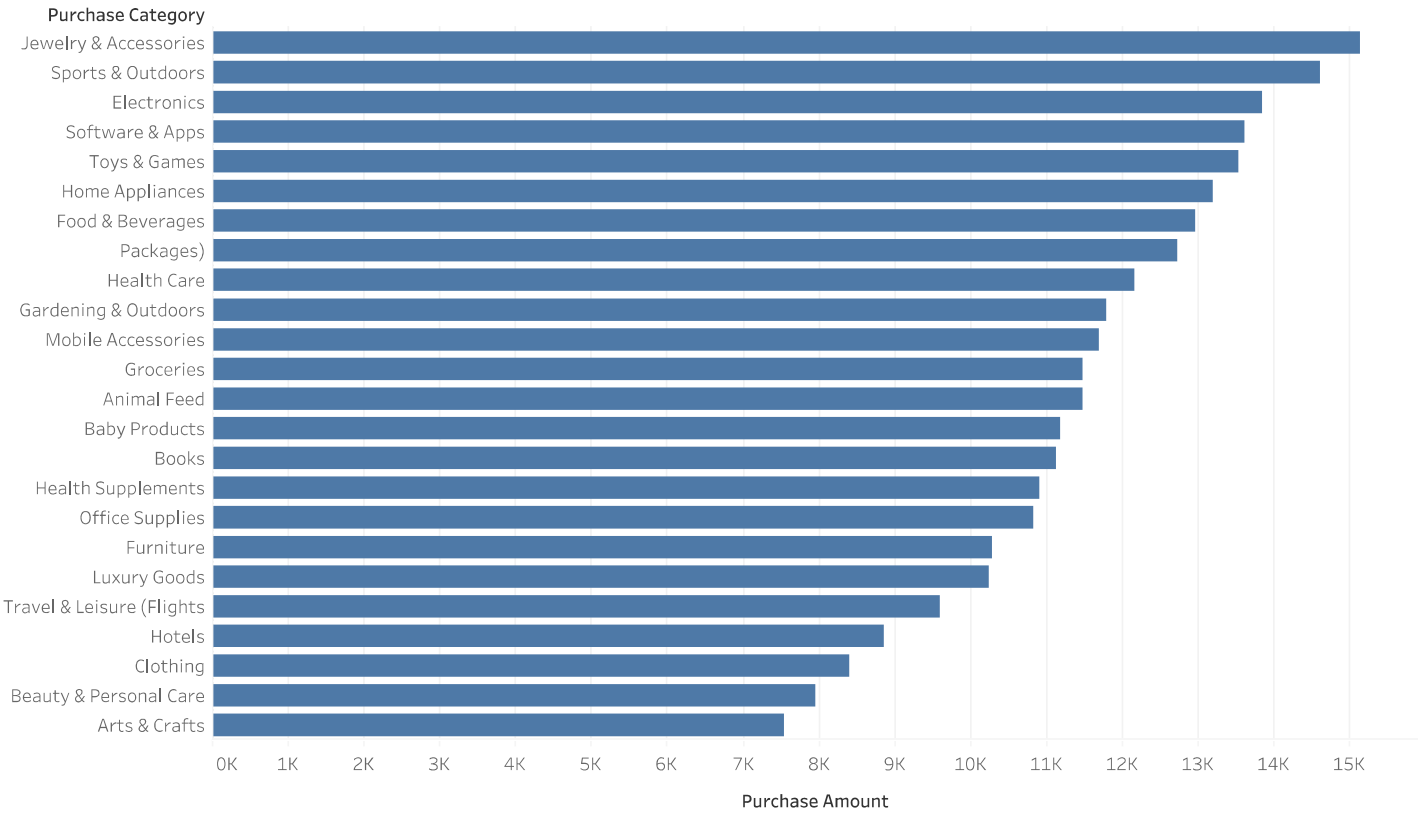
