



Customer Spend Analysis

Store Location

Boston

Los Angeles

New York

Seattle

survey years

- ☐ 2008
- ☐ 2009
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014

Store Setting

Rural

Suburb

Urban

Survey Month

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7

Most purchased product

144.1K

Academic Books

Age Bins

Adolescence

Adult

Kid

Second most Purchased product

128.4K

Gadgets

Total Spend

484.1M

Academic Books Gadgets OutDoor SportKits VideoGames NonAcademic Books Toys InDoor SportKits

Adolescence

56K

48K

43K

34K

21K

18K

18K

Kid

52K

50K

43K

42K

26K

20K

20K

Adult

36K

30K

28K

22K

14K

9K

12K

0K

50K

100K

150K

200K

250K

300K

Product Categories (Thousands)