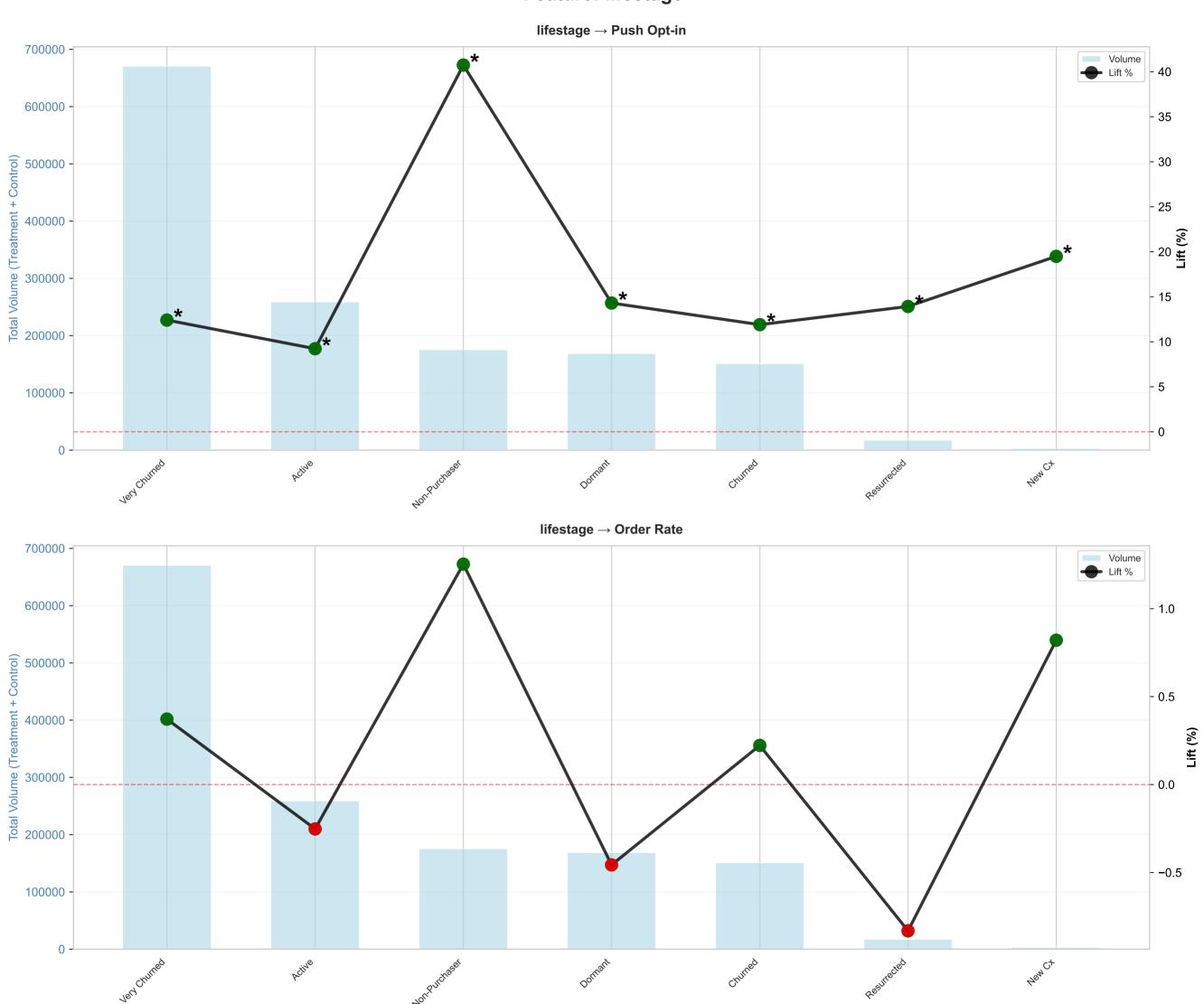
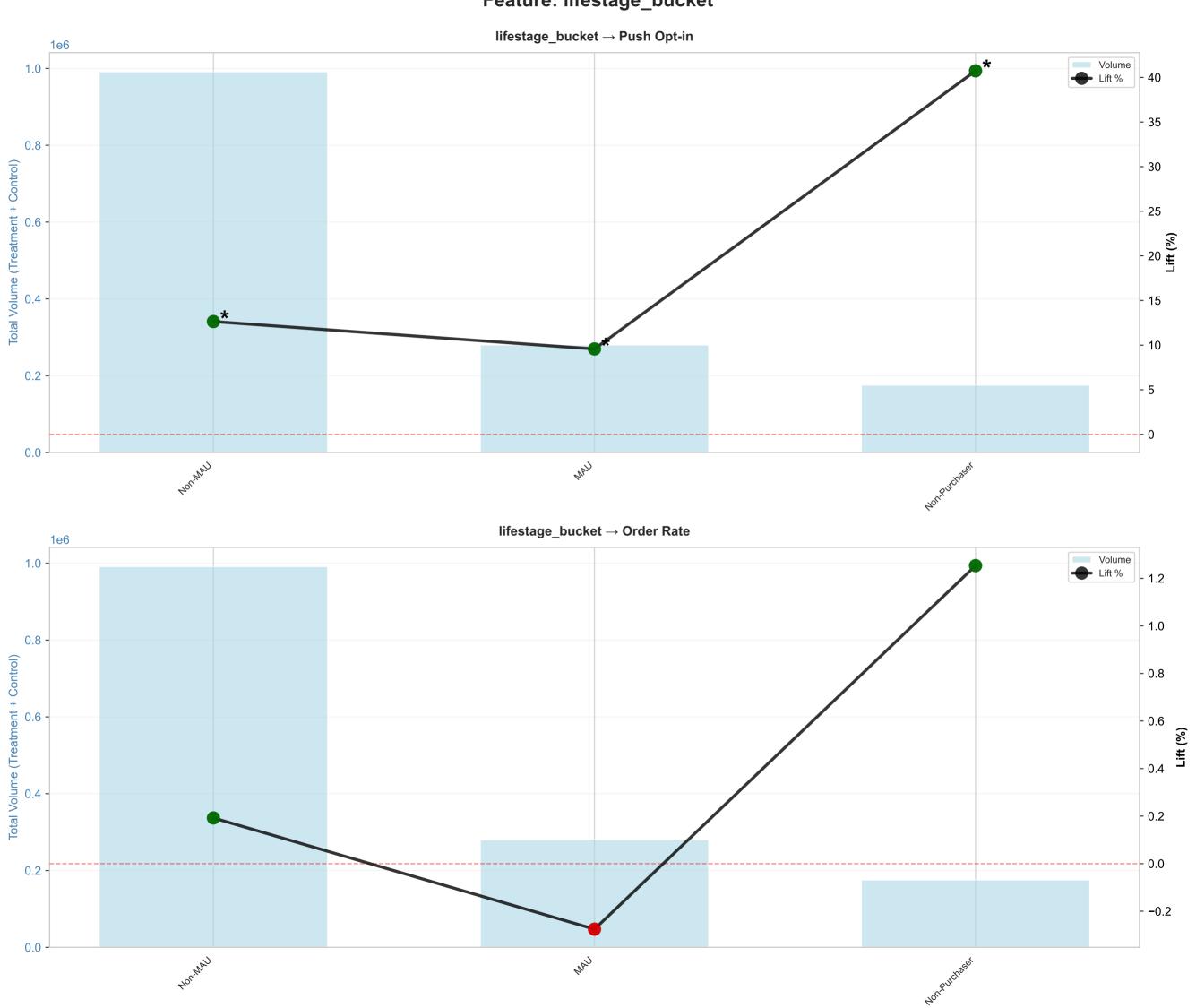
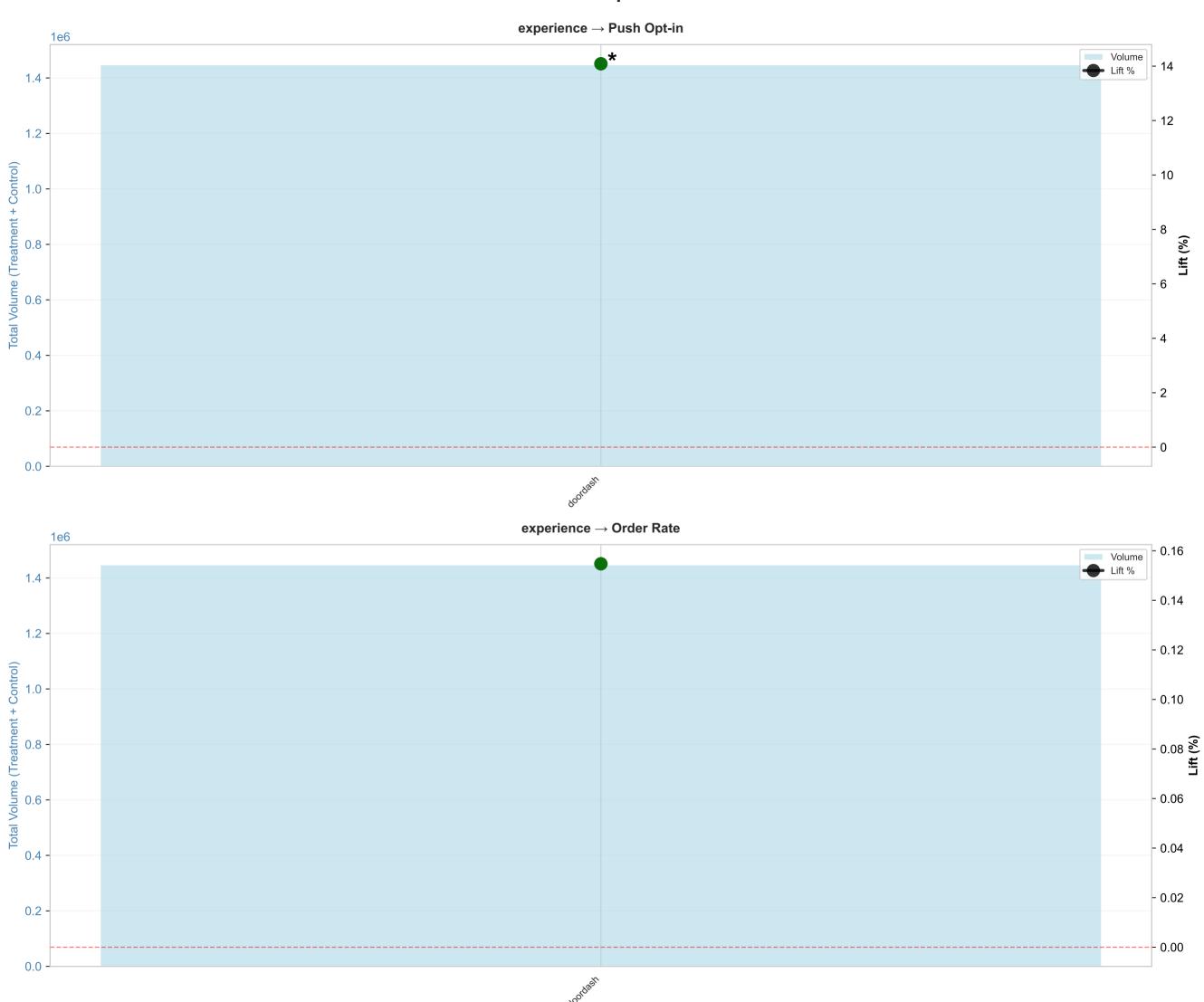
Feature: lifestage