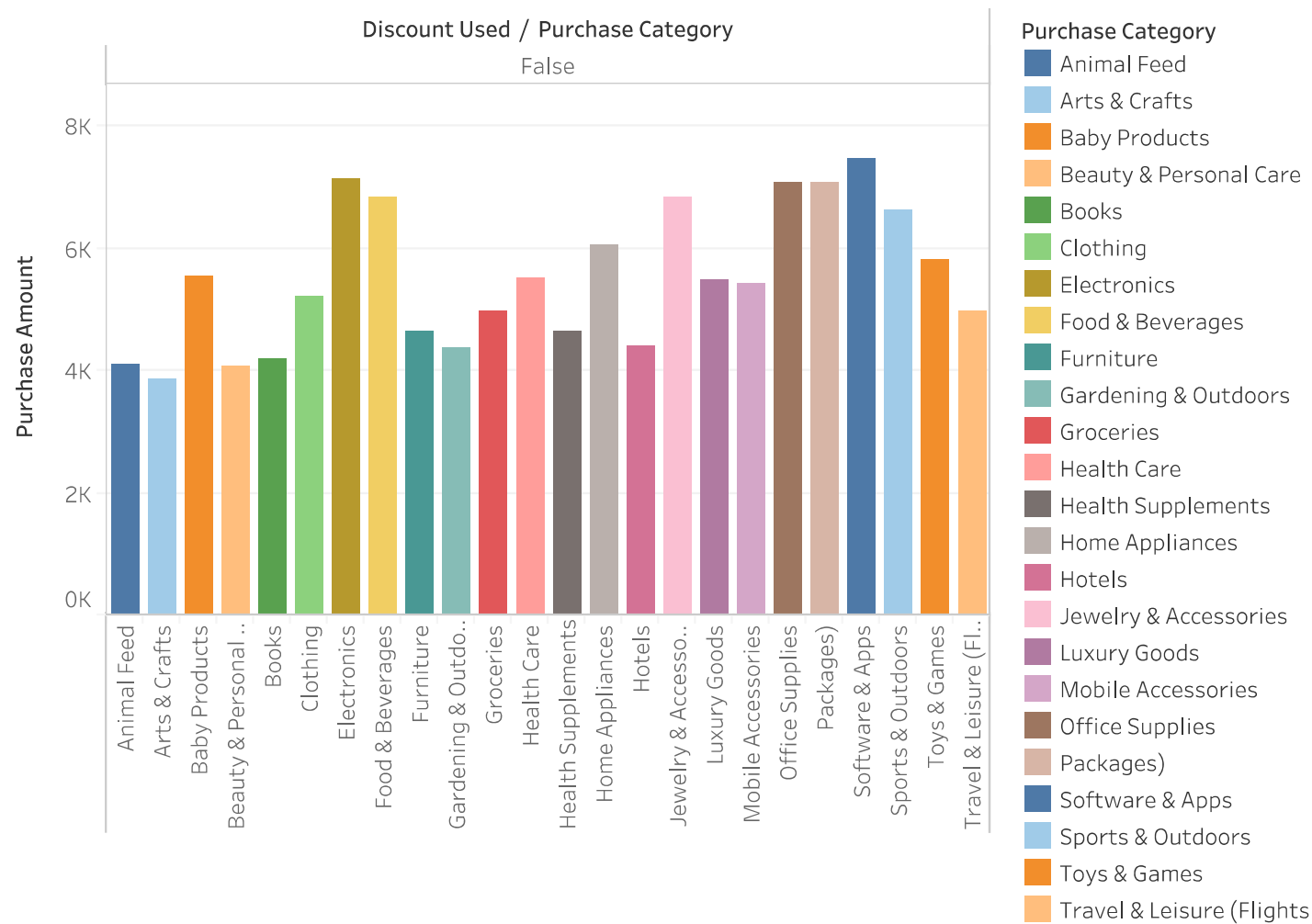


