Points Earned / Month wise (25 months))
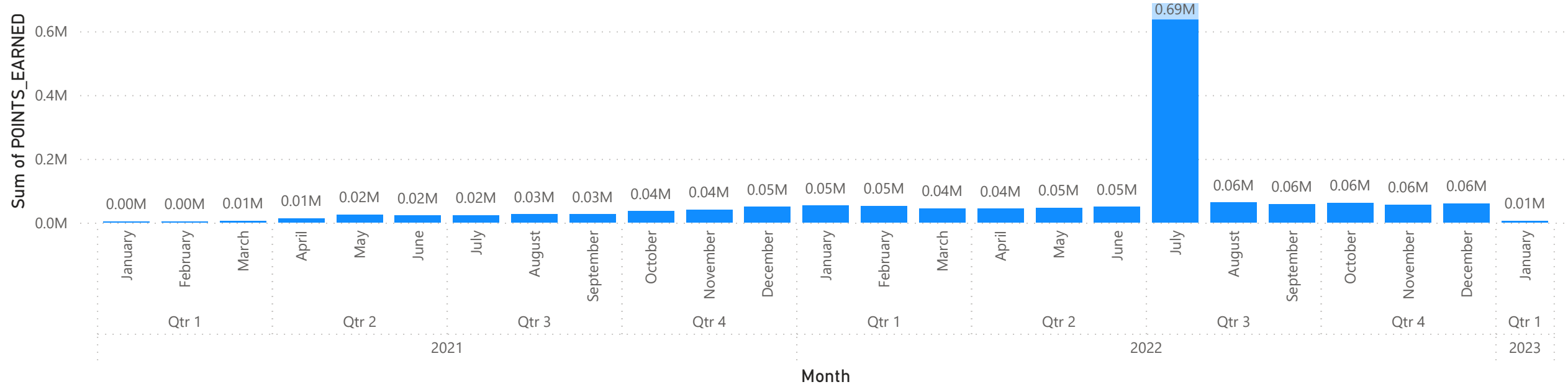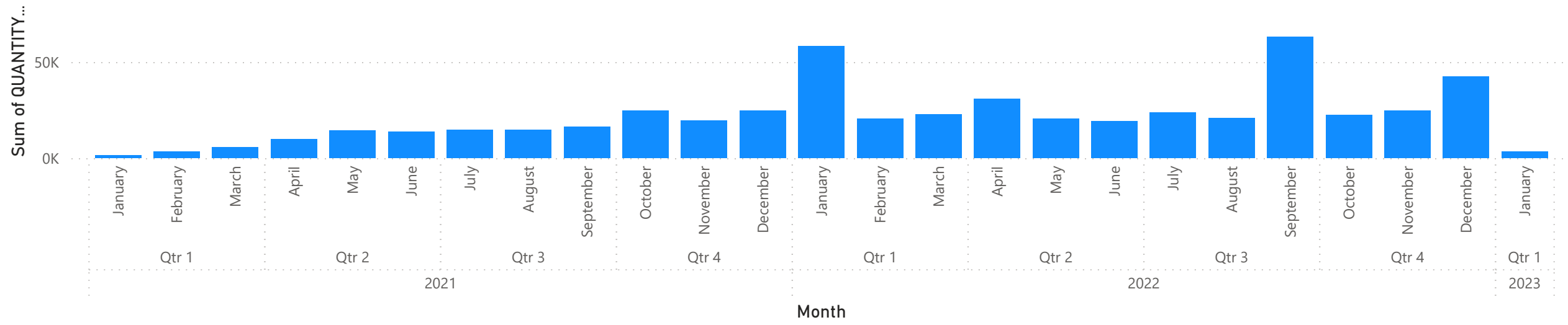