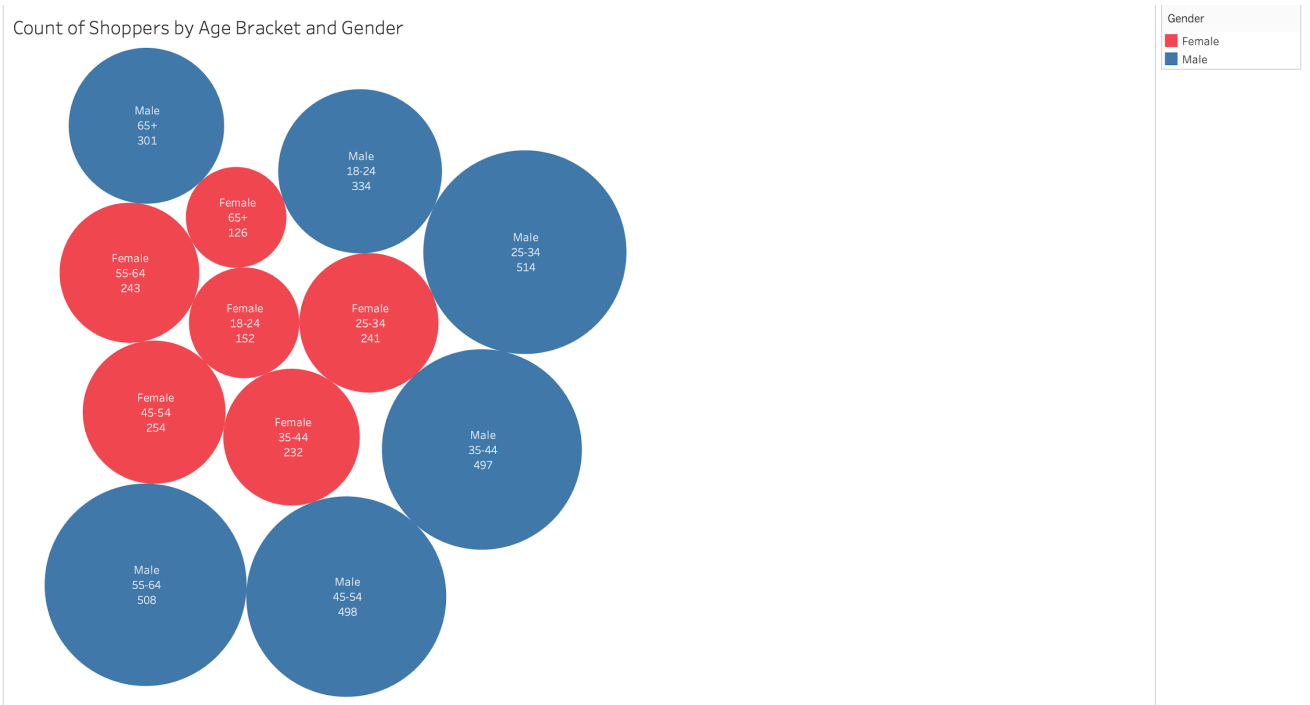


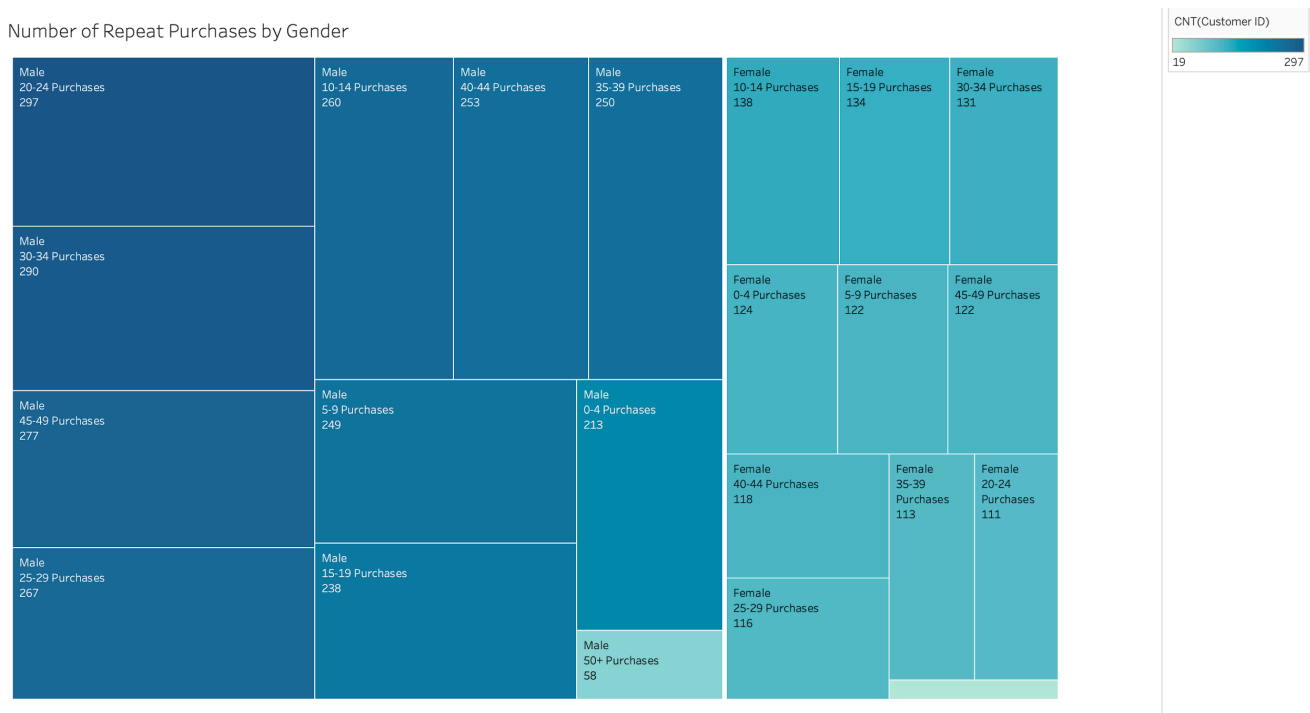
Shopper Demographics:

Count of Shoppers by Age Bracket and Gender



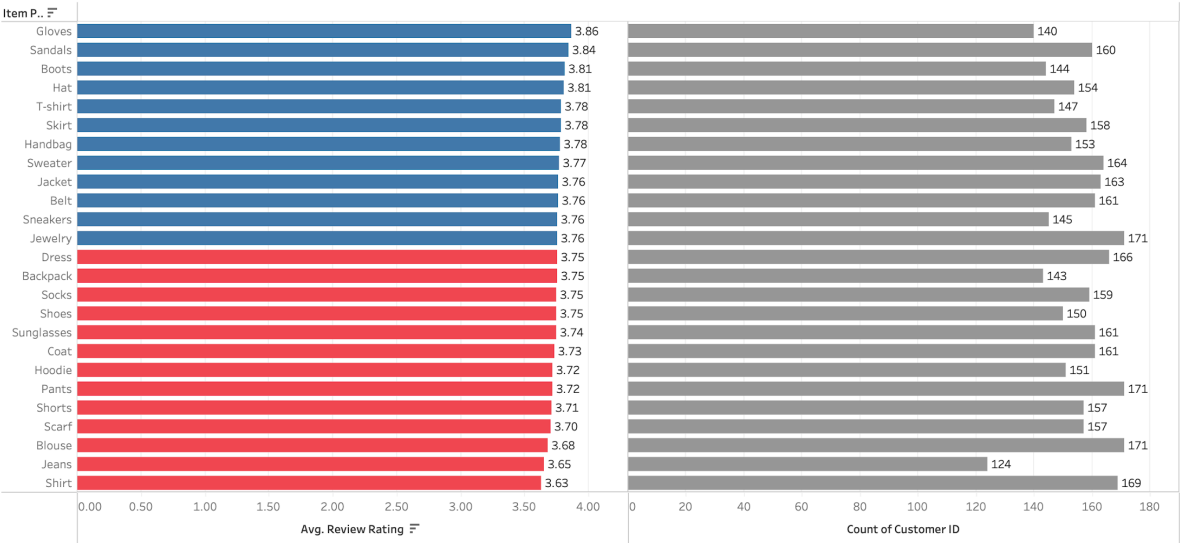
Number of Purchases by Gender:

Number of Repeat Purchases by Gender



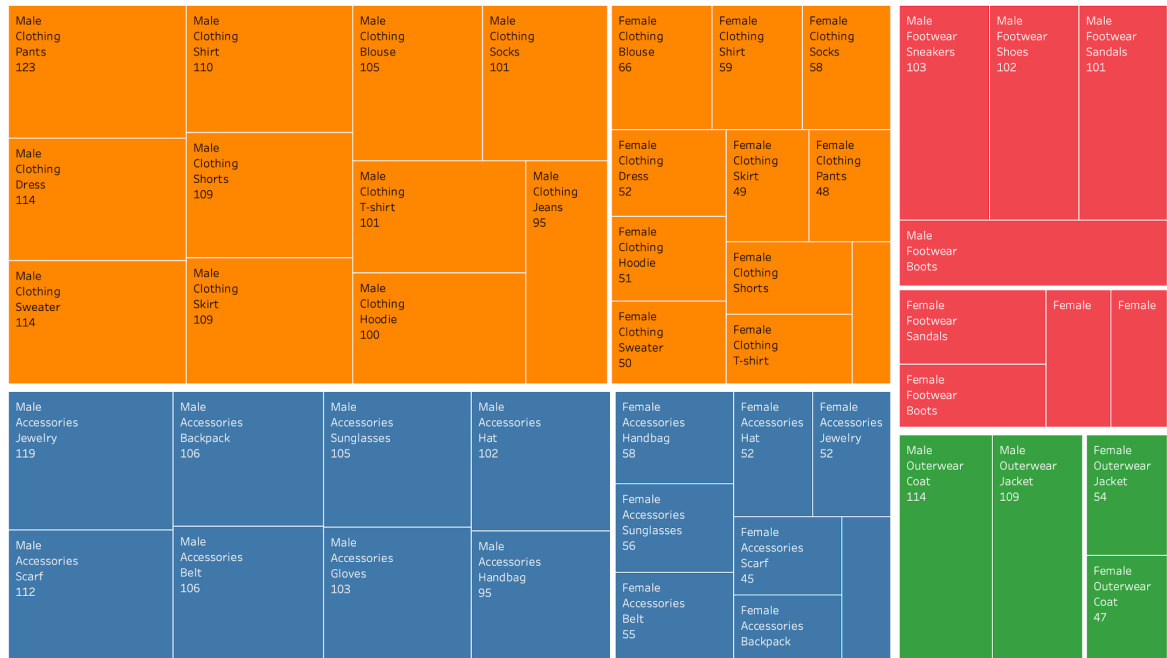
Item Rankings:

Avg Ranking by Item Purchased (Greater Than 3.75)

