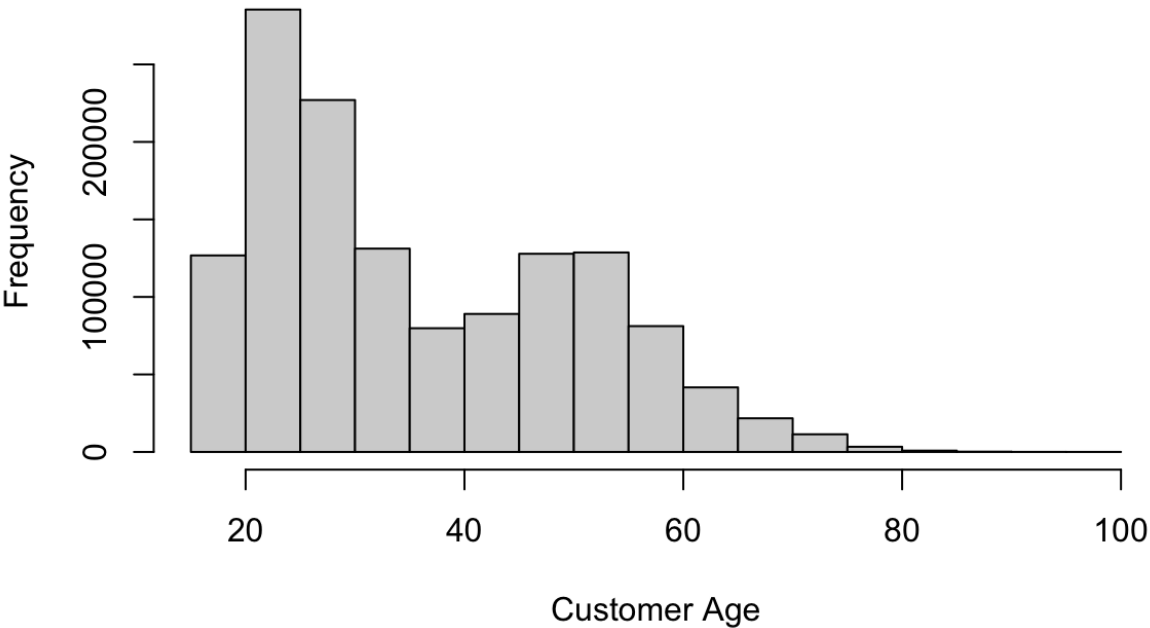
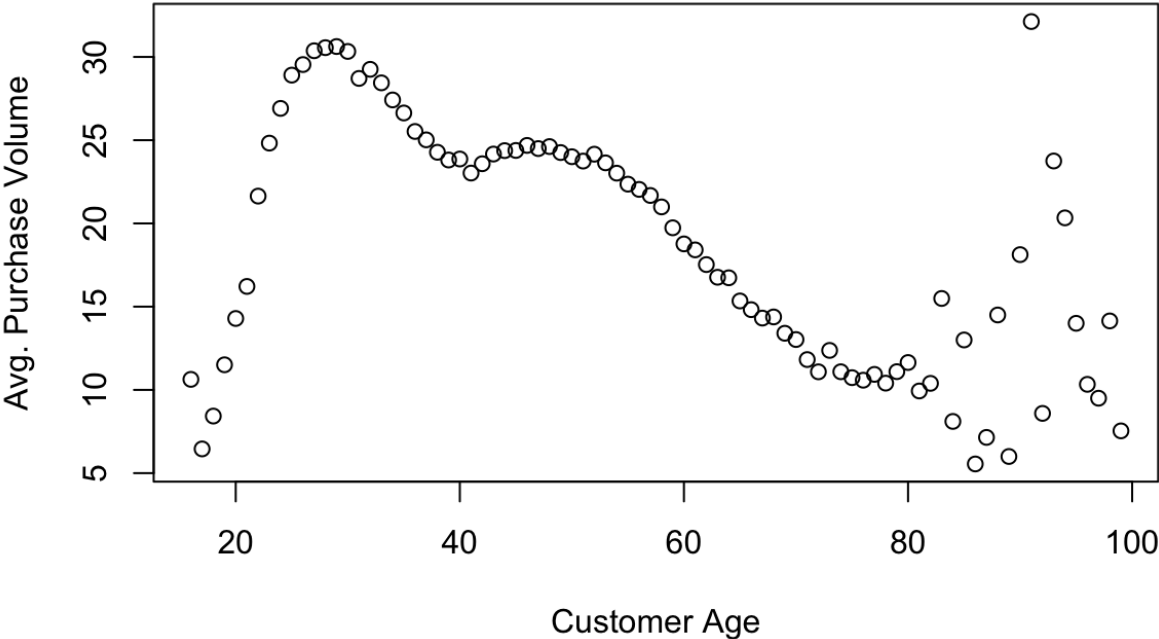