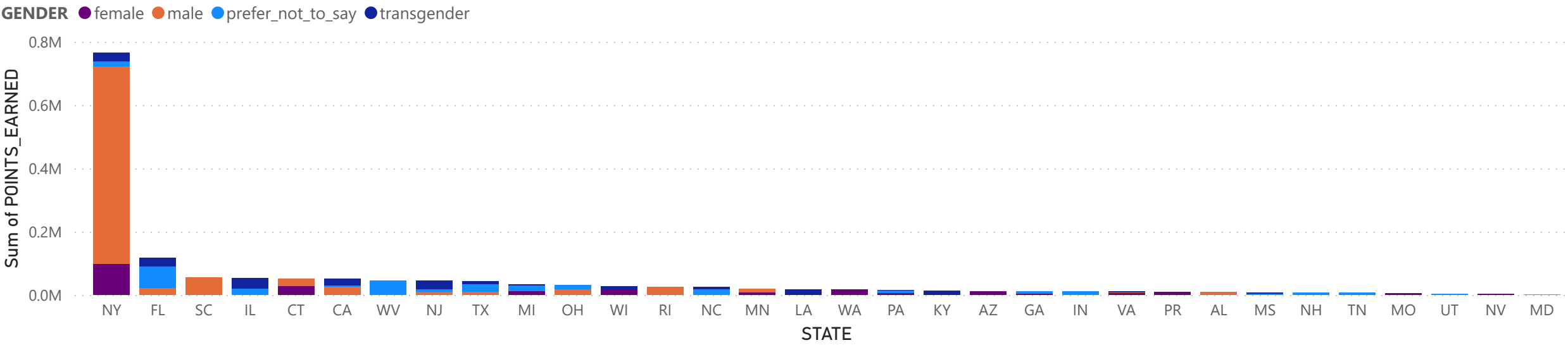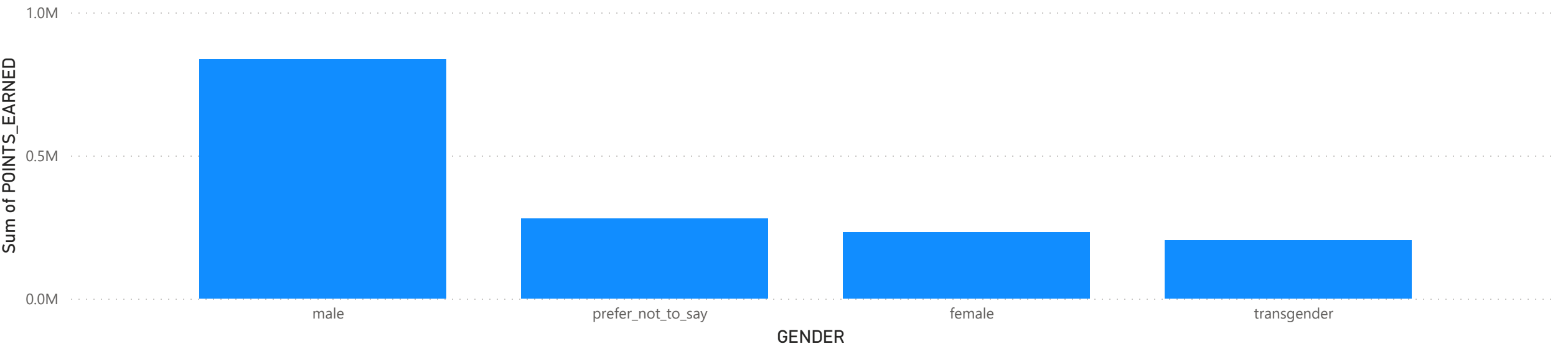

