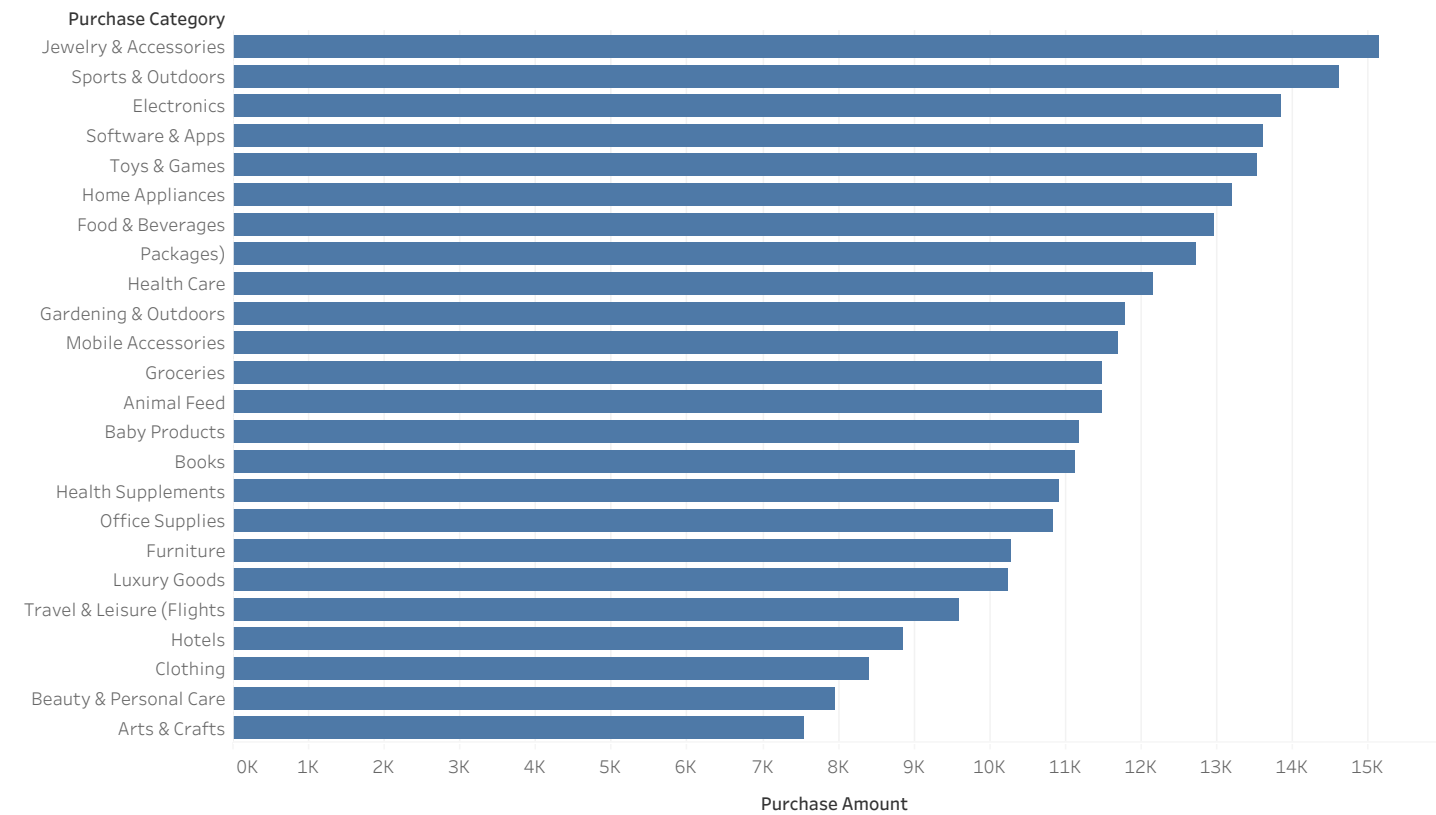