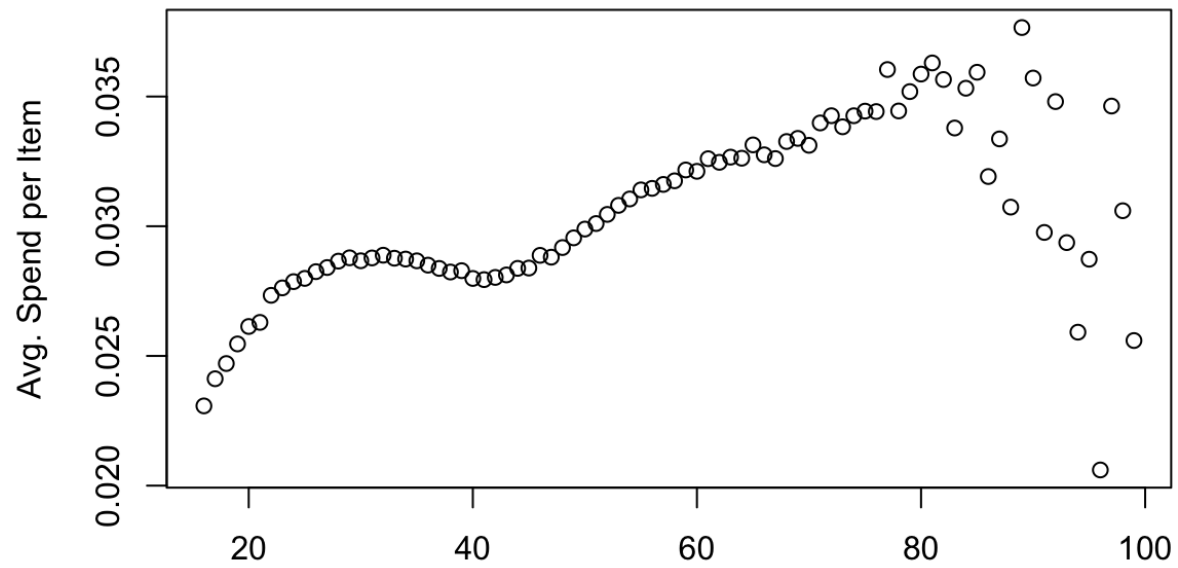
Customer Age Distribution



Average Purchase Volume by Customer Age



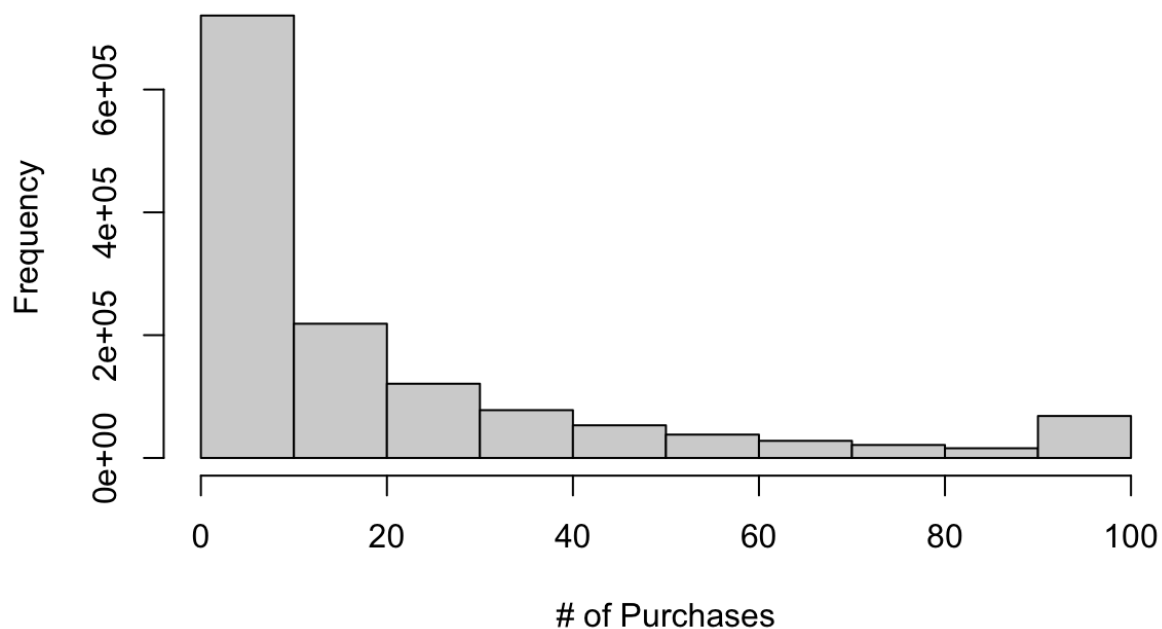
