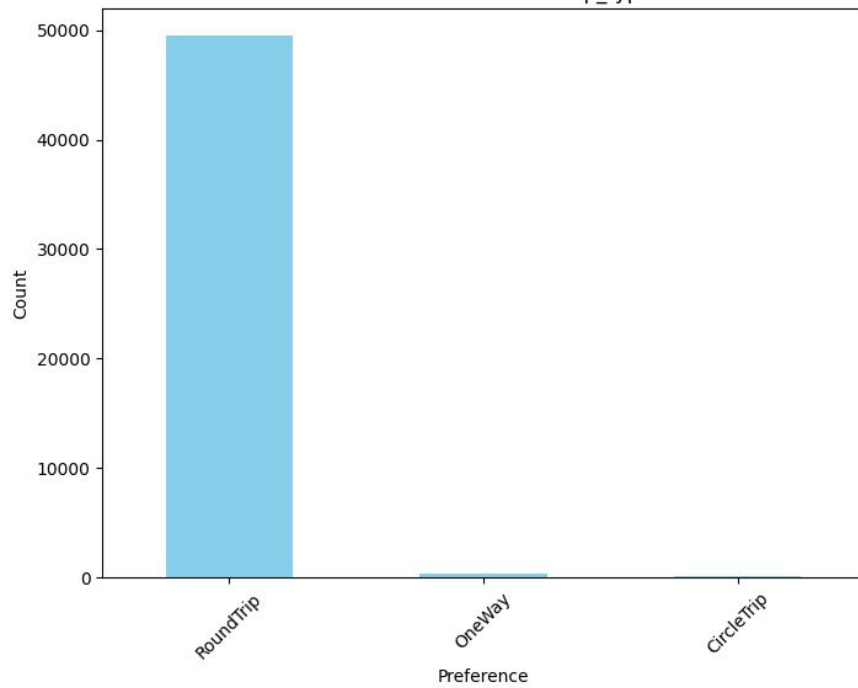# BA Modeling

Customer Preferences - trip_type

Customer Preferences - sales_channel