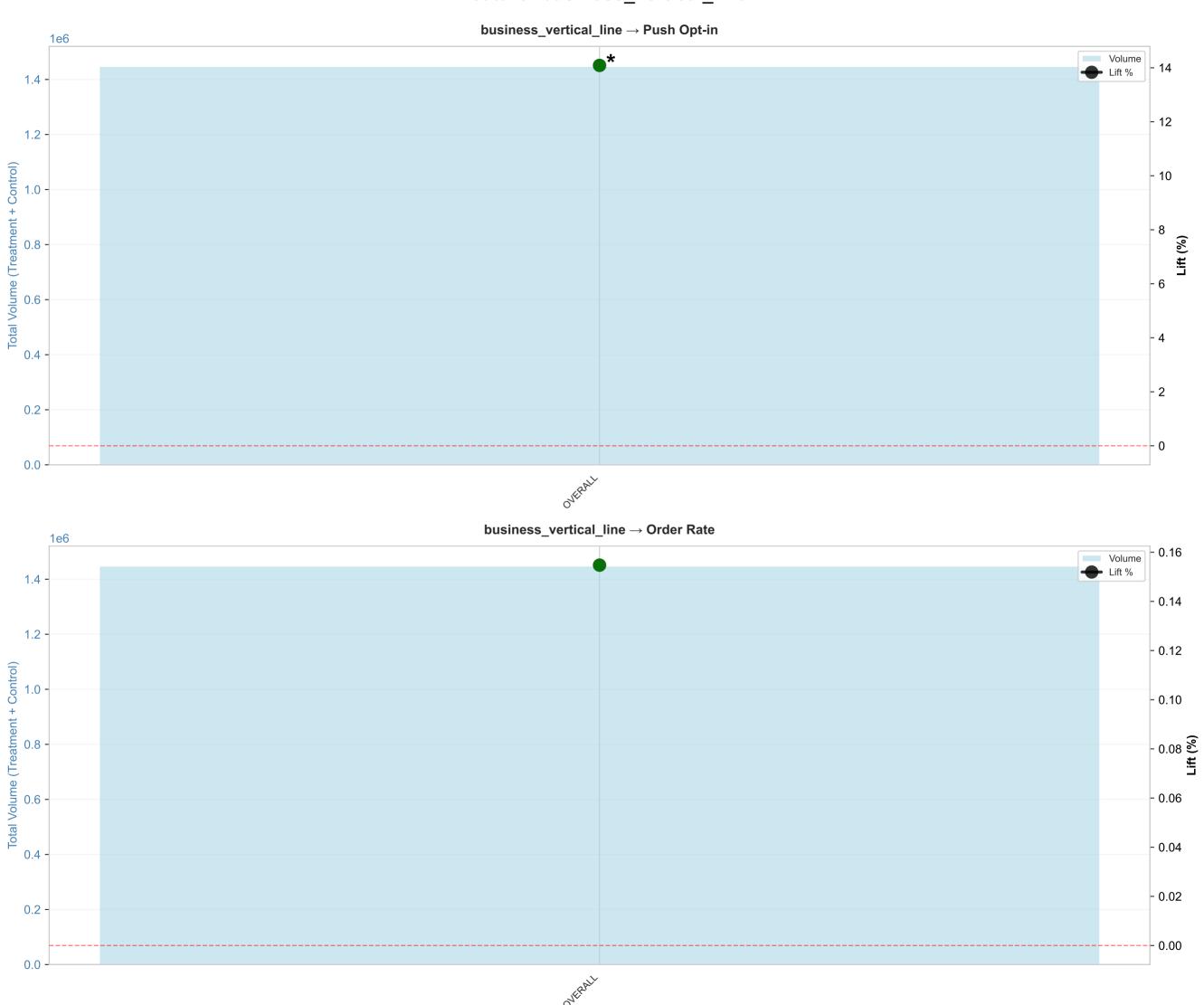
Feature: lifestage_bucket



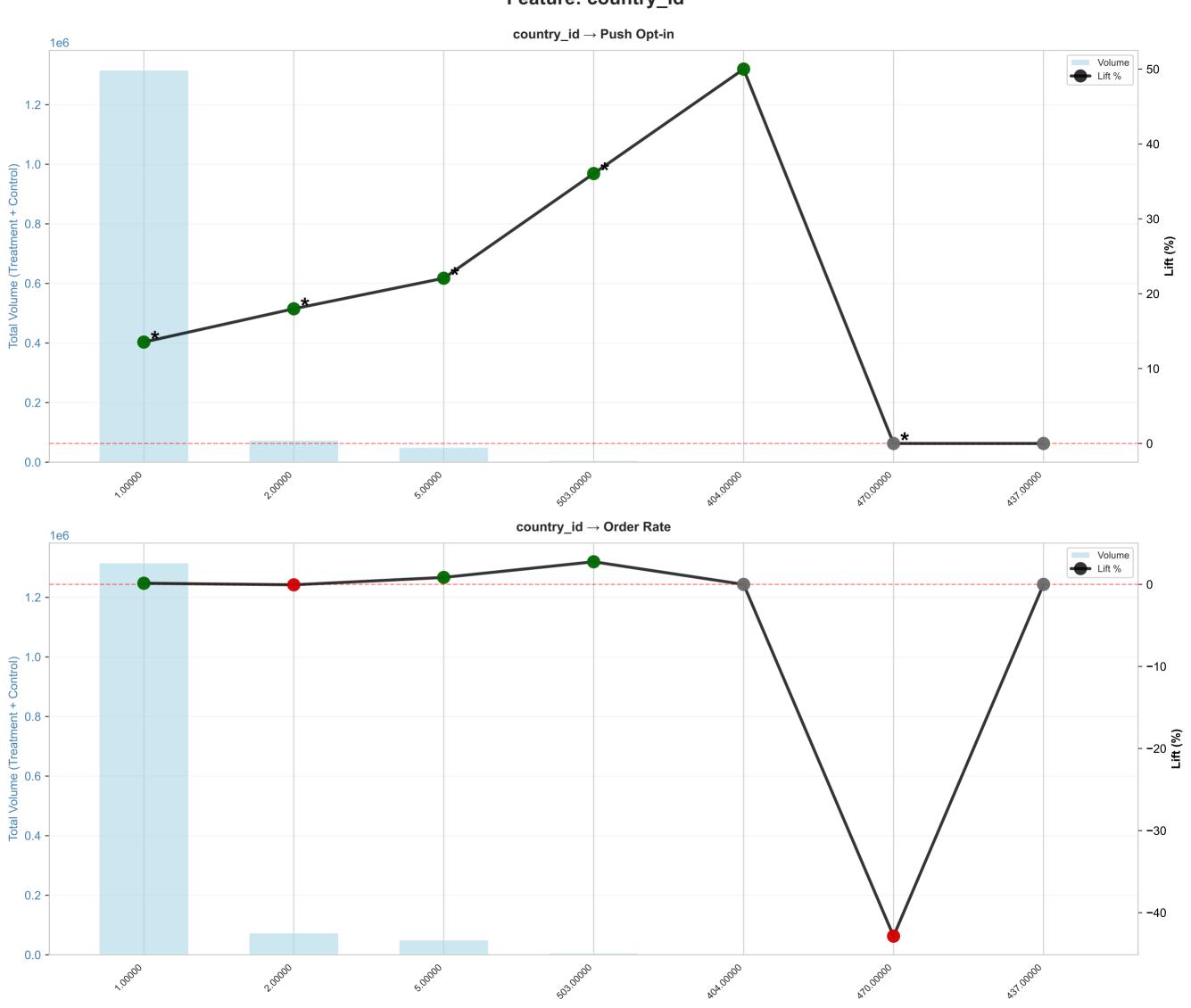
Feature: experience



Feature: business_vertical_line



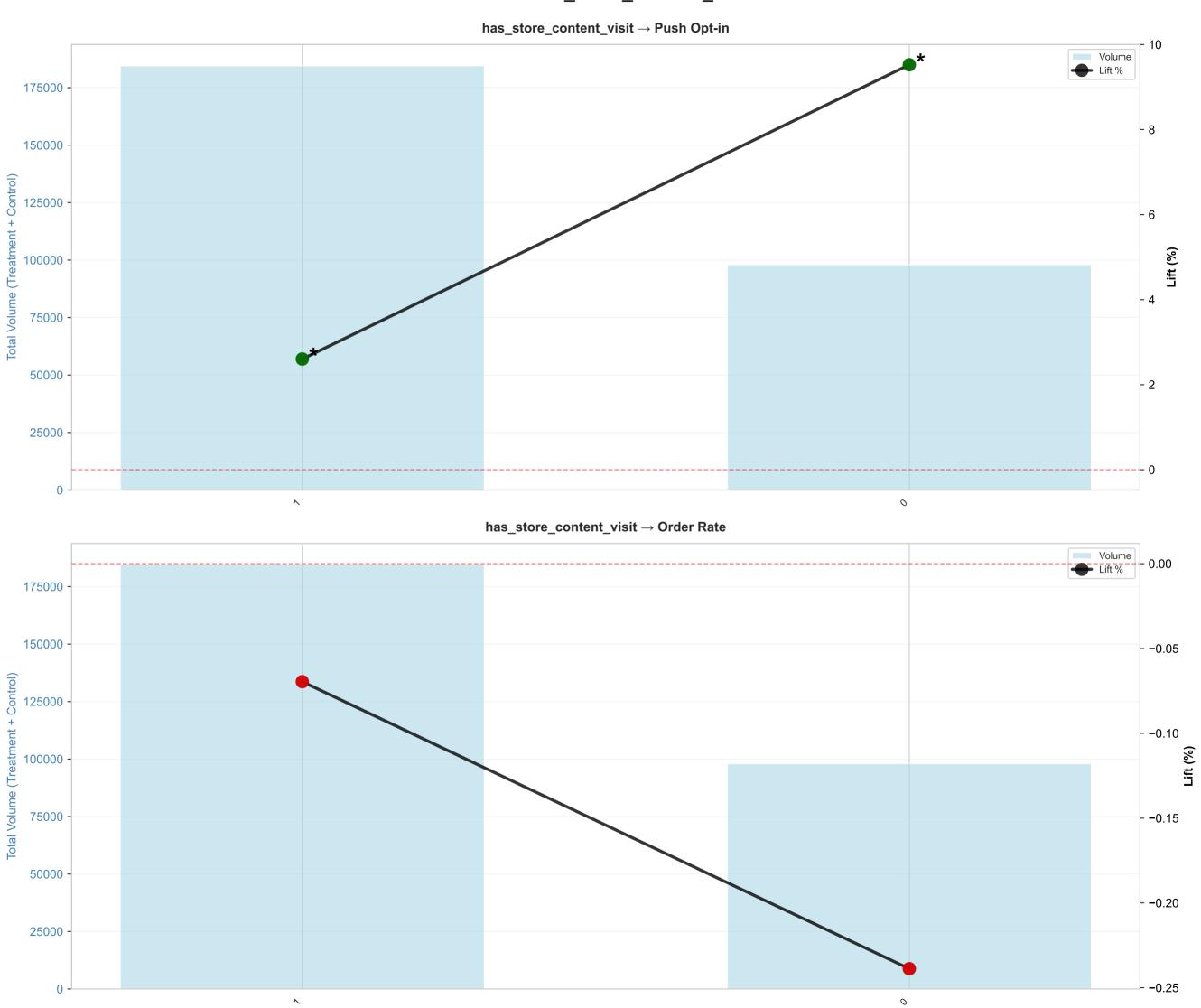