Average Spend per Item by Customer Age



Customer Age

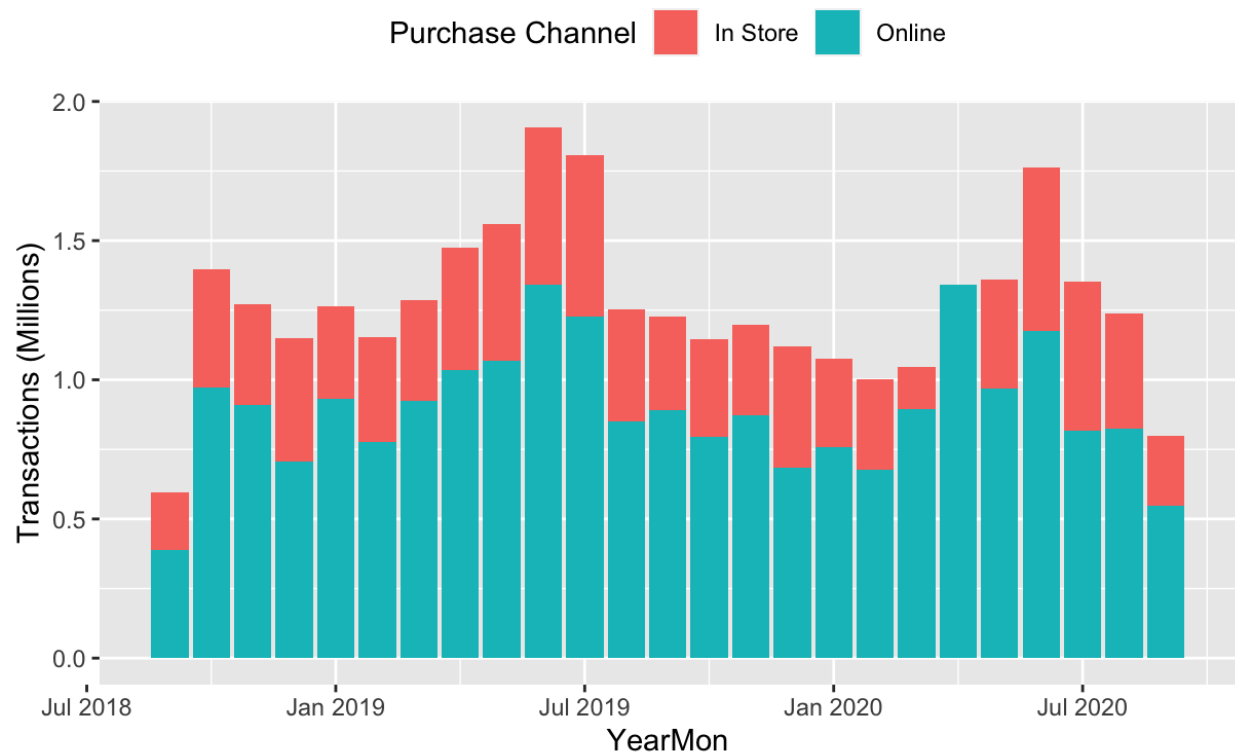
Item prices are masked but can be compared directionally.

