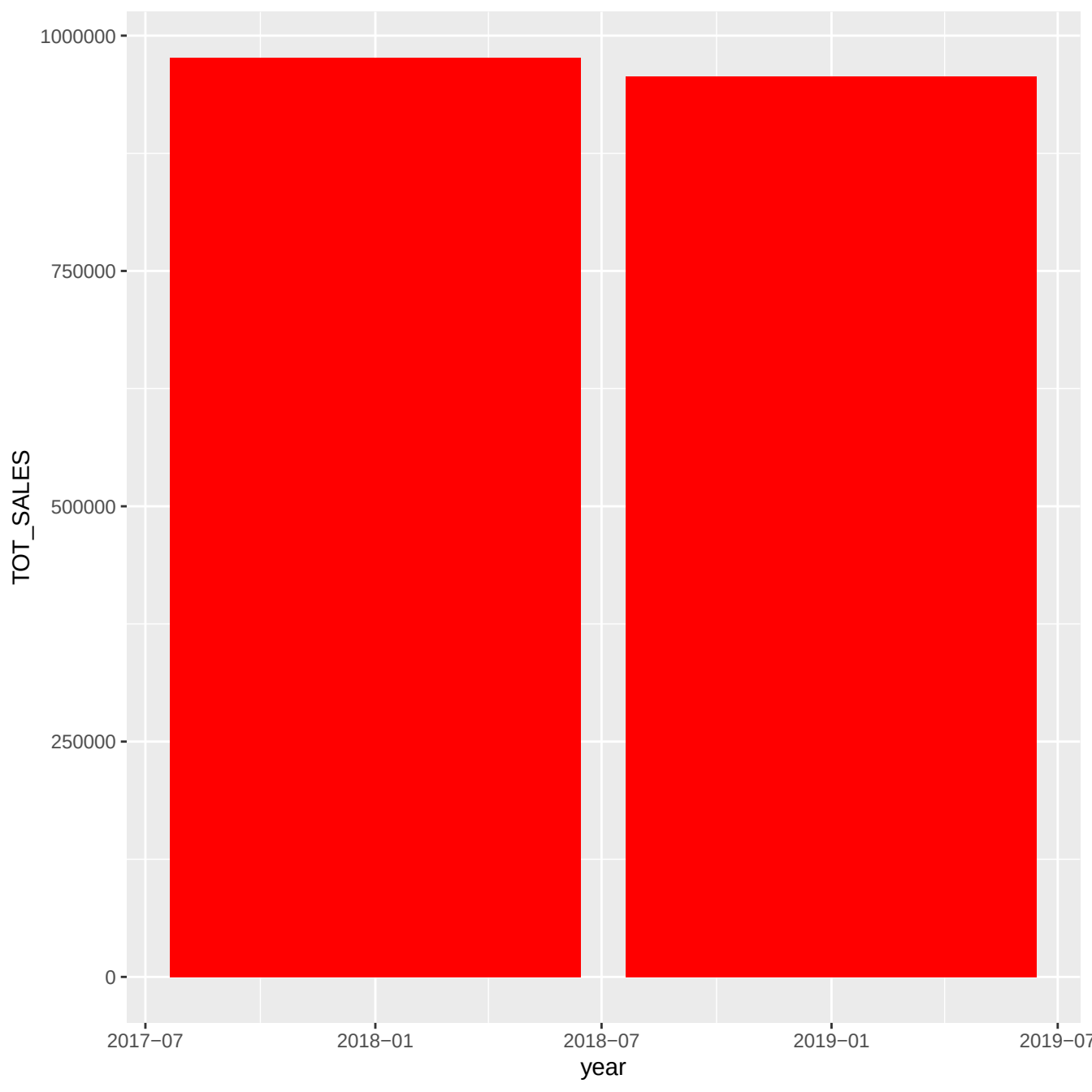
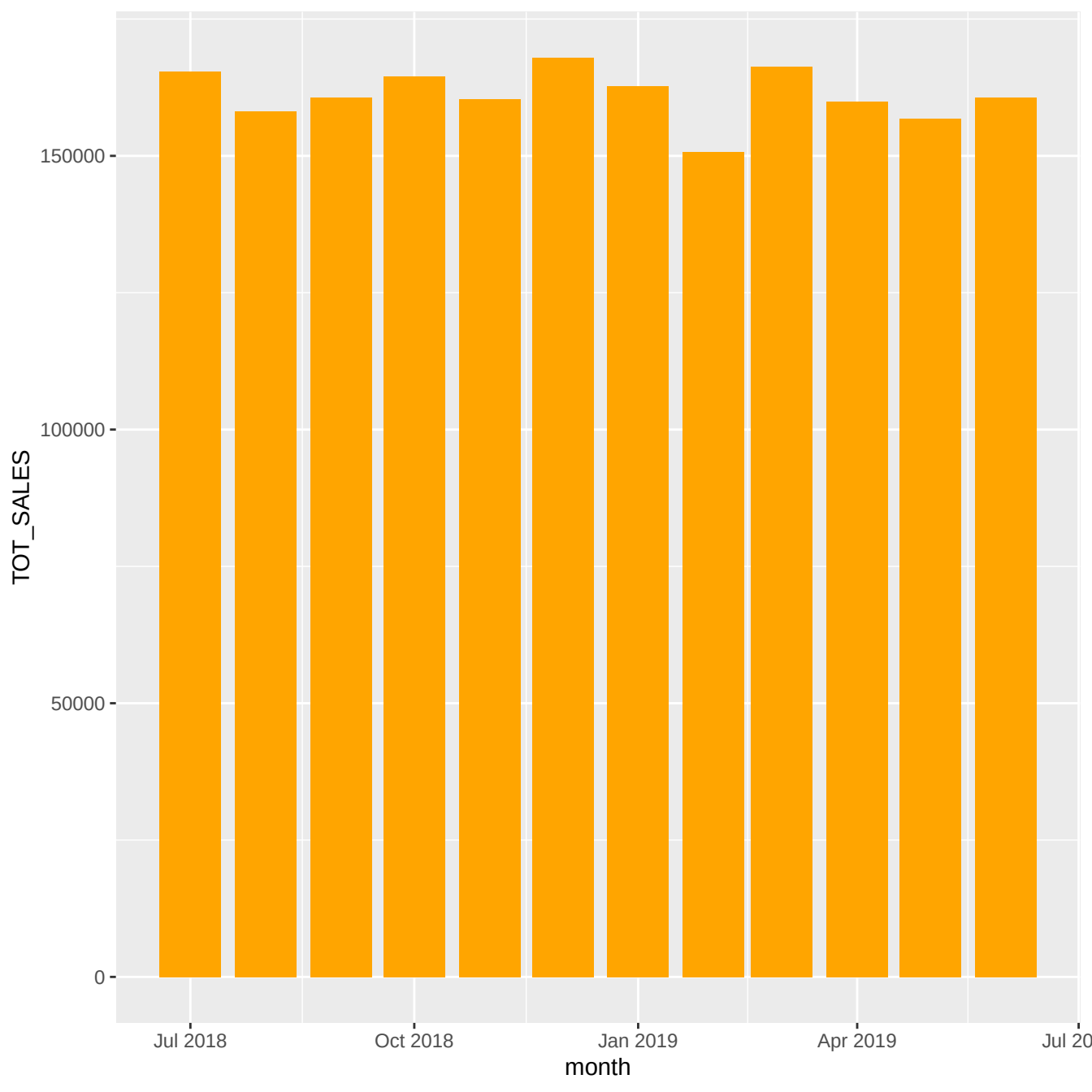
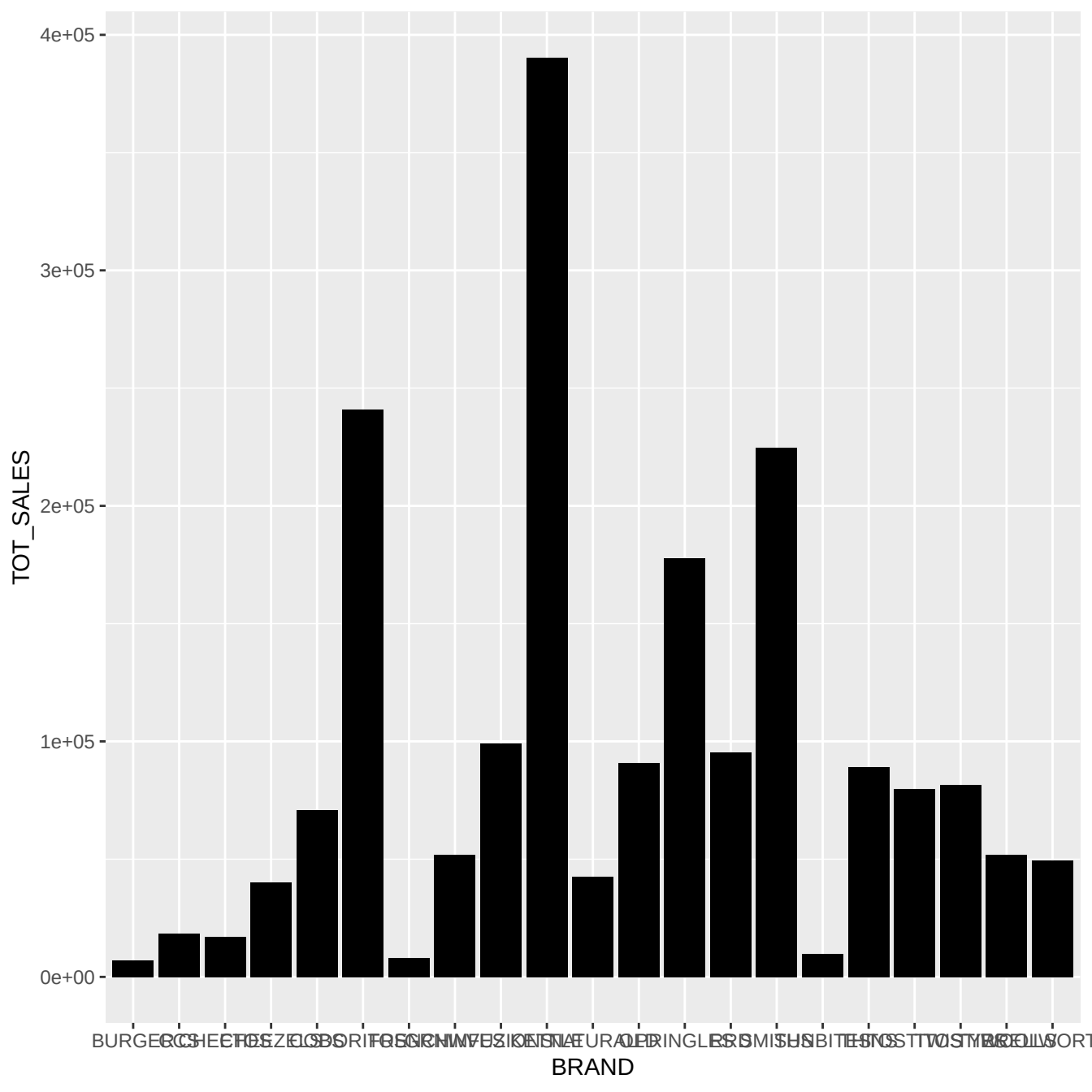
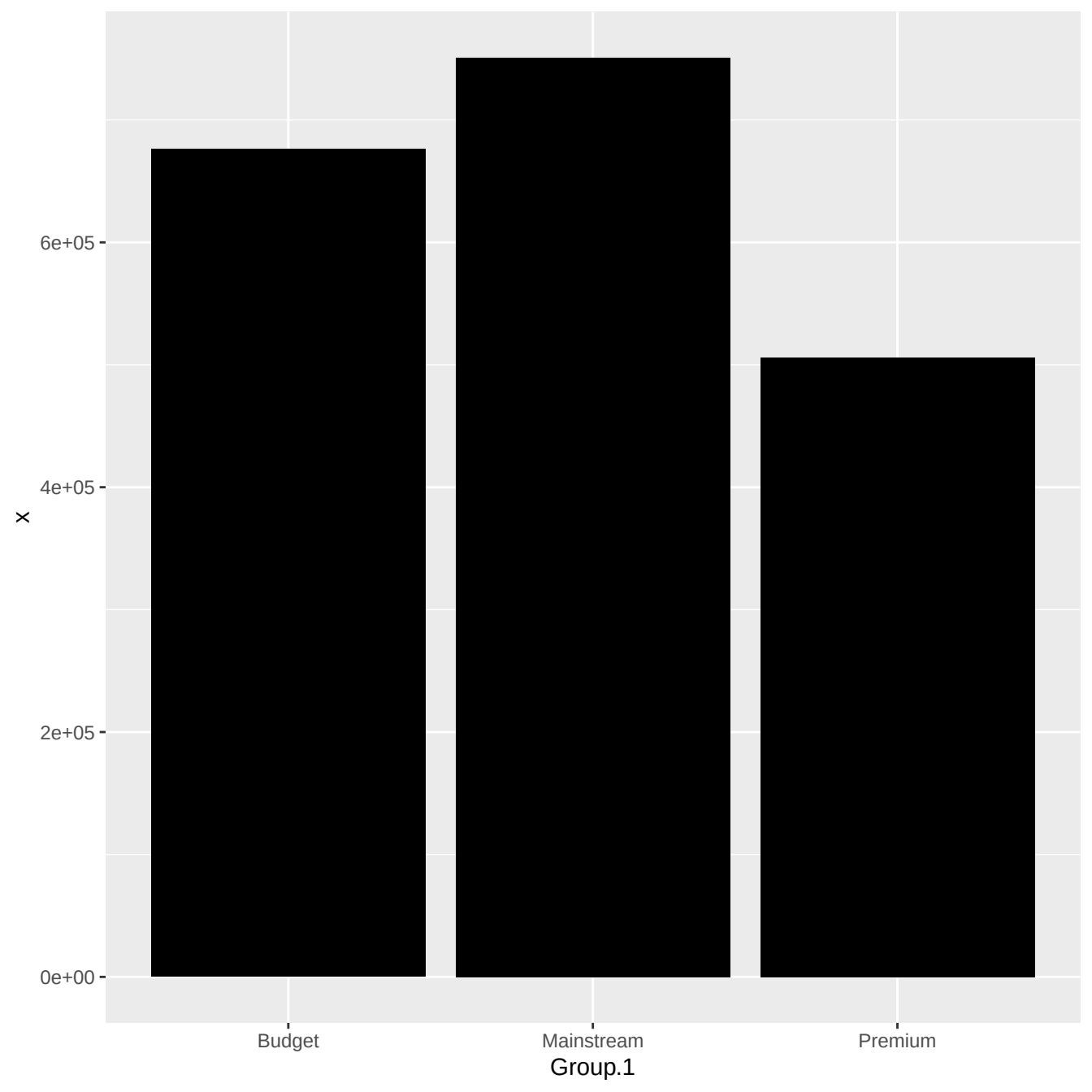