Feature: country_id



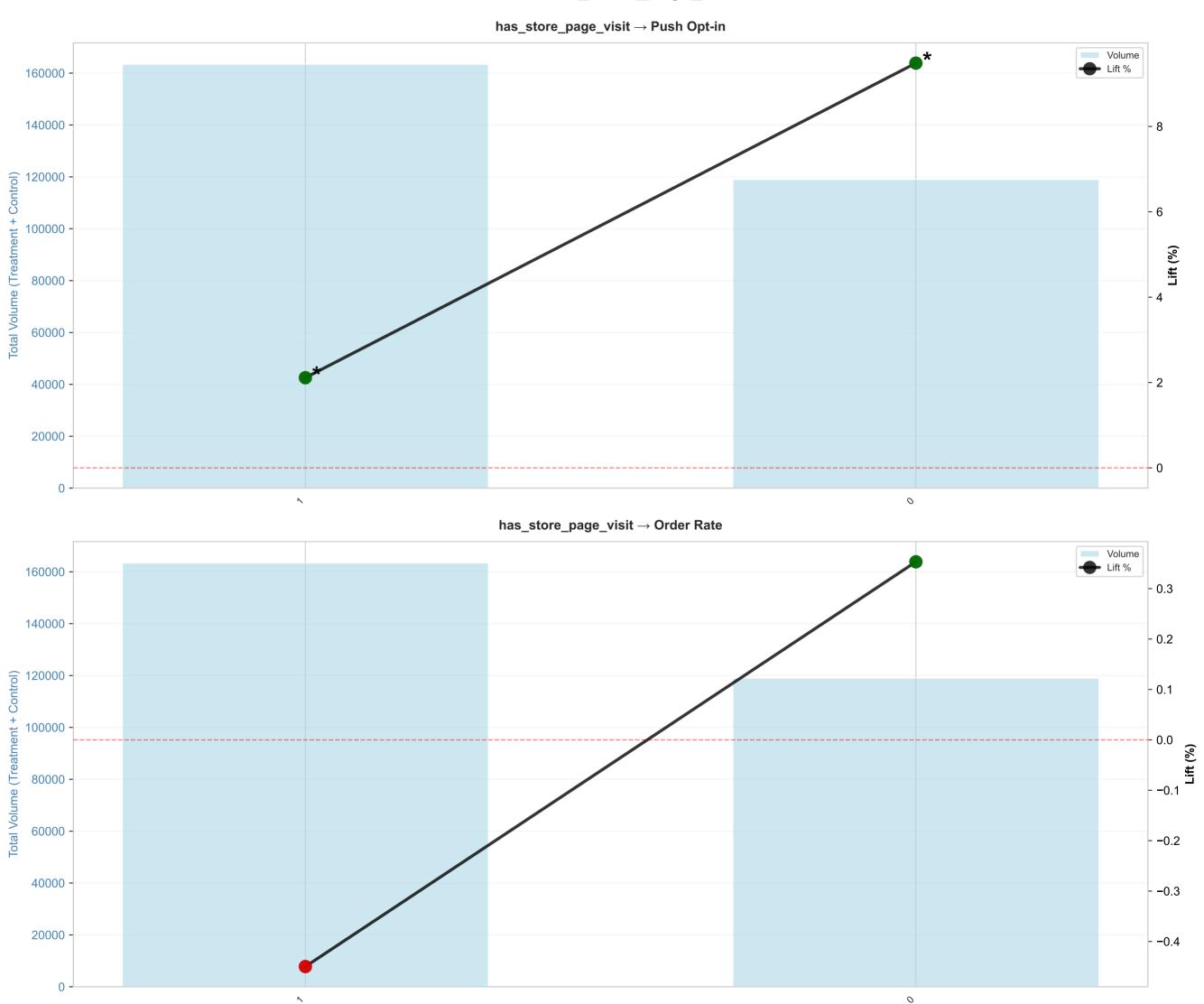
Feature: region_name



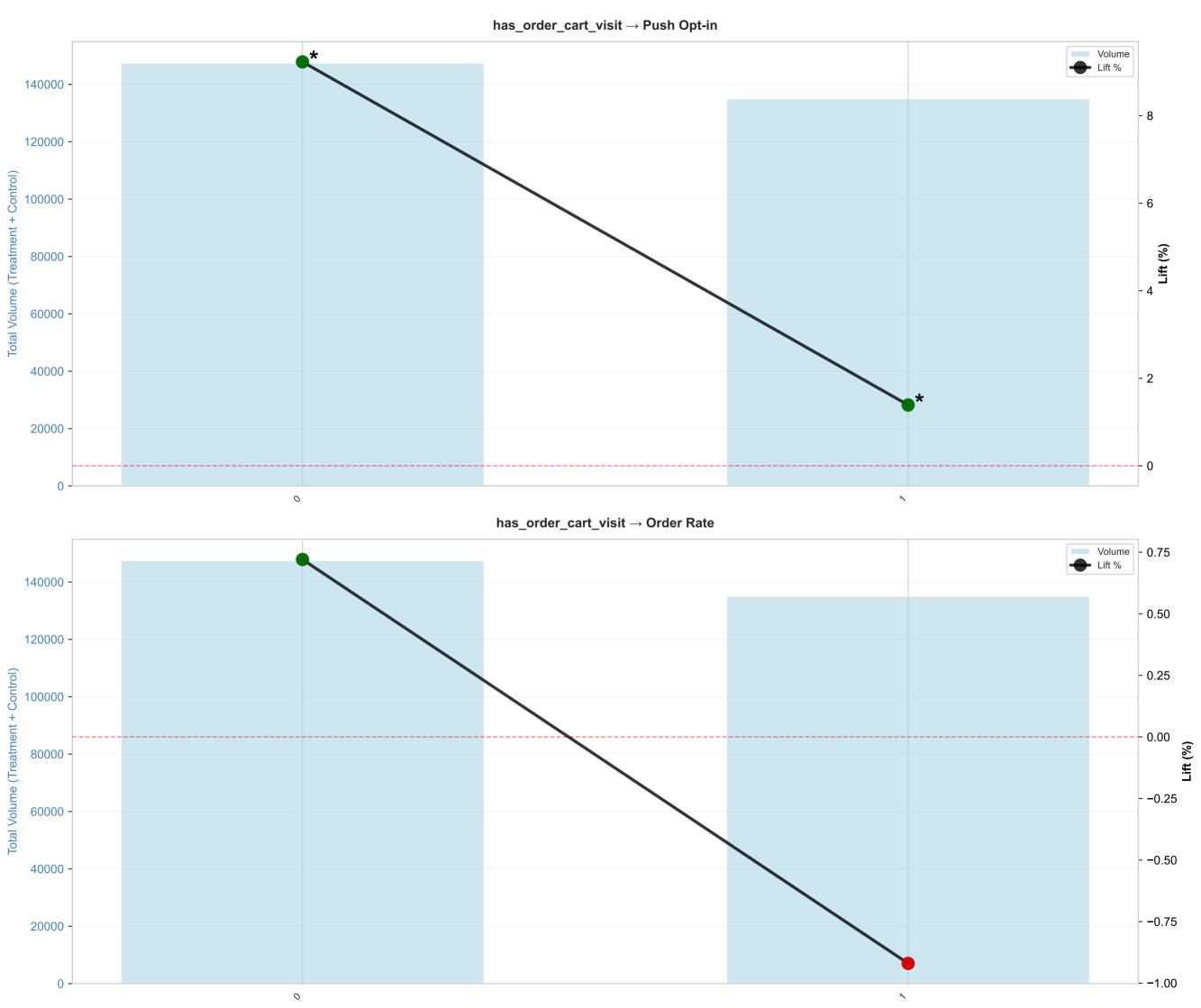
Feature: has_store_content_visit



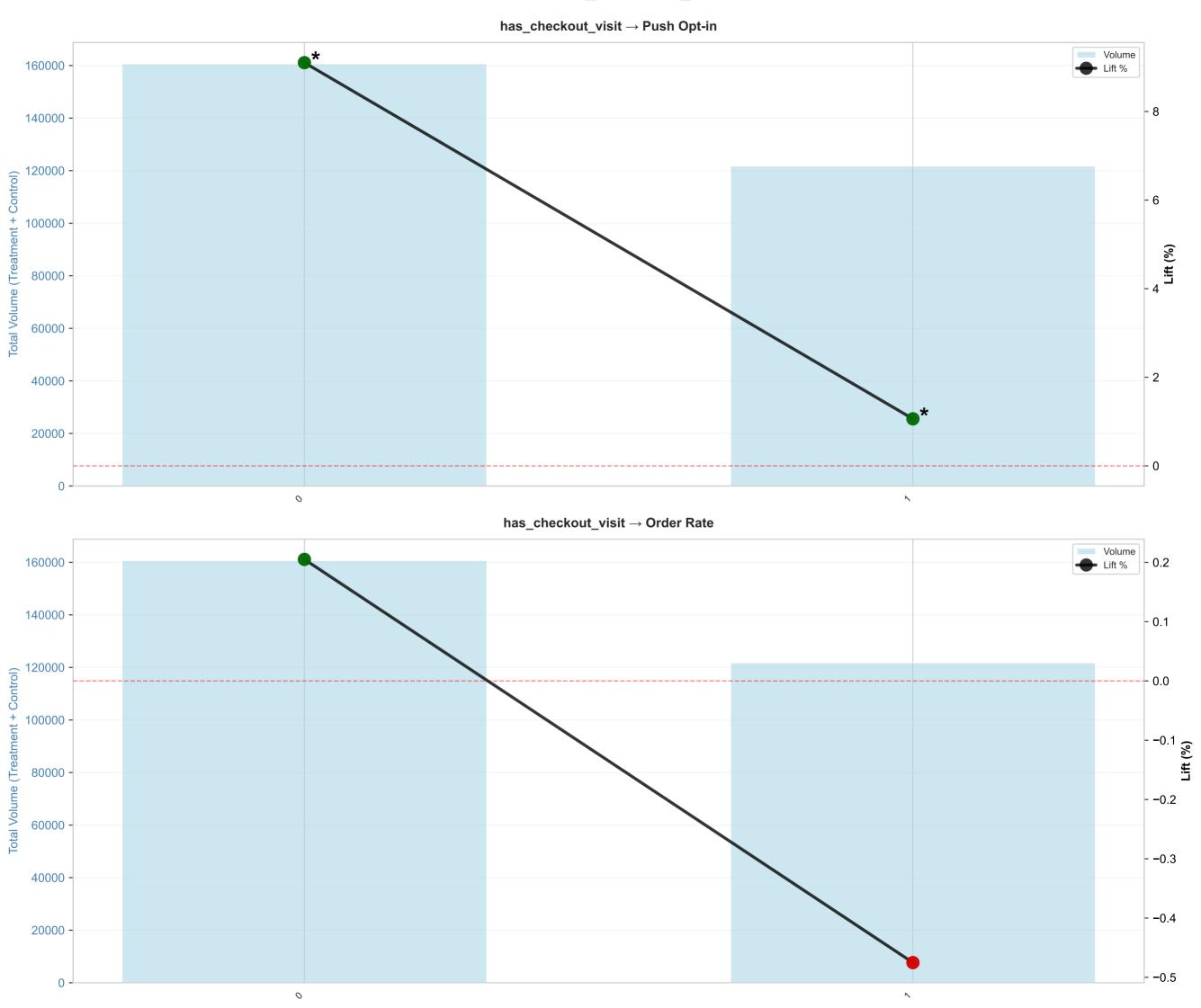