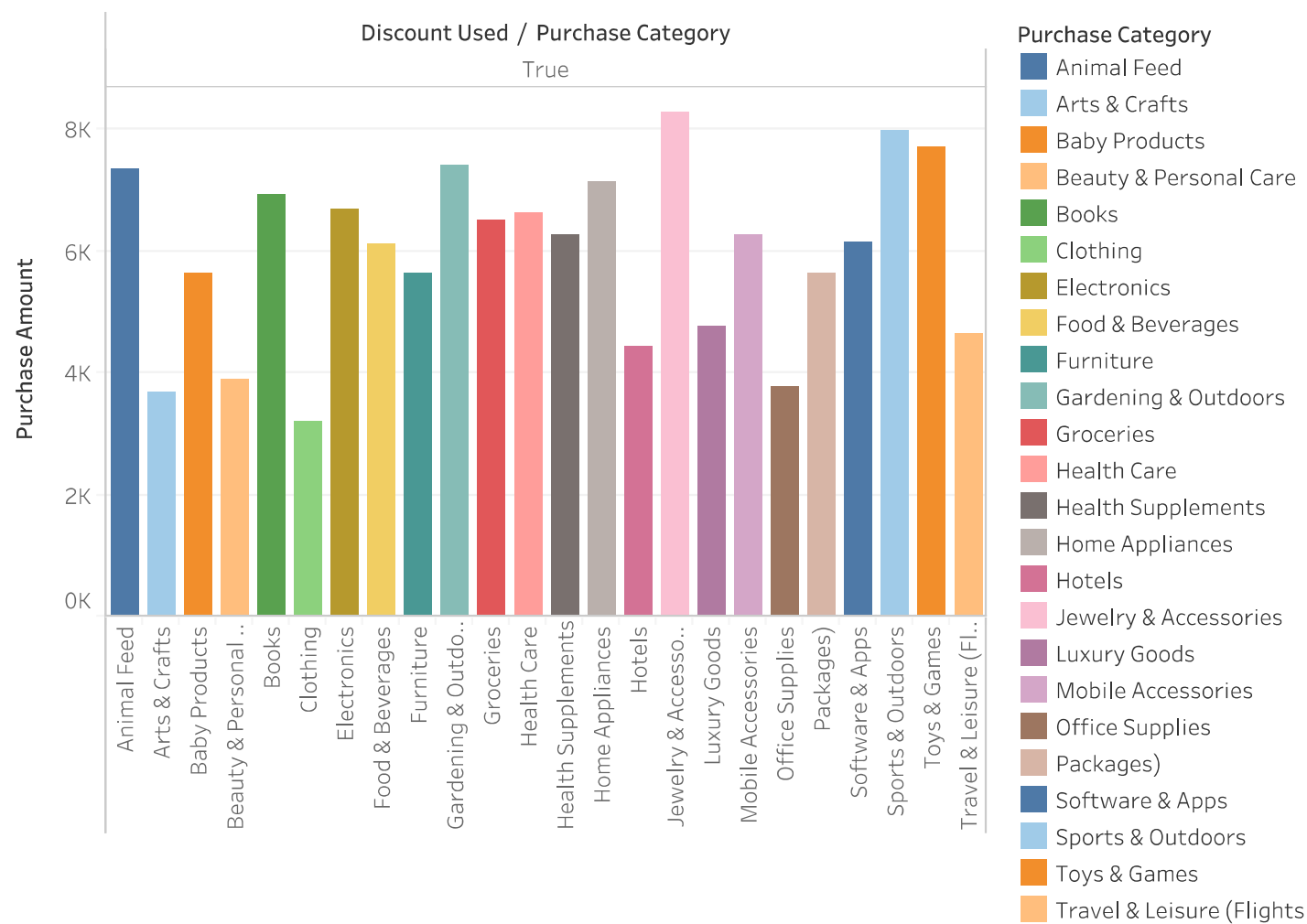
Highest Revenue Product Category



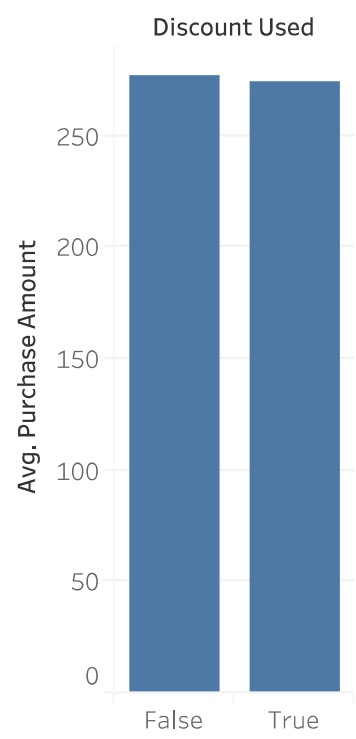
Sales With vs Without Discount by Category



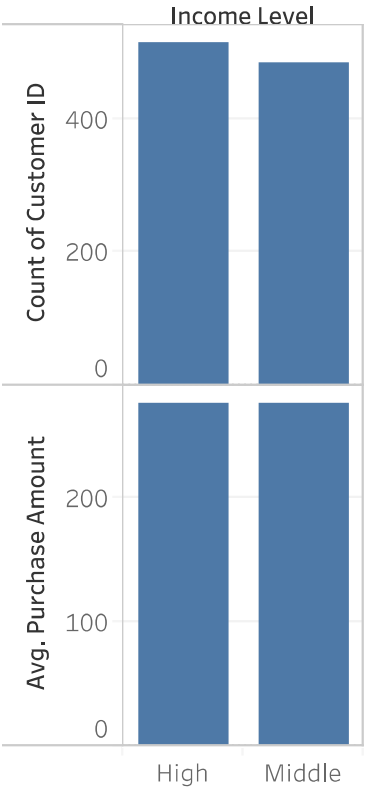
Sales With vs Without Discount by Category



Average Purchase
Amount:
Discounted vs
Non-Discounted

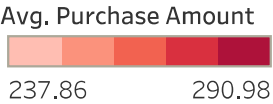


Customer Segmentation by Income Level



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



Average Decision Time by Shipping Preference