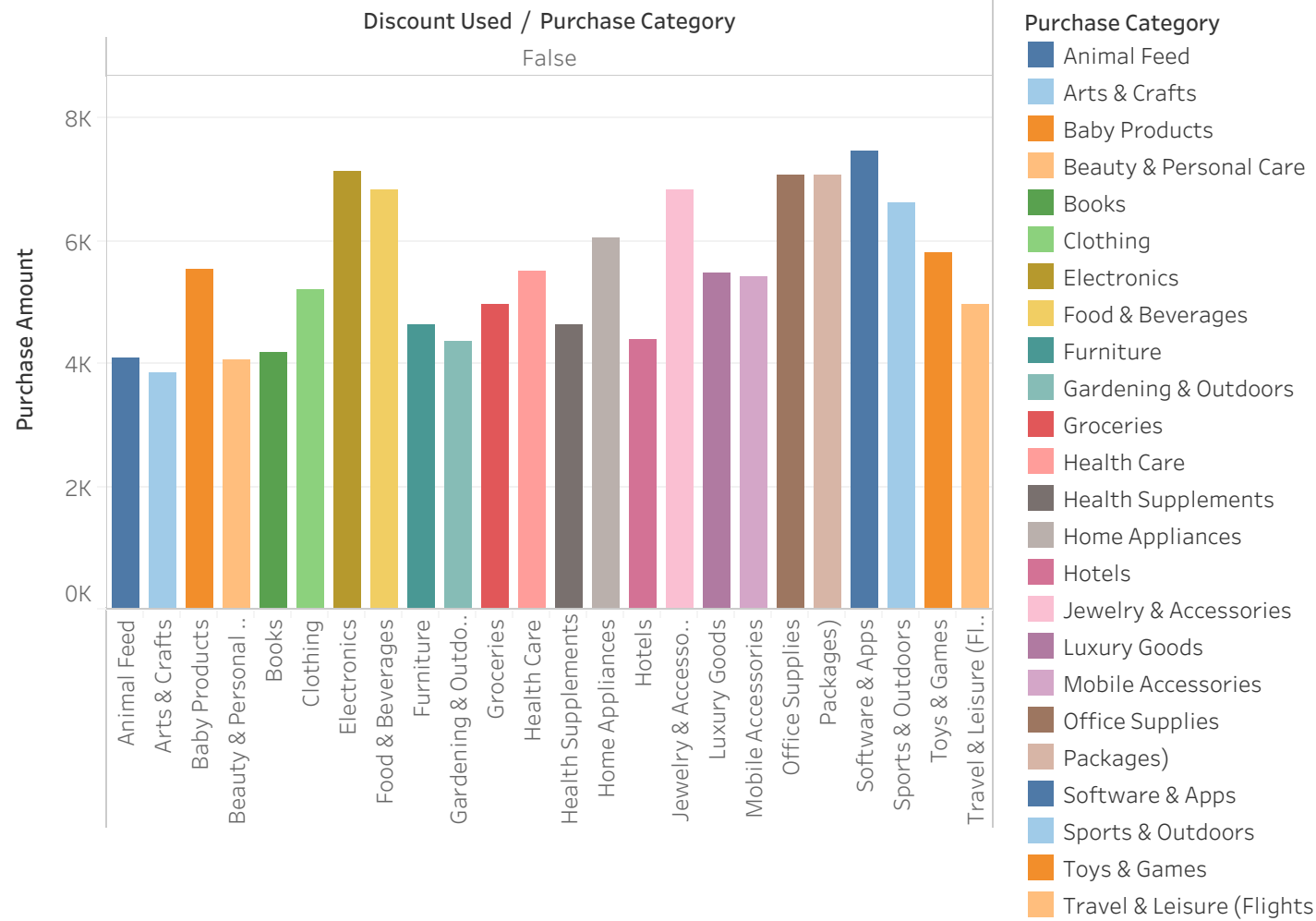