Feature: has_store_page_visit



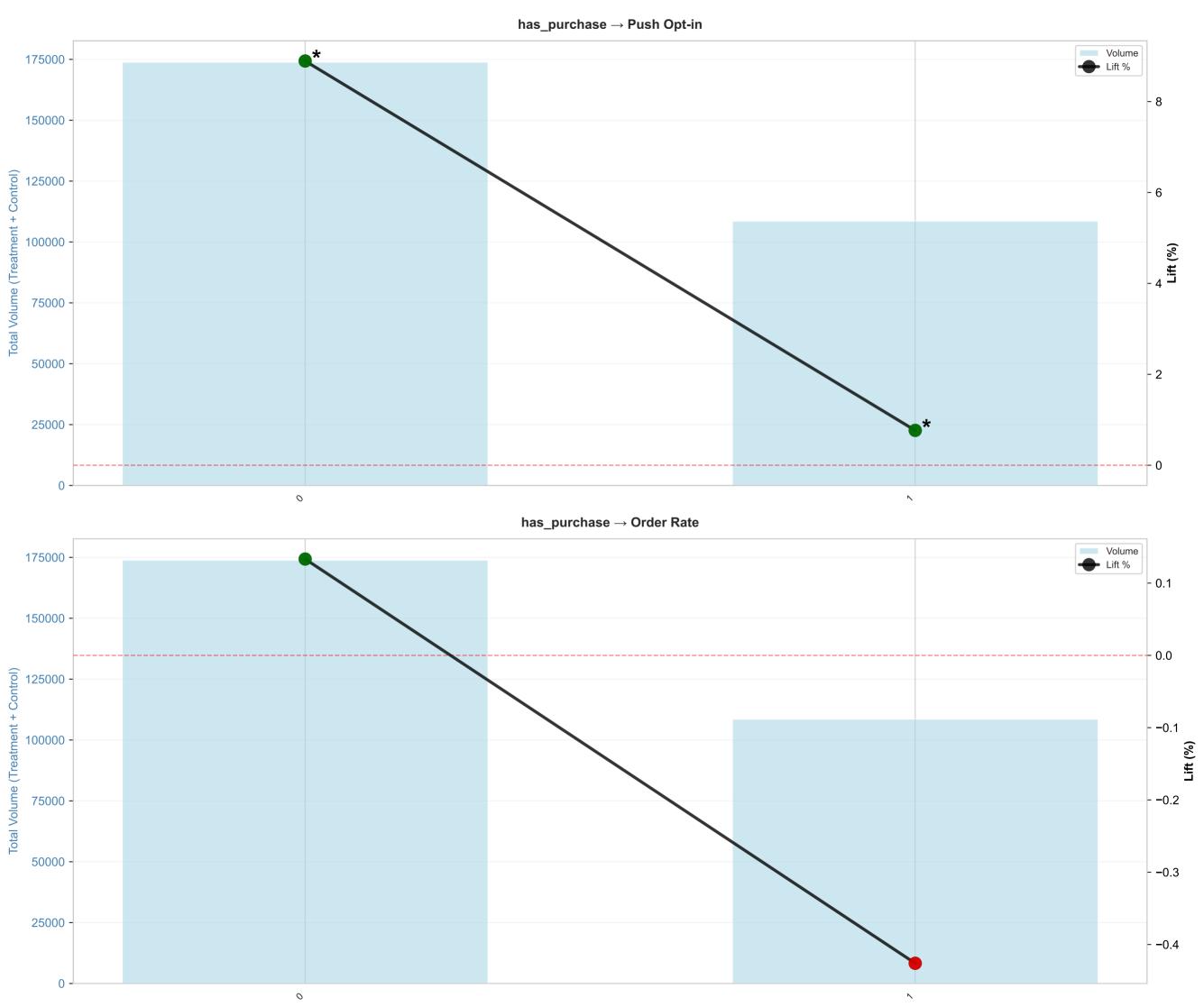
Feature: has_order_cart_visit



Feature: has_checkout_visit

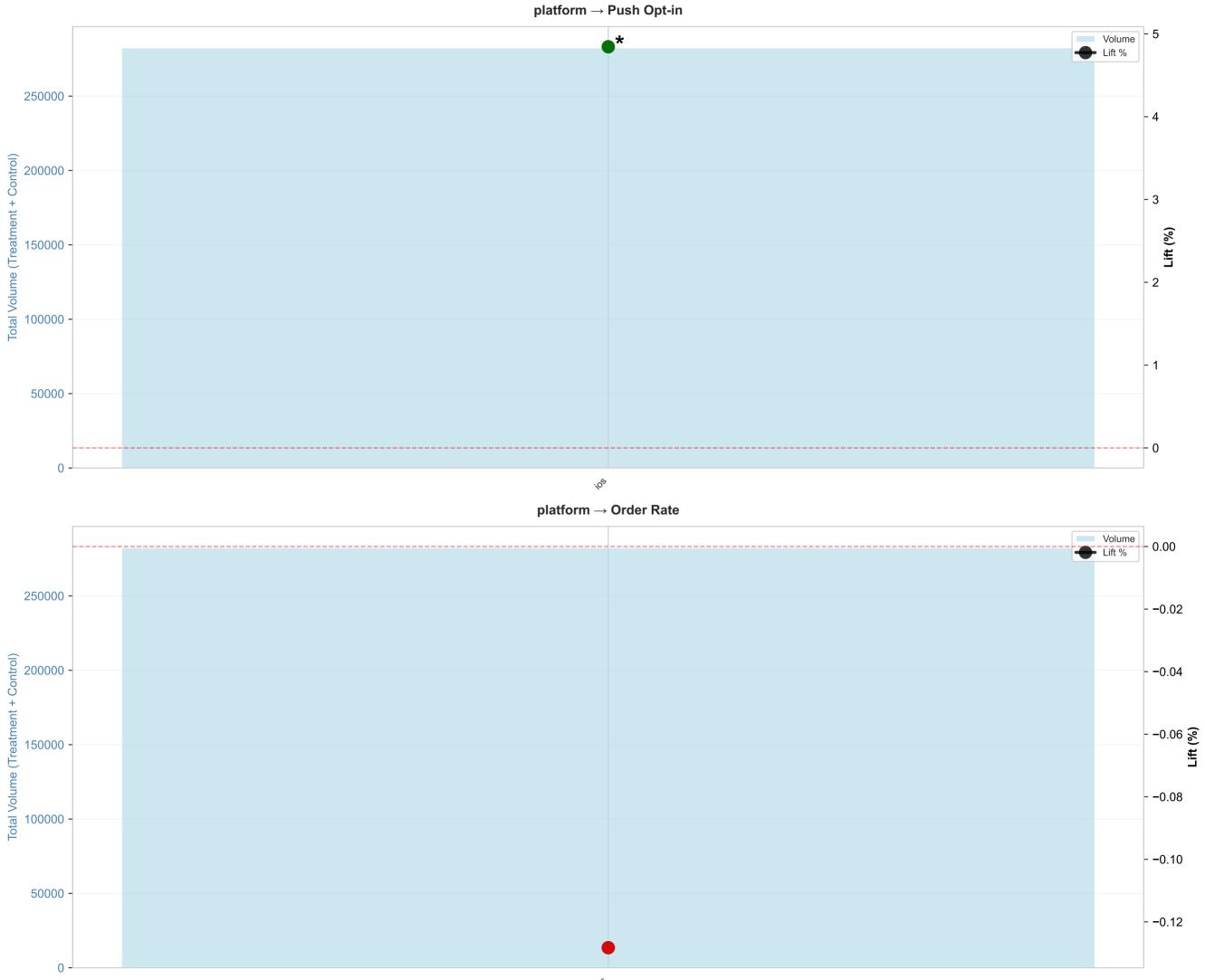


Feature: has_purchase