Quantity Purchased /Month Wise

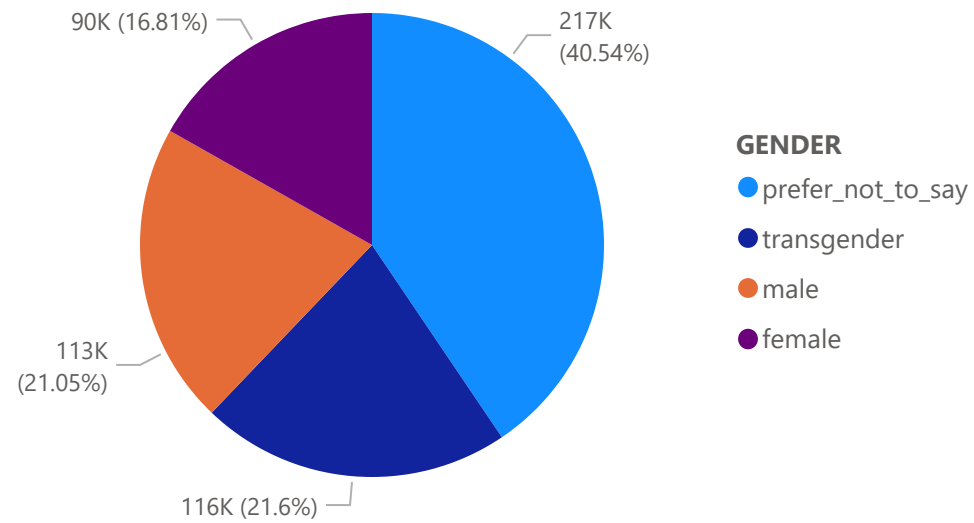# Loyalty_Points_Earned State wise

GENGER ● female ● male ● prefer_not_to_say ● transgender

Which Gender is attraceted most by Rewards program ?

Quantity Purchased based on Gender

90K (16.81%)
217K (40.54%)
113K (21.05%)
116K (21.6%)