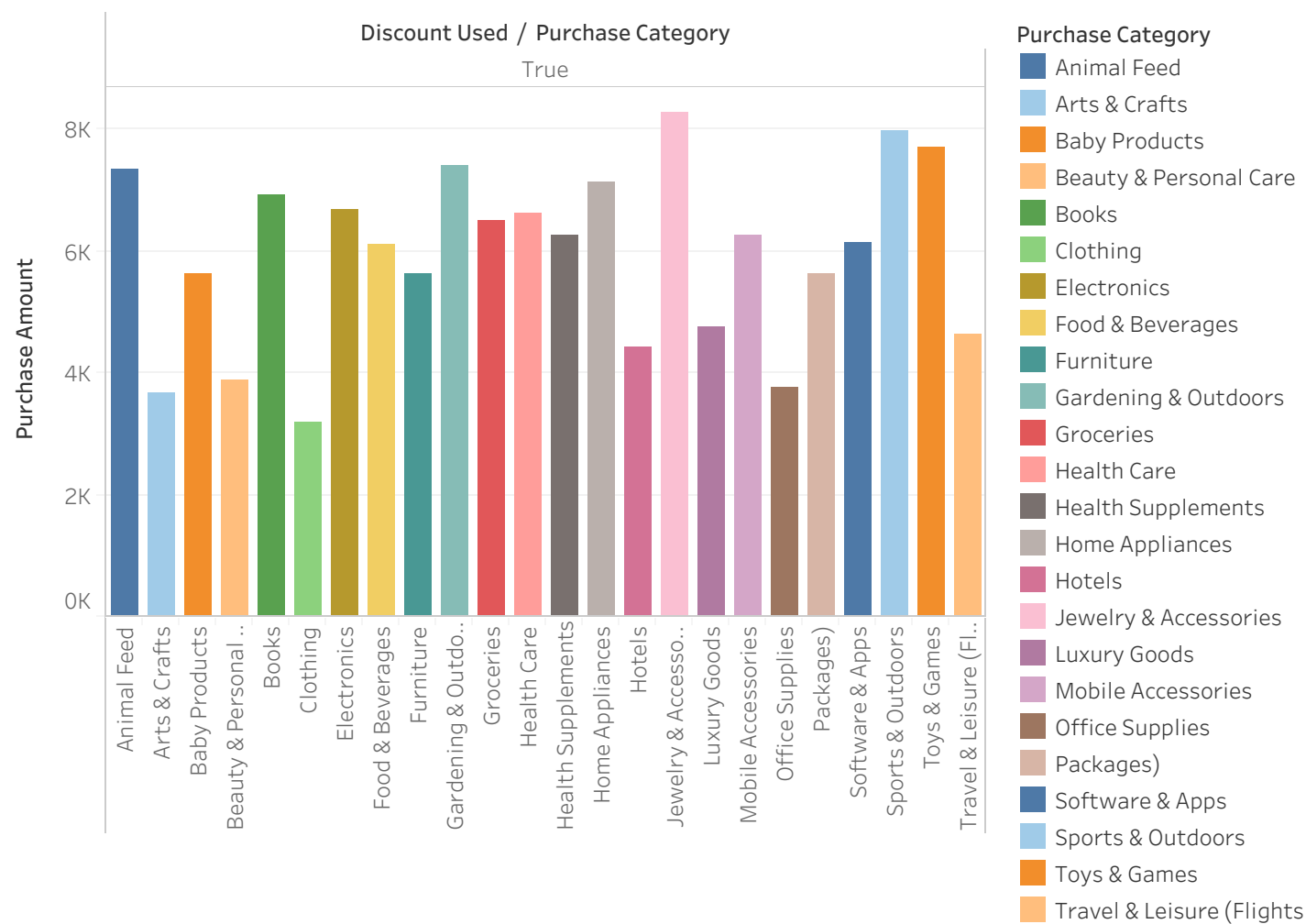
Highest Revenue Product Category



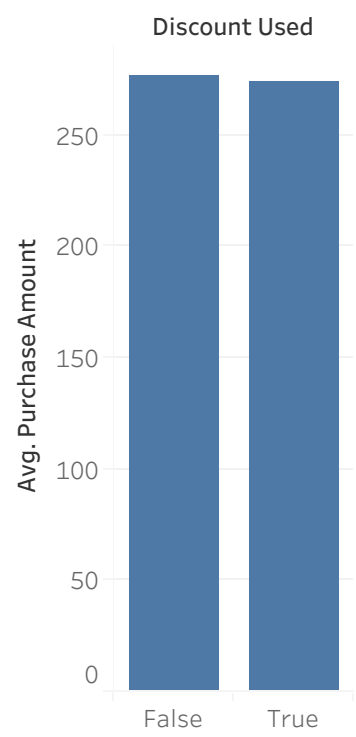
Sales With vs Without Discount by Category



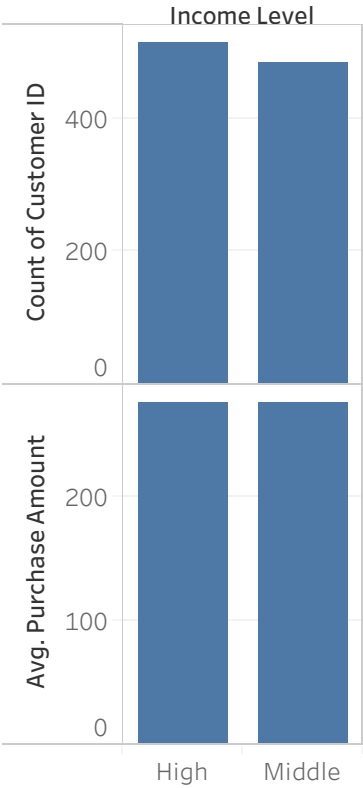
Sales With vs Without Discount by Category