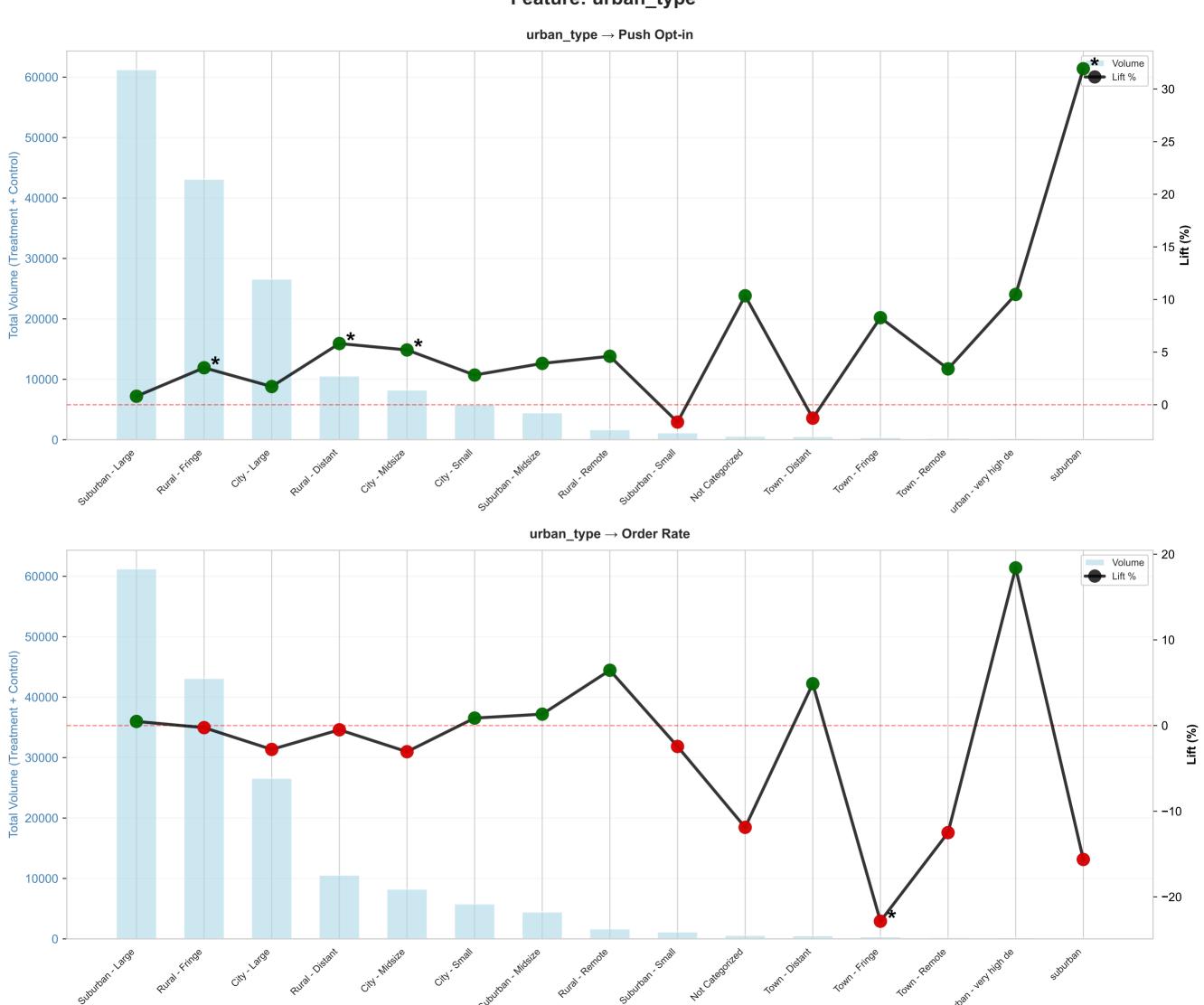


Feature: platform

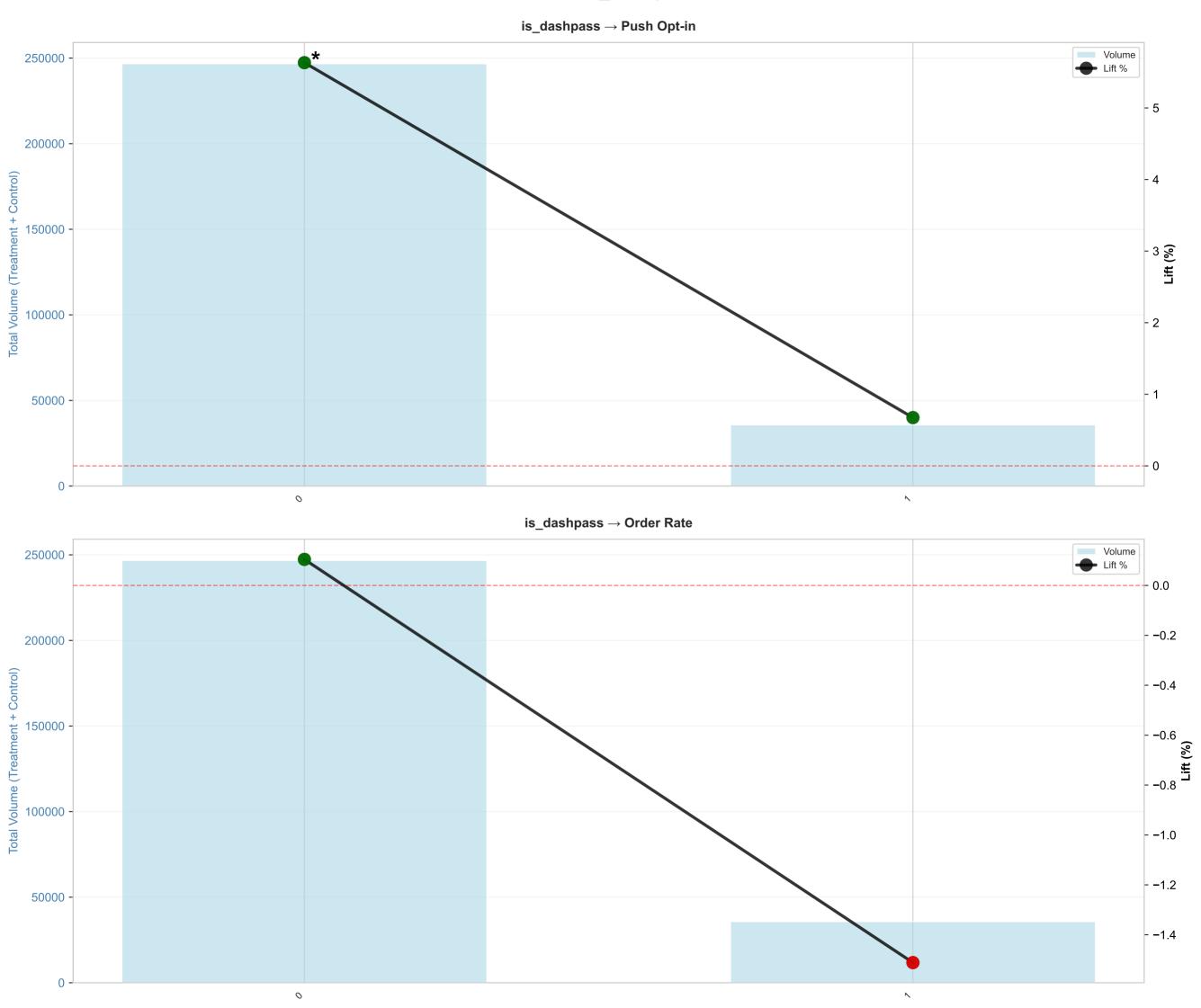




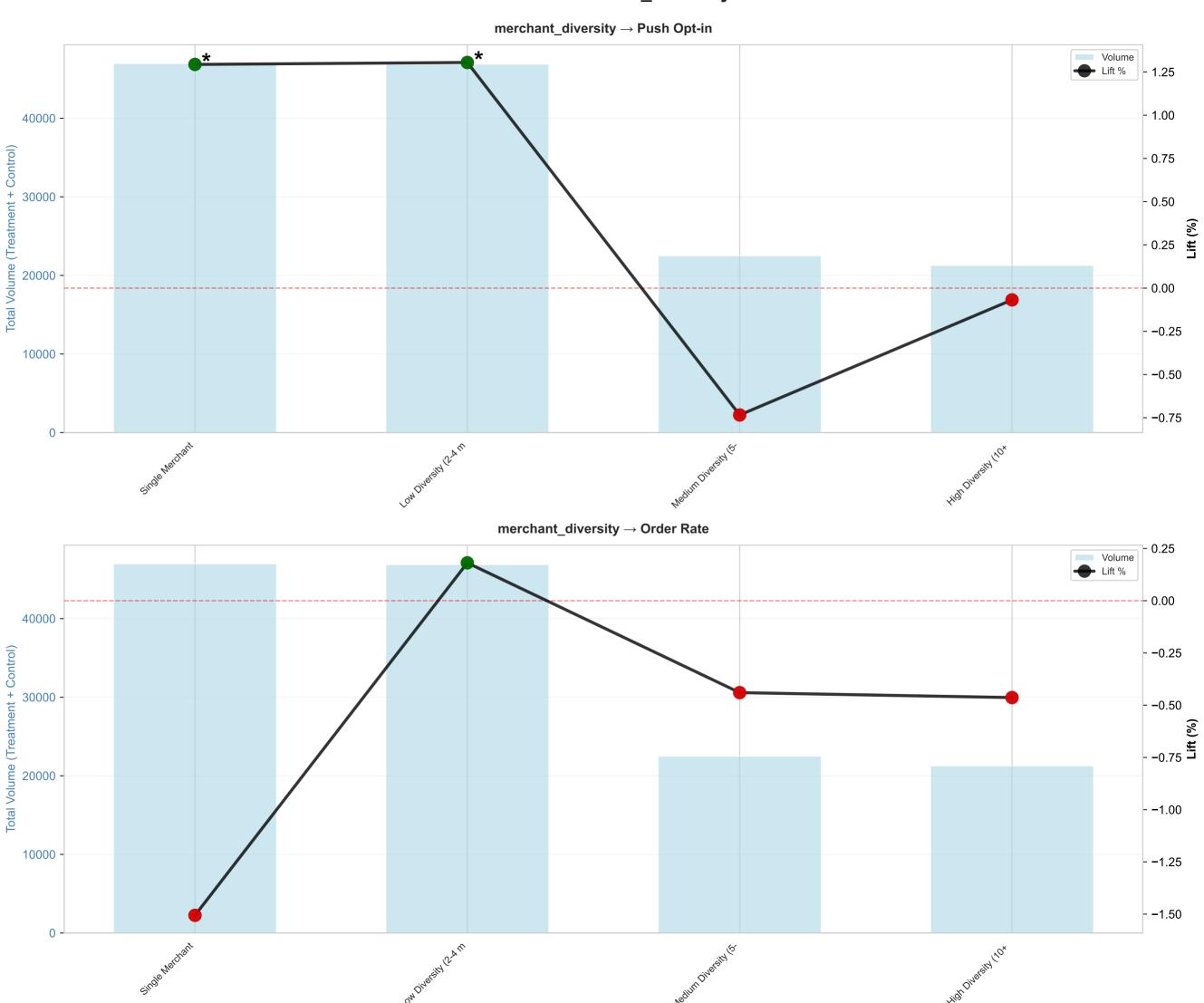
Feature: urban_type



Feature: is_dashpass