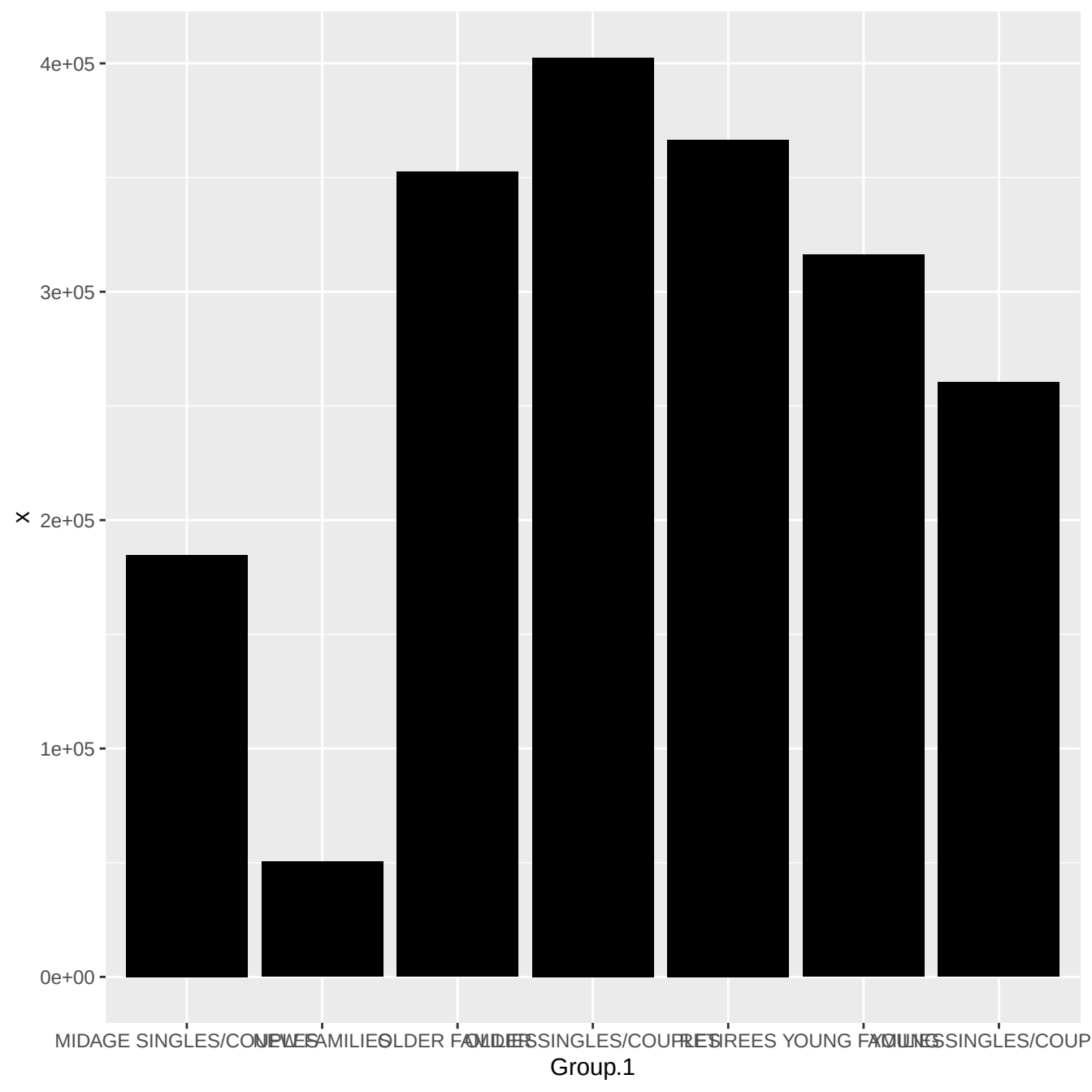

Missingness Map
261369
255429
249489
243549
237609
231669
225729
219789
213849
207909
201969
196029
190089
184149
178209
172269
166329
160389
