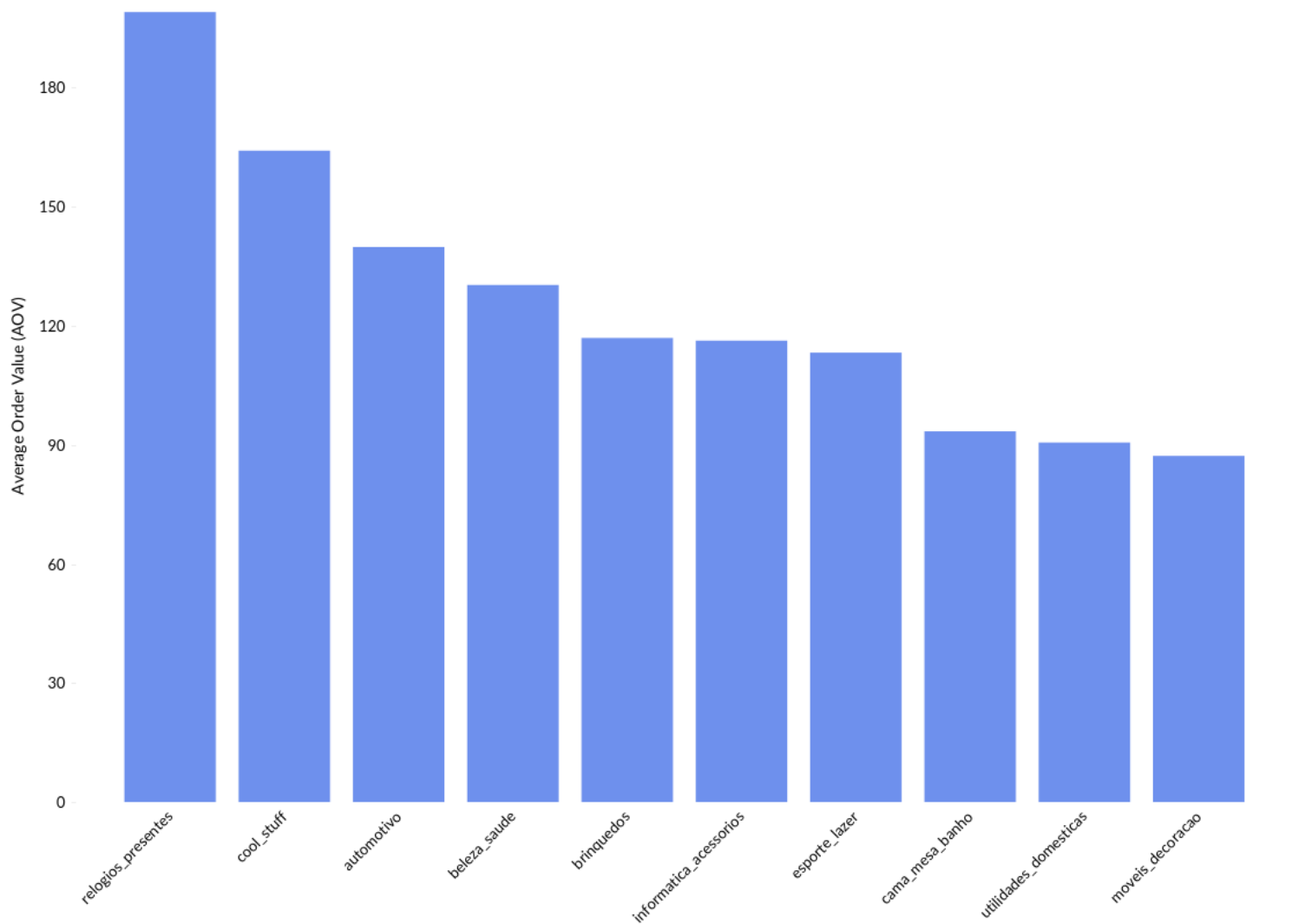


Average Order Value by Category



Revenue concentration across categories is driven more by order-volume than by high average order value