Feature: merchant_diversity

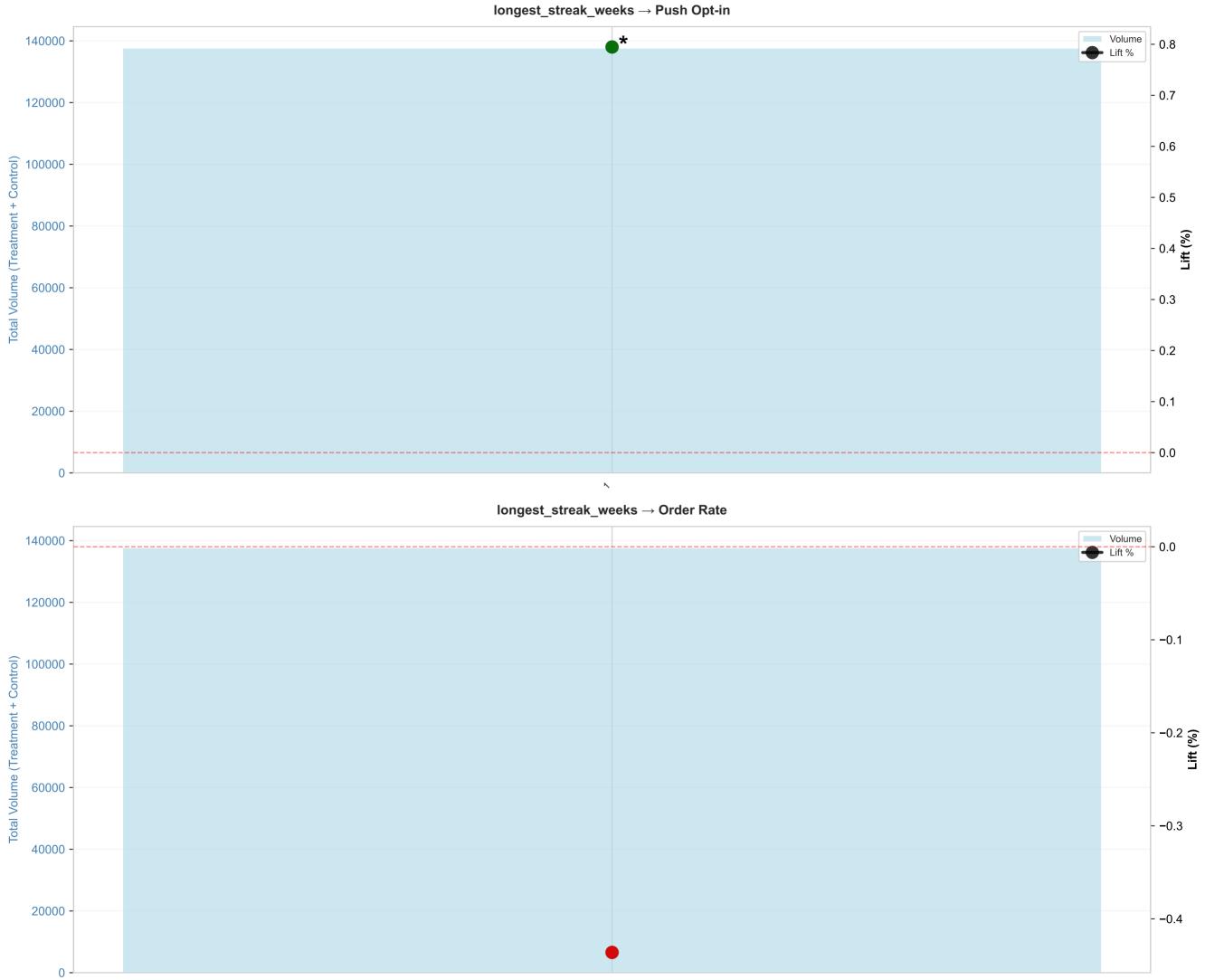


Feature: user_ordering_type

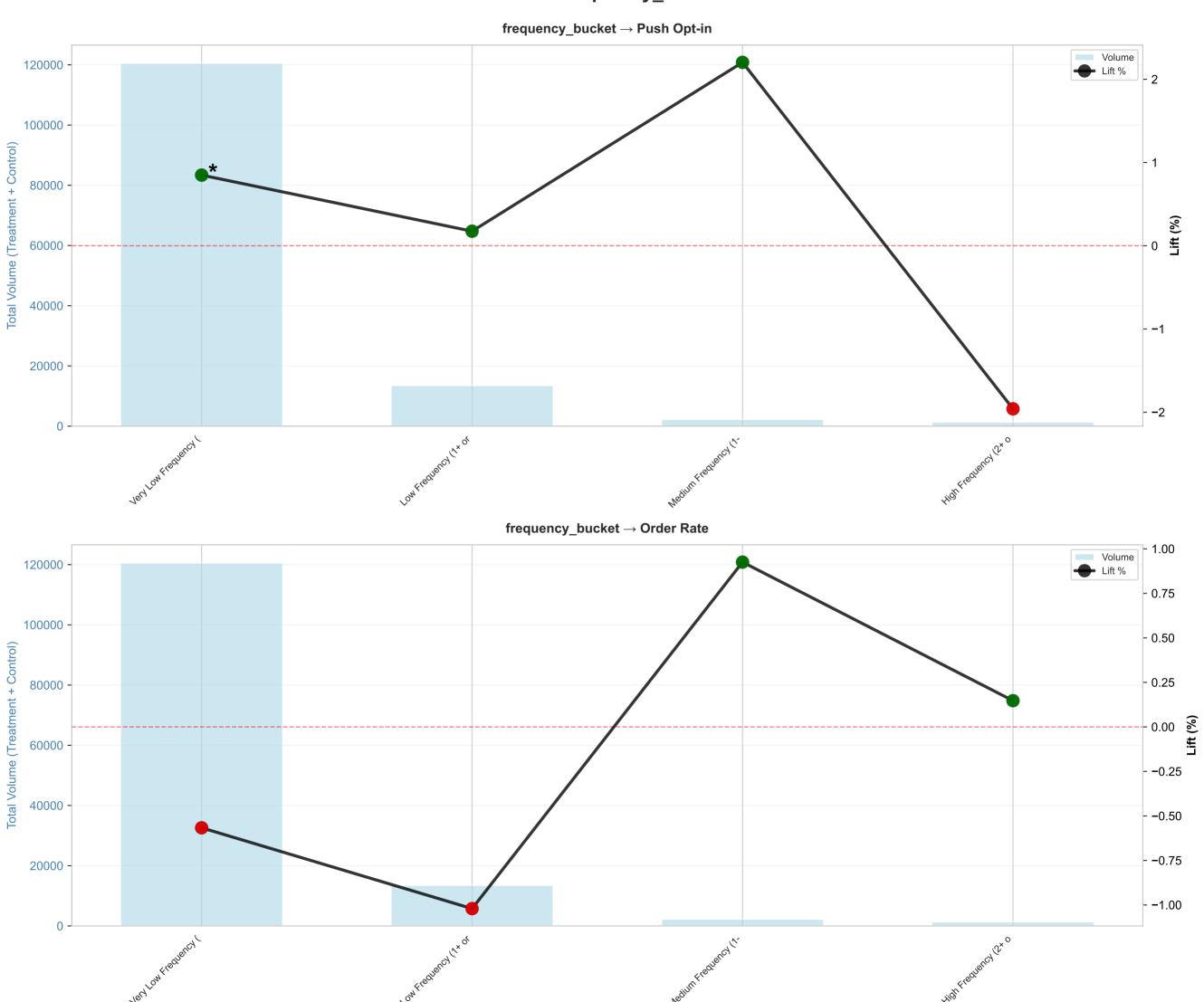
 $user_ordering_type \to Push\ Opt\text{-}in$ - 1.50 Volume Lift % 1.25 50000 - 1.00 - 0.75 - 0.50 **(%)** - 0.25 - 0.00 -0.25 10000 -0.50 0 $user_ordering_type \to Order\ Rate$ Volume
Lift % 50000 - 0.5 Total Volume (Treatment + Control) - 0.0 Lift (%) -0.5 - **-**1.0 10000 0 -