154449
148509
142569
136629
130689
124749
118809
112869
106929
100989
95049
89109
83169
77229
71289
65349
59409
53469
47529
41589
35649
29709
23769
17829
11889
5949
9
year
month
M_CUSTOMER
LIFESTAGE
BRAND
PACK_SIZE
TOT_SALES
PROD_QTY
PROD_NAME
PROD_NBR
TXN_ID
STORE_NBR
DATE
Y_CARD_NBR
Missing (0%)
Observed (100%)

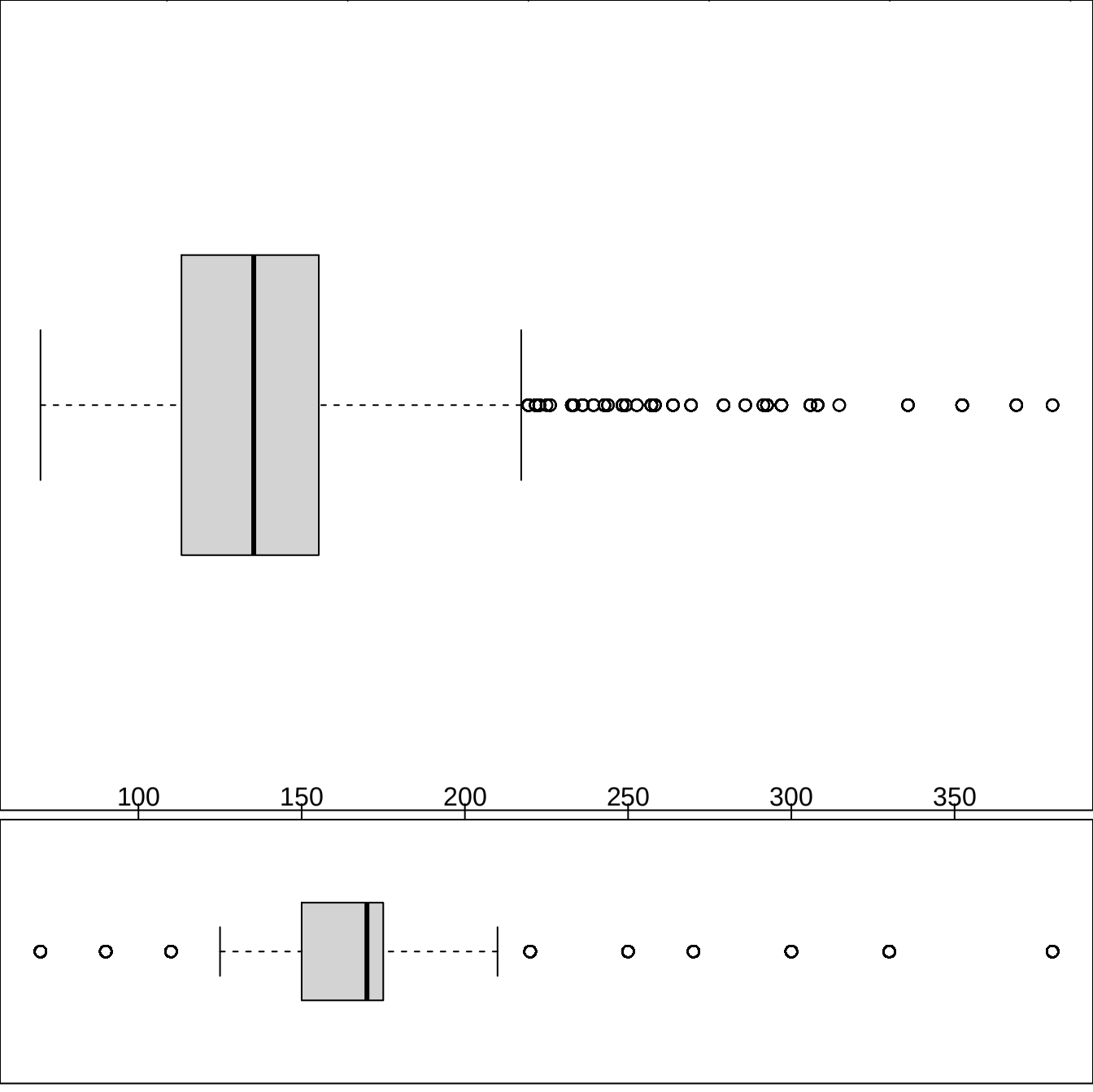