GENDER
- prefer_not_to_say
- transgender
- male
- female

Category Variety - Gender wise

100%

male	155
prefer_not_to_say	154
transgender	136
female	108

69.7%
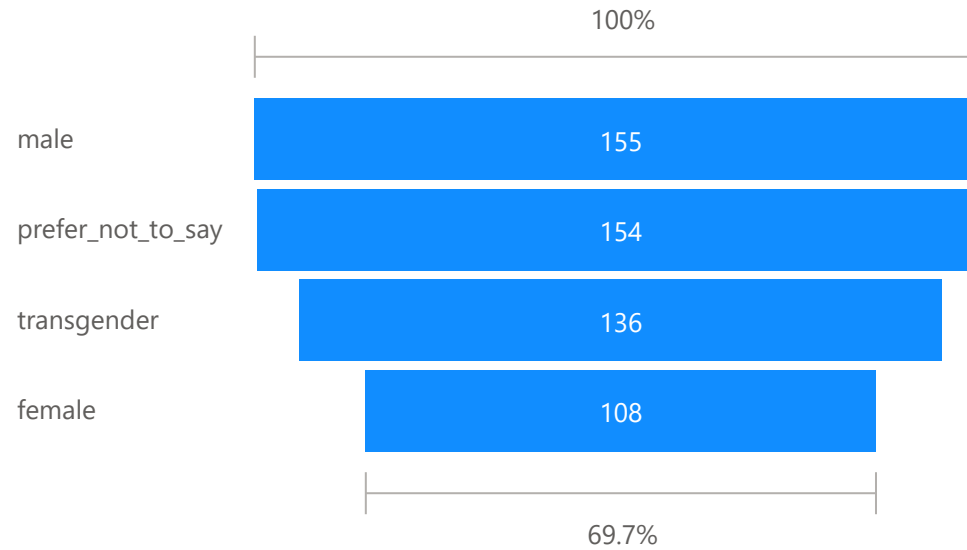
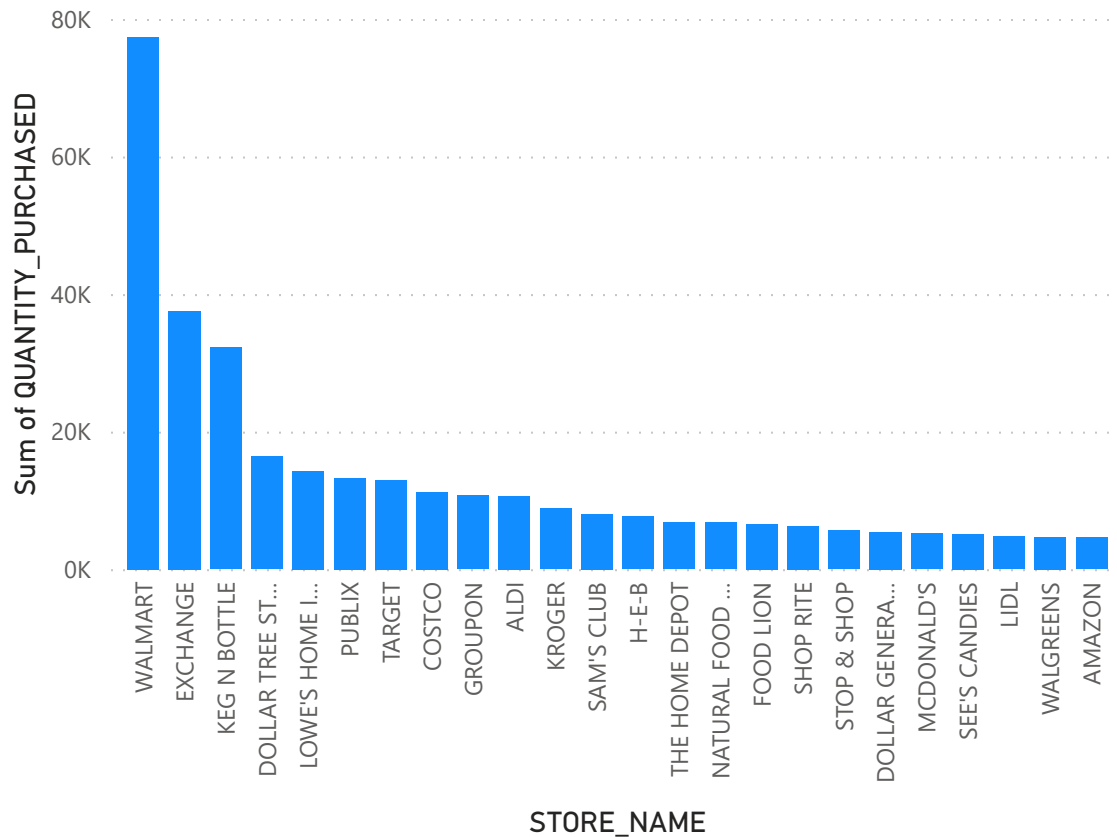## What Category is bought most ? (with gender split up)

