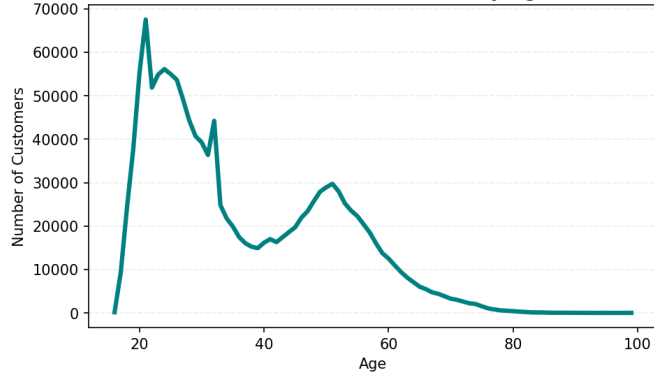
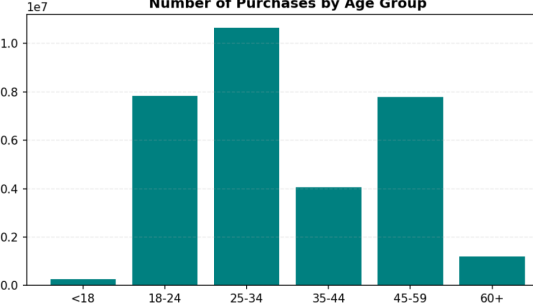


# Key eda insight

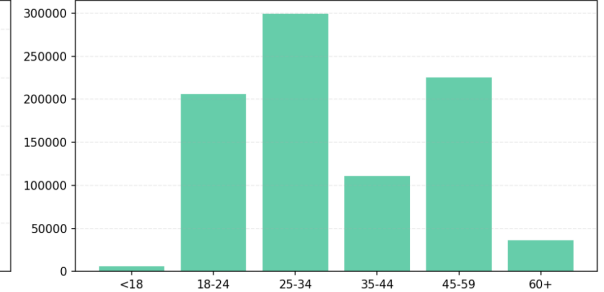
### Distribution of Customers by Age



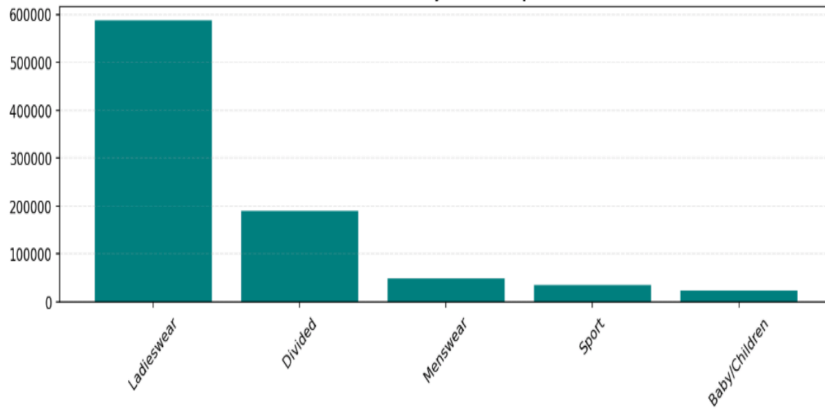
### Number of Purchases by Age Group



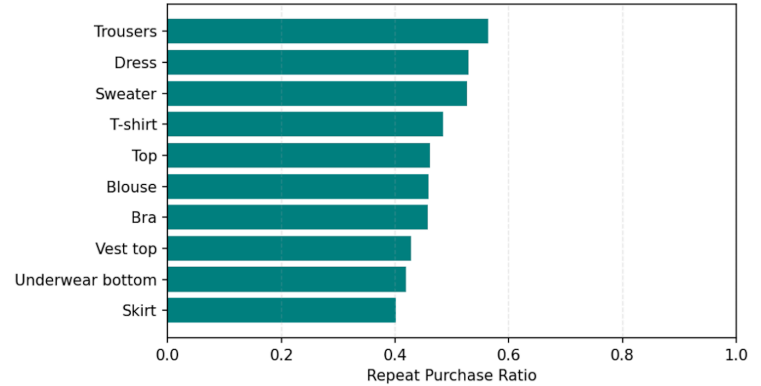
### Total Spending by Age Group



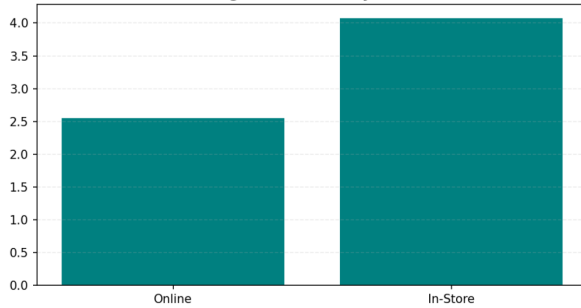
### Revenue by Index Group



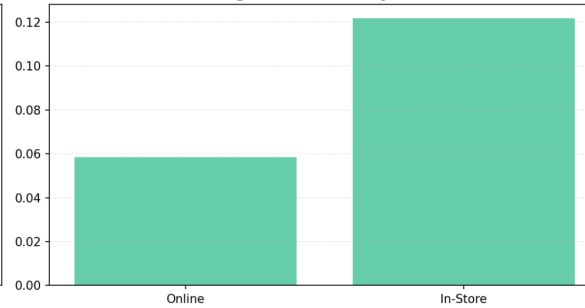
### Top 10 Most Repeatedly Bought Product Types



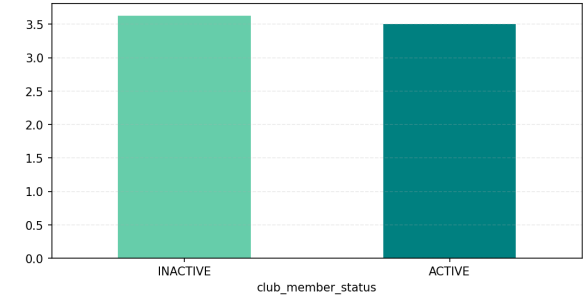
### Average Basket Size by Channel



### Average Basket Value by Channel



### Average Basket Size by Club Membership



TOP 100 Most Profitable Product Characteristics