1000000
750000
500000
250000
0
TOT_SALES
2017−07
2018−01
2018−07
2019−01
2019−07
year

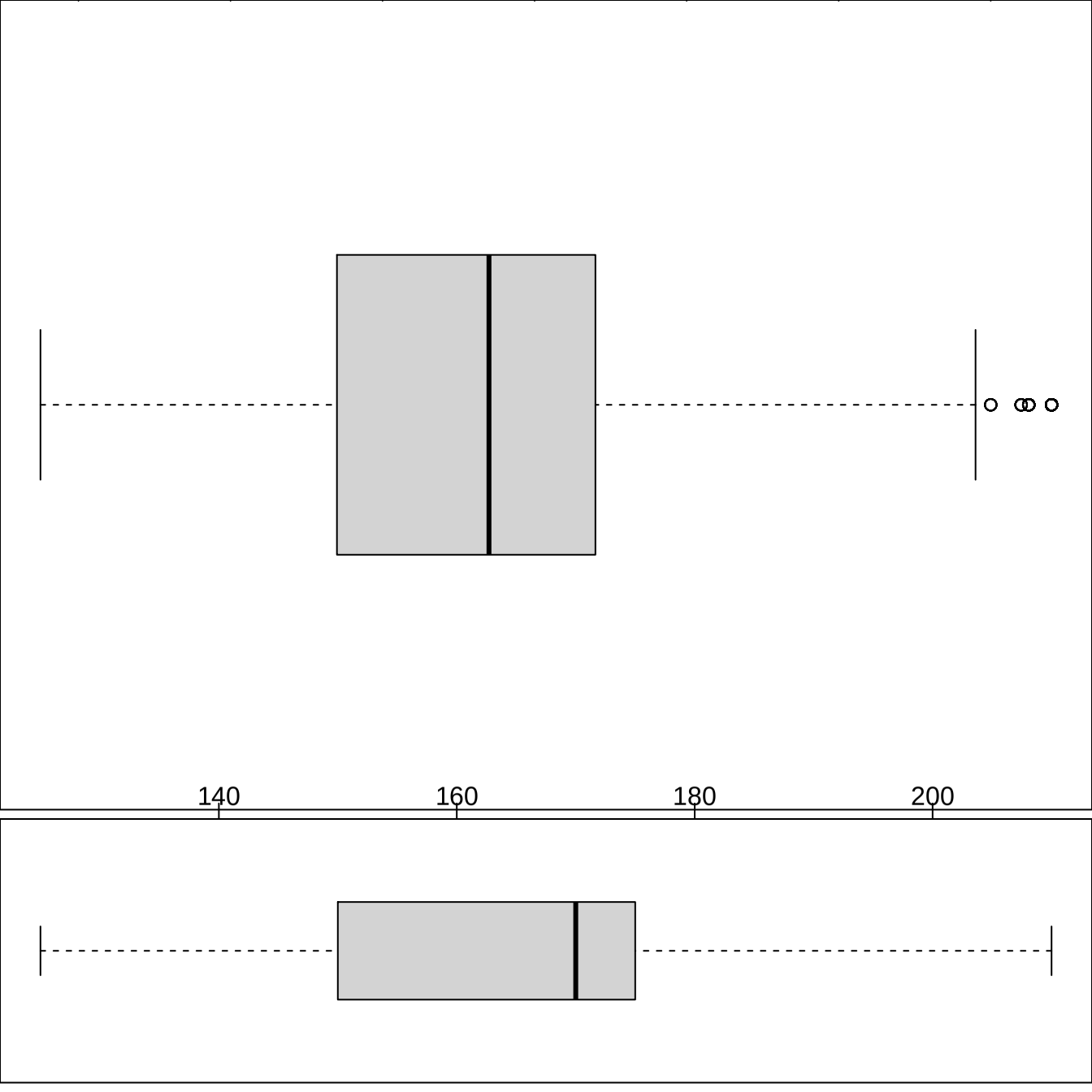

150000
100000
50000
0
TOT_SALES
Jul 2018
Oct 2018
Jan 2019
Apr 2019
Jul 20
month


4e+05
3e+05
2e+05
1e+05
0e+00
TOT_SALES
BRAND


6e+05
4e+05
2e+05
0e+00
x
Budget
Mainstream
Premium
Group.1


4e+05
3e+05
2e+05
1e+05
0e+00
x
MIDAGE SINGLES/COUPLES
NEW FAMILIES
OLDER FAMILIES
OLDER SINGLES/COUPLES
RETIREES
YOUNG FAMILIES
YOUNG SINGLES/COUP
Group.1


100
150
200
250
300
350


140
160
180
200