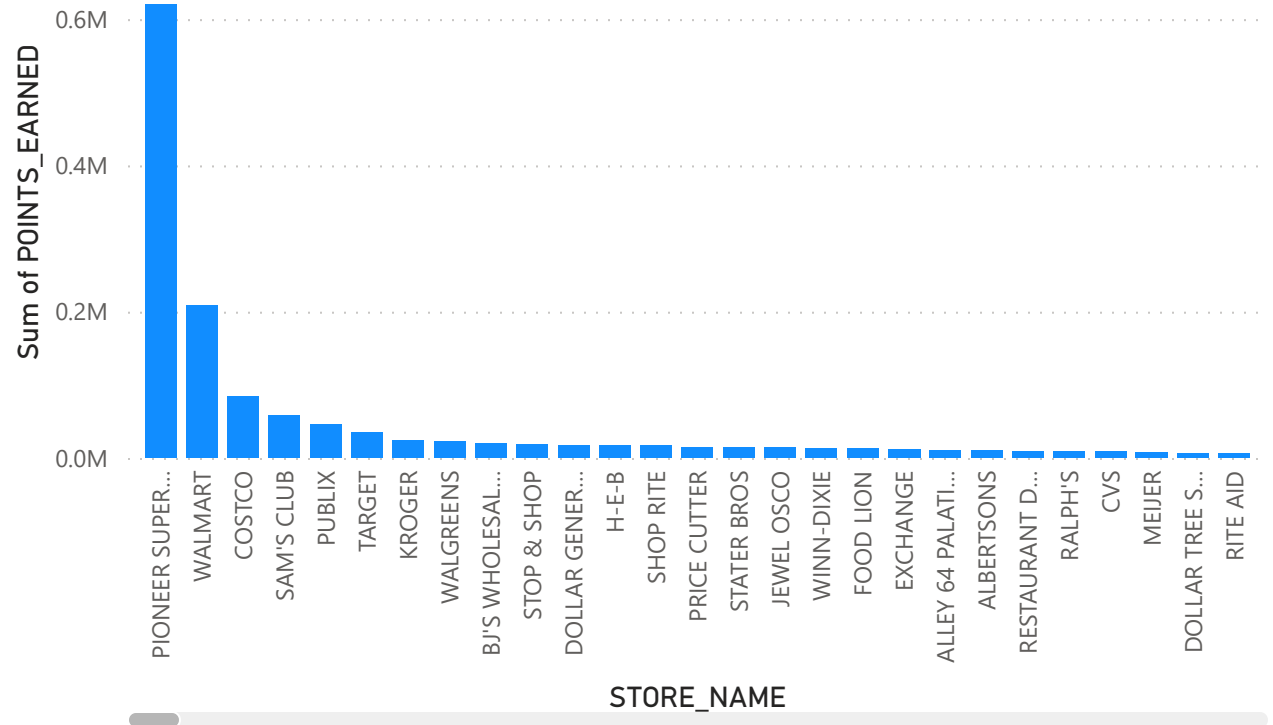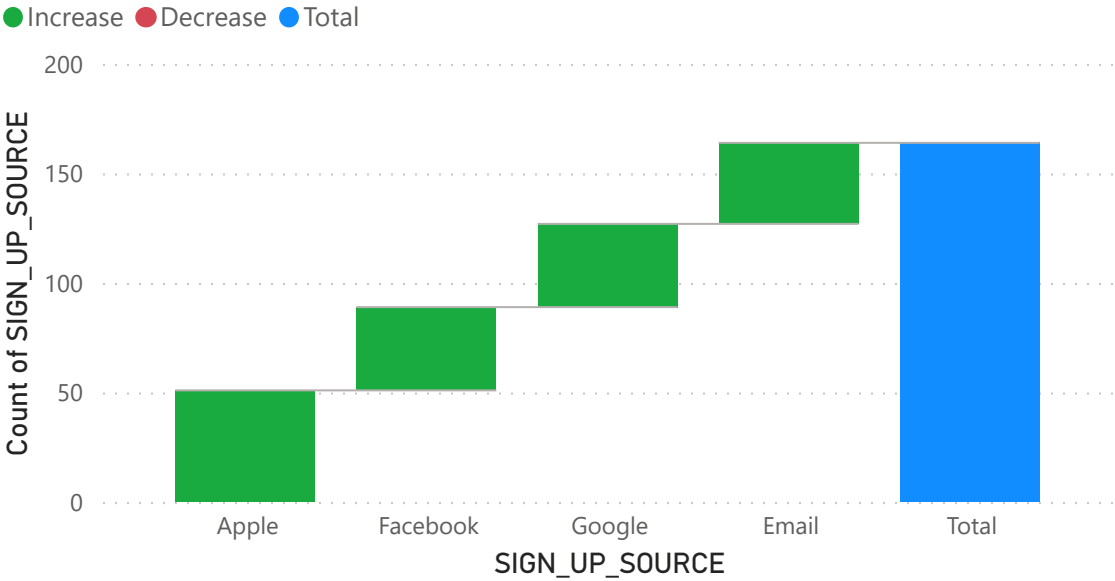GENDER ● female ● male ● prefer_not_to_say ● transgender
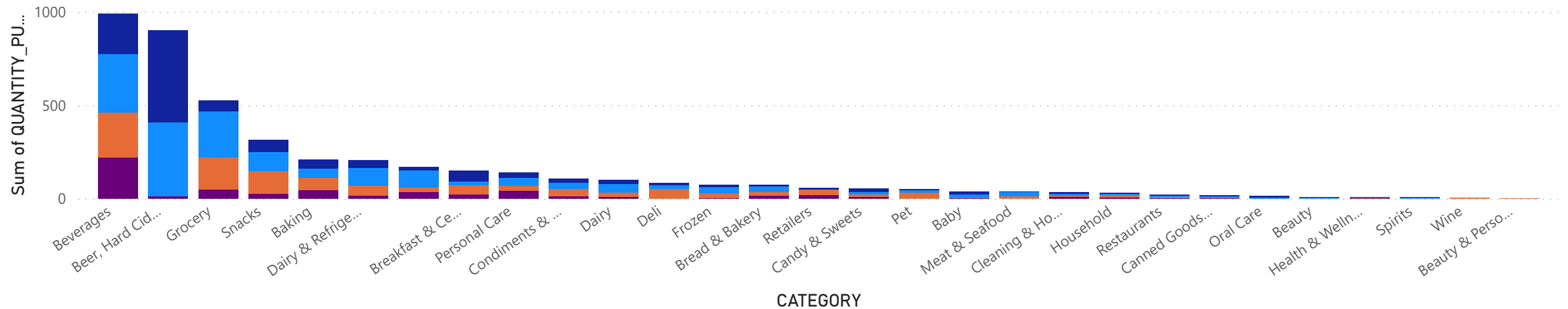
Stores Count