Feature: longest_streak_weeks

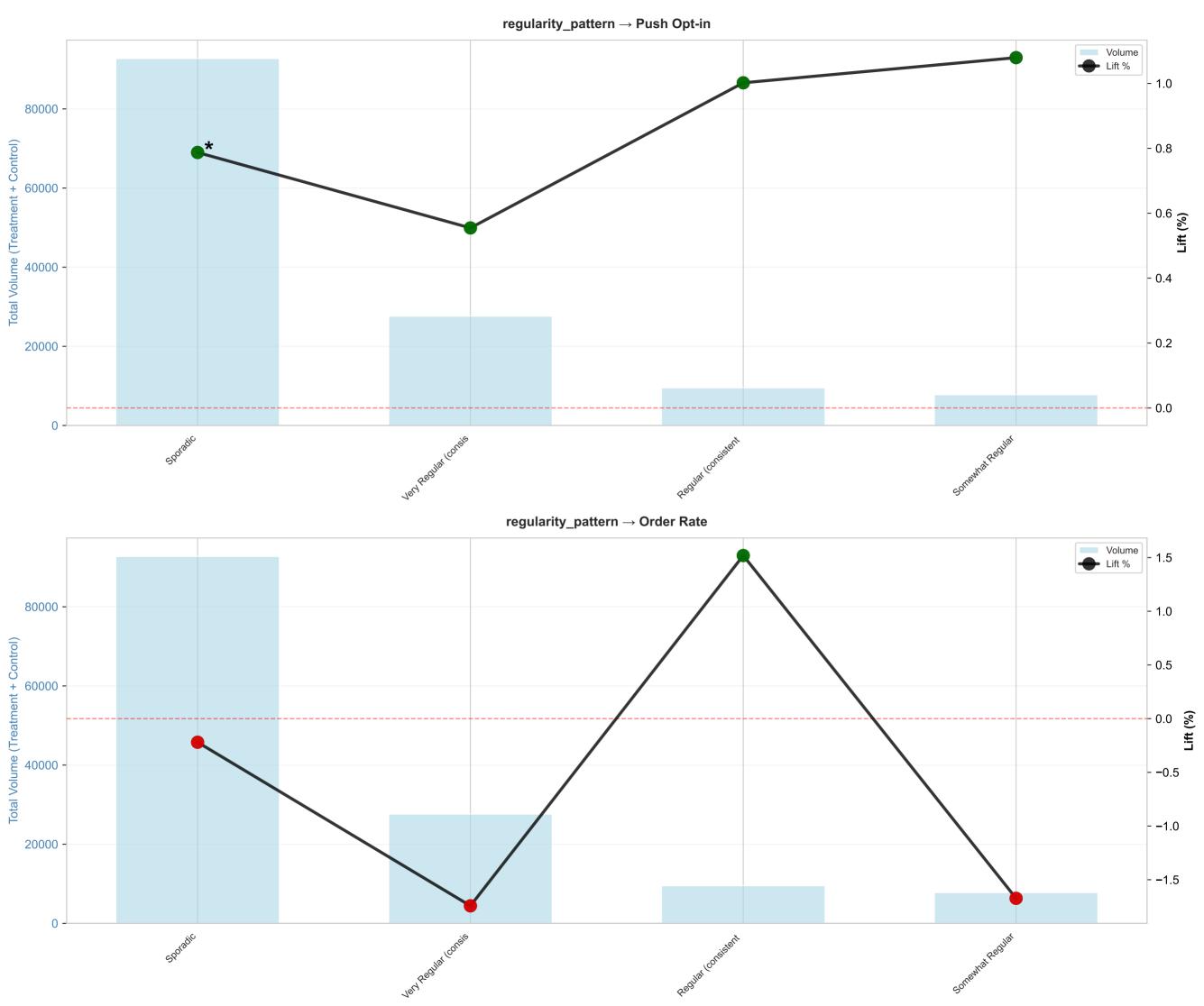




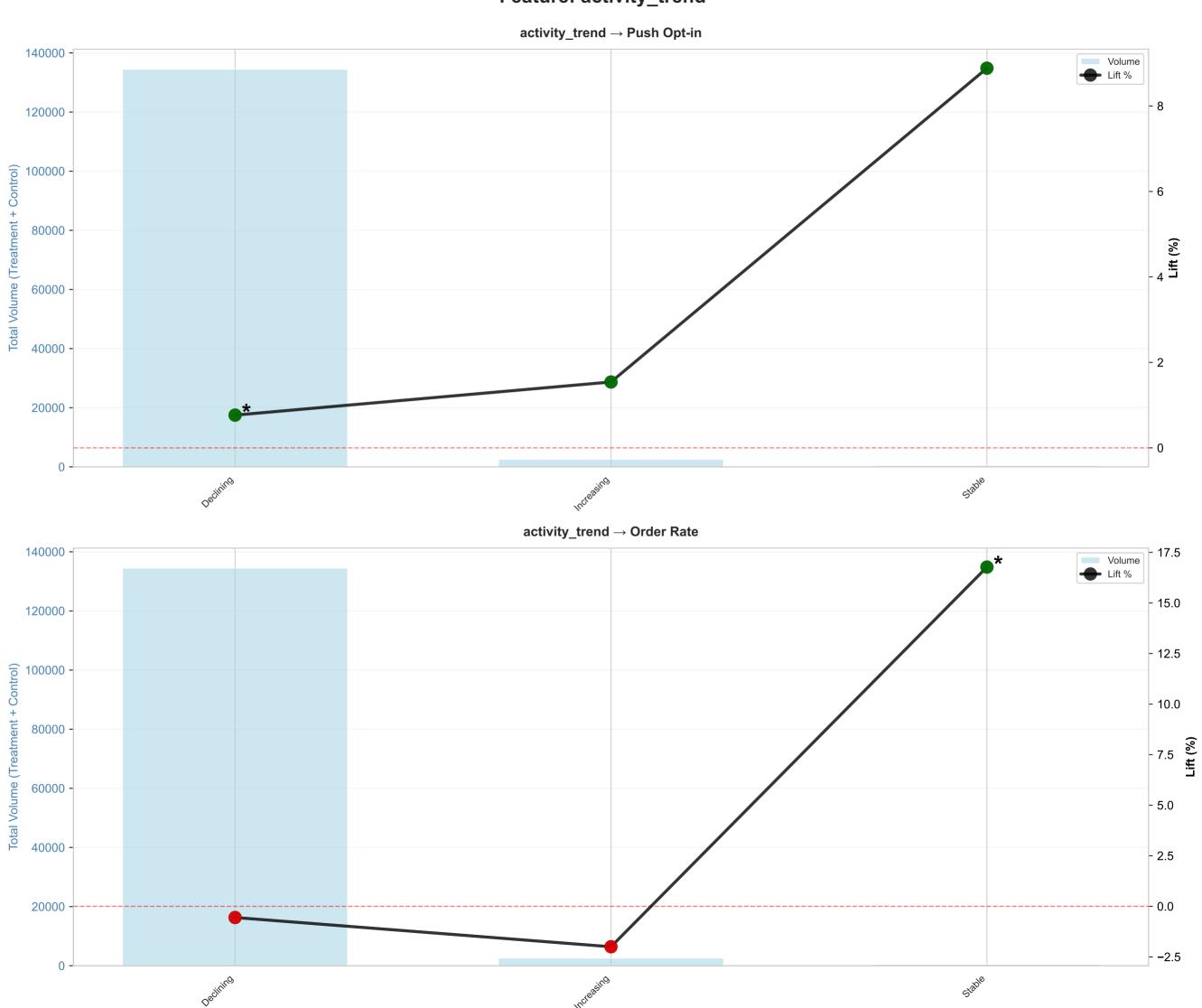
Feature: frequency_bucket



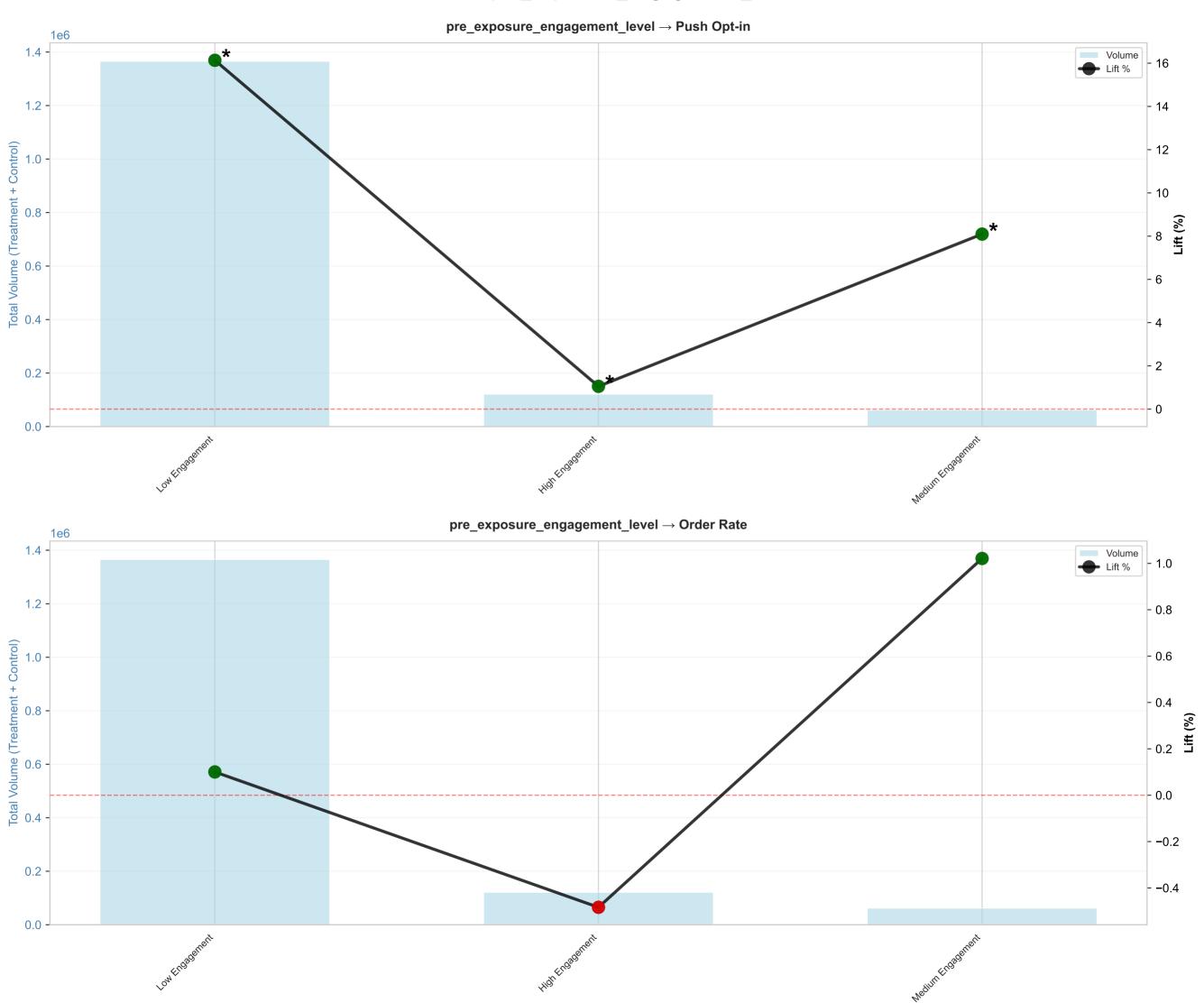
Feature: regularity_pattern



Feature: activity_trend



Feature: pre_exposure_engagement_level



Feature: is_consistent_orderer