Average Purchase
Amount:
Discounted vs
Non-Discounted

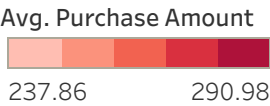


Customer Segmentation by Income Level



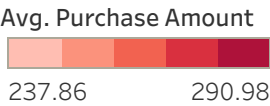
Marketing Influence on Average Spend

| Engagemen.. | Social Media Influence | |
|-------------|------------------------|--------|
| | High | Low |
| Medium | 290.98 | 277.51 |
| None | 284.45 | 271.02 |
| High | 283.18 | 272.80 |
| Low | 278.61 | 268.56 |

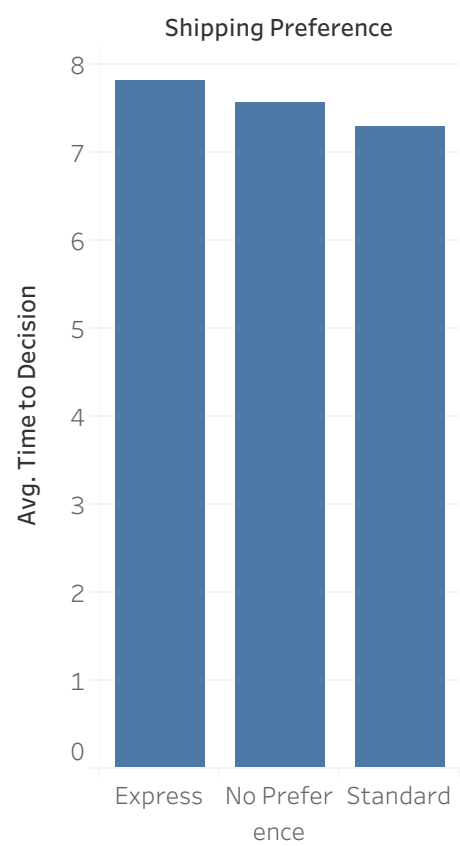


Marketing Influence on Average Spend

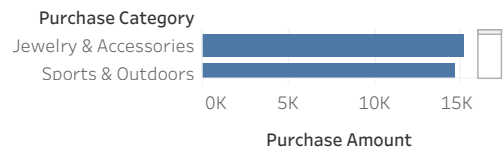
| Engagemen.. | Social Media Influence | |
|-------------|------------------------|--------|
| | Medium | None |
| Medium | 286.81 | 268.45 |
| None | 280.82 | 254.63 |
| High | 268.19 | 287.68 |
| Low | 286.03 | 237.86 |



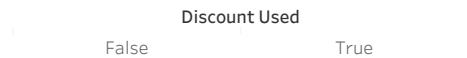
Average Decision Time
by Shipping Preference



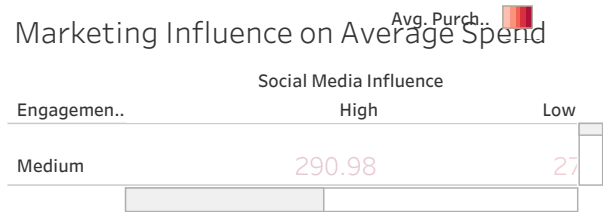
Highest Revenue Product Category



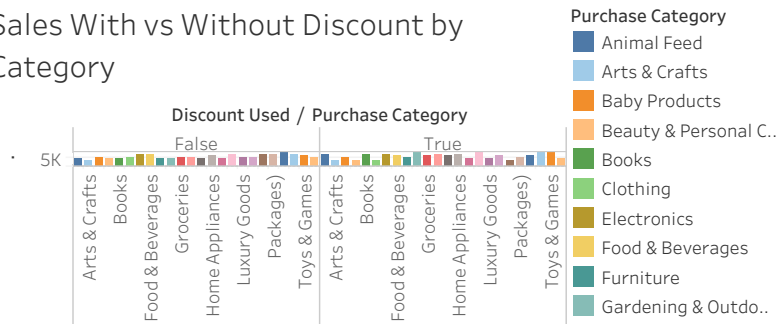
Average Purchase Amount:
Discounted vs Non-Discounted



Marketing Influence on Average Spend



Sales With vs Without Discount by Category



Customer Segmentation by Income Level



Average Decision Time by Shipping Preference