7087

Stores with High Purchase Quantity

Which store has most loyal customers ?

Count of SIGN_UP_SOURCE by SIGN_UP_SOURCE

● Increase ● Decrease ● Total

Count of SIGN_UP_SOURCE by GENDER and SIGN_UP_SOURCE

SIGN_UP_SOURCE ● Apple ● Email ● Facebook ● Google
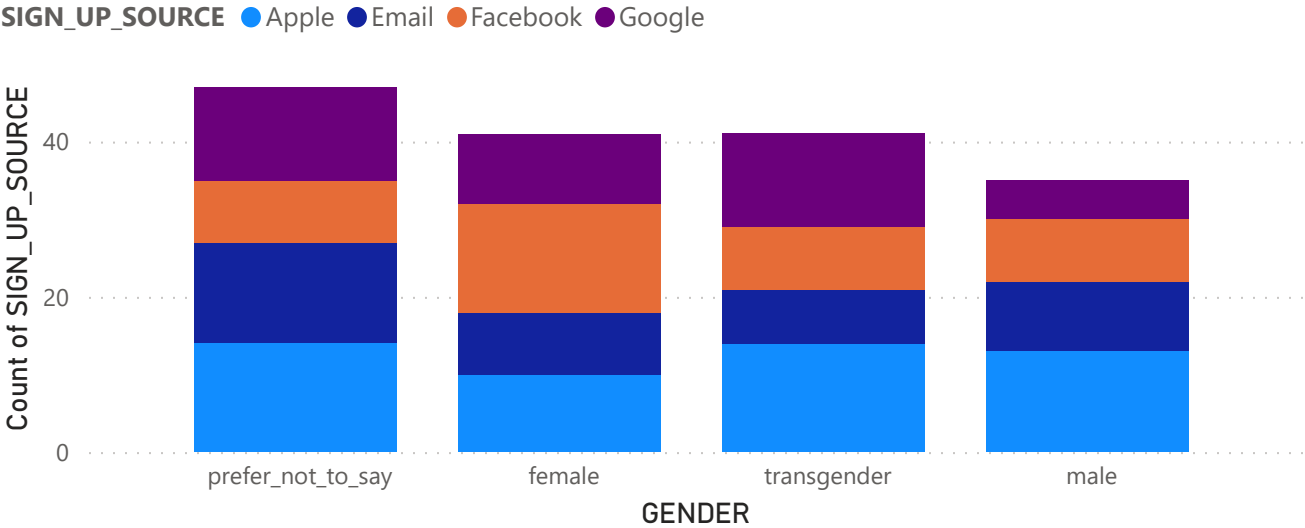
Count of GENDER by GENDER

35
(21.34%)

47
(28.66%)

41 (25%)

41 (25%)

GENDER
● prefer_not_to_...
● female
● transgender
● male