Customer Purchase Frequency

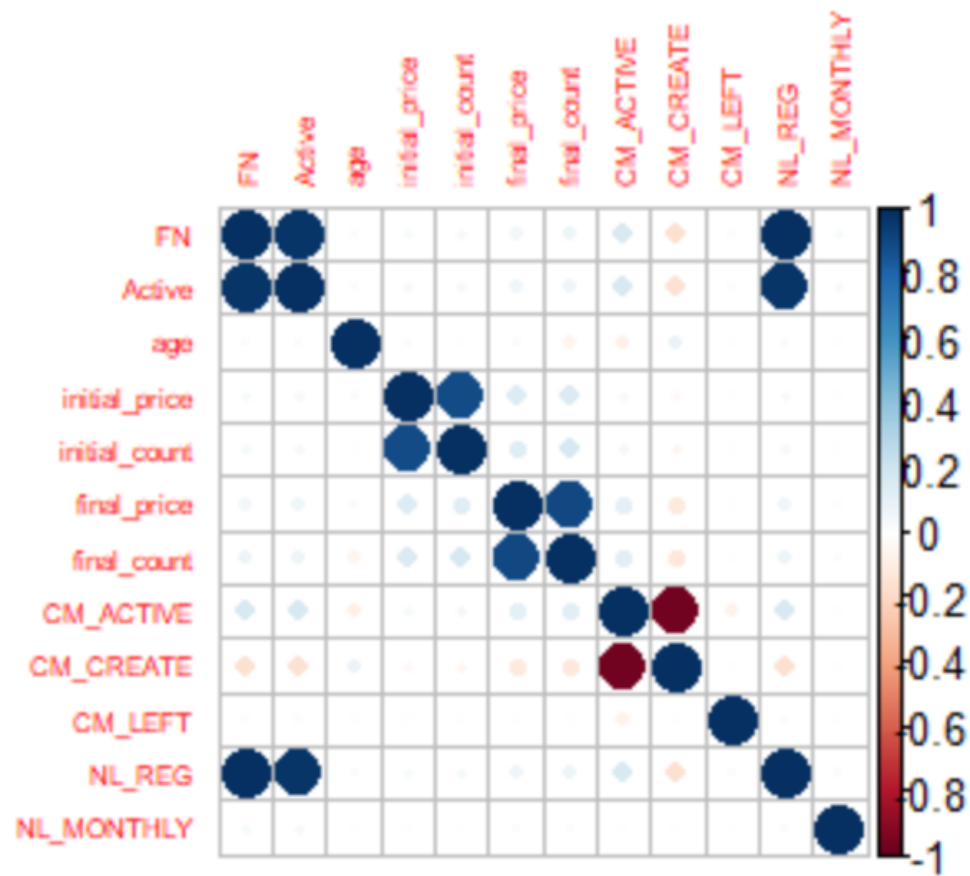


Purchases > 100 are grouped into largest bucket.

Transaction Volume by Purchase Channel



Correlation Matrix for the Merged Dataframe



Confusion Matrix and Statistics

	Reference	
Prediction	0	1
0	617053	223437
1	9389	13207

Accuracy : 0.7302
95% CI : (0.7293, 0.7312)
No Information Rate : 0.7258
P-Value [Acc > NIR] : < 2.2e-16

Kappa : 0.0568

McNemar's Test P-Value : < 2.2e-16

Sensitivity : 0.05581
Specificity : 0.98501
Pos Pred Value : 0.58448
Neg Pred Value : 0.73416
Prevalence : 0.27418
Detection Rate : 0.01530
Detection Prevalence : 0.02618
Balanced Accuracy : 0.52041

'Positive' Class : 1