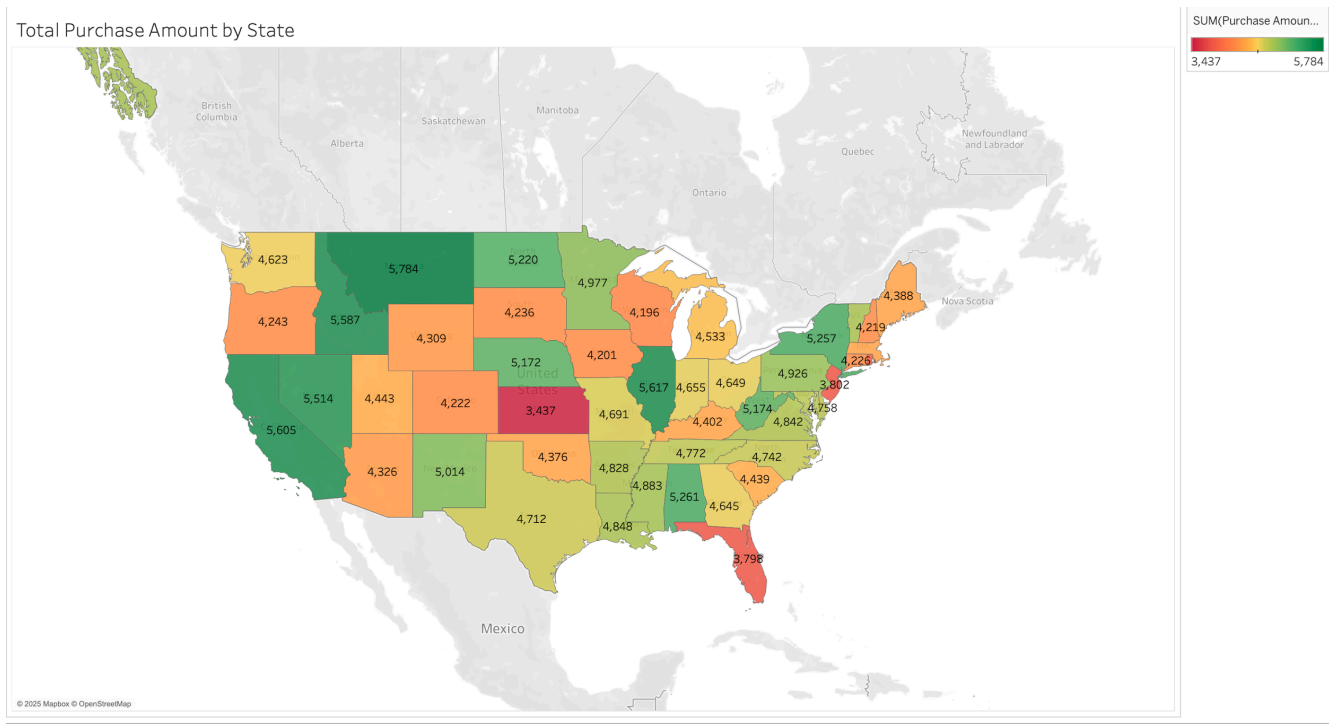


Top Items by Category and Gender:

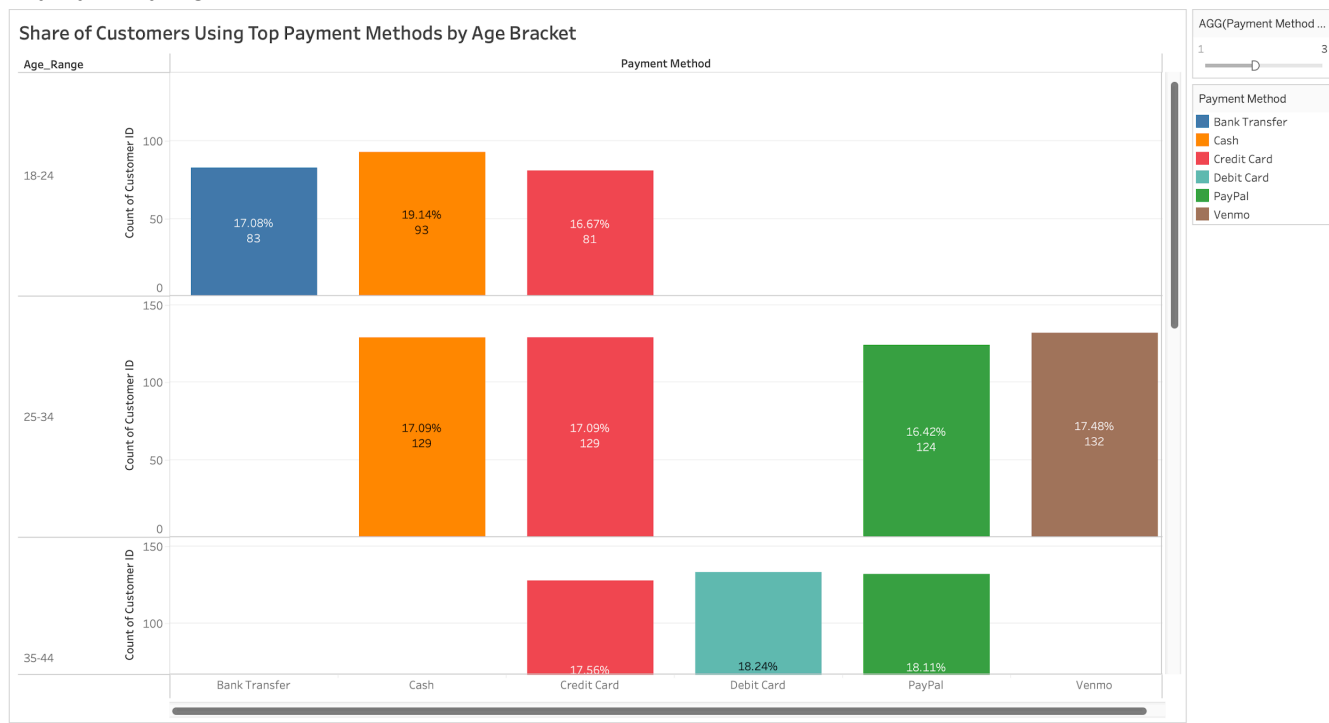
Top Item and Category by Gender



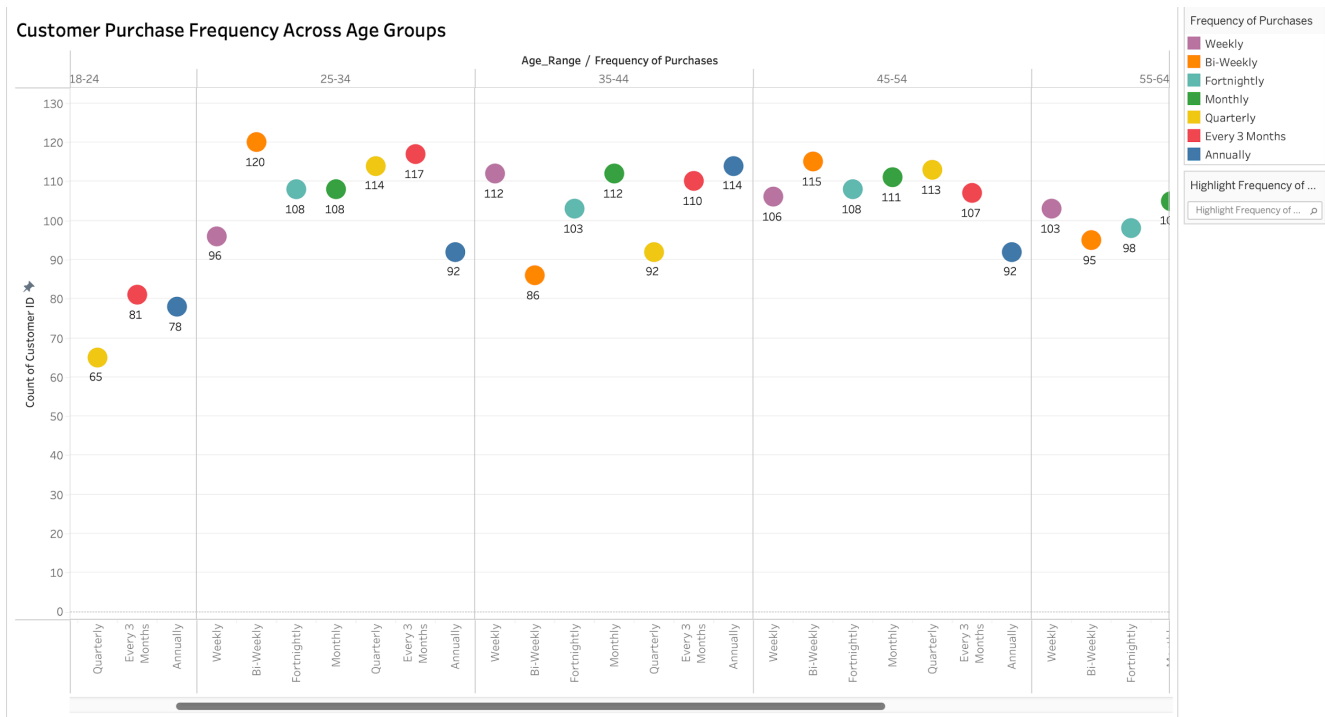
Total Sales by State:



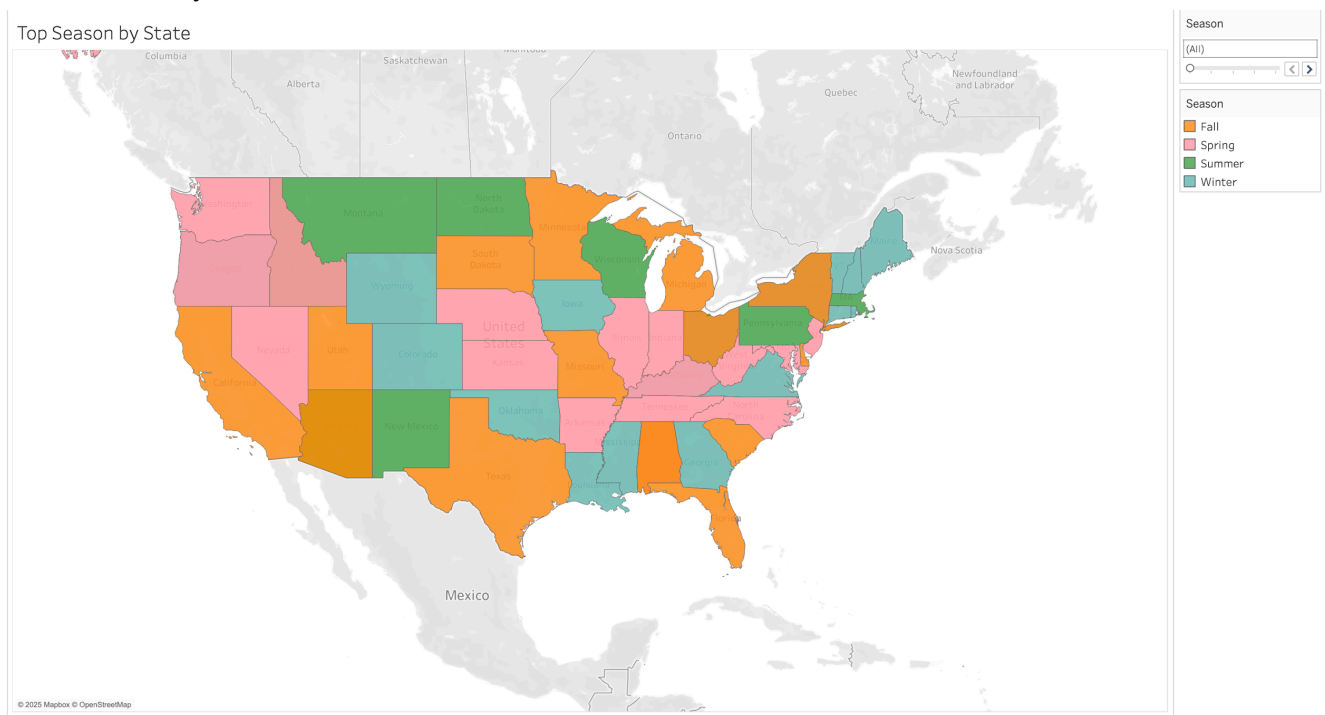
Pay Type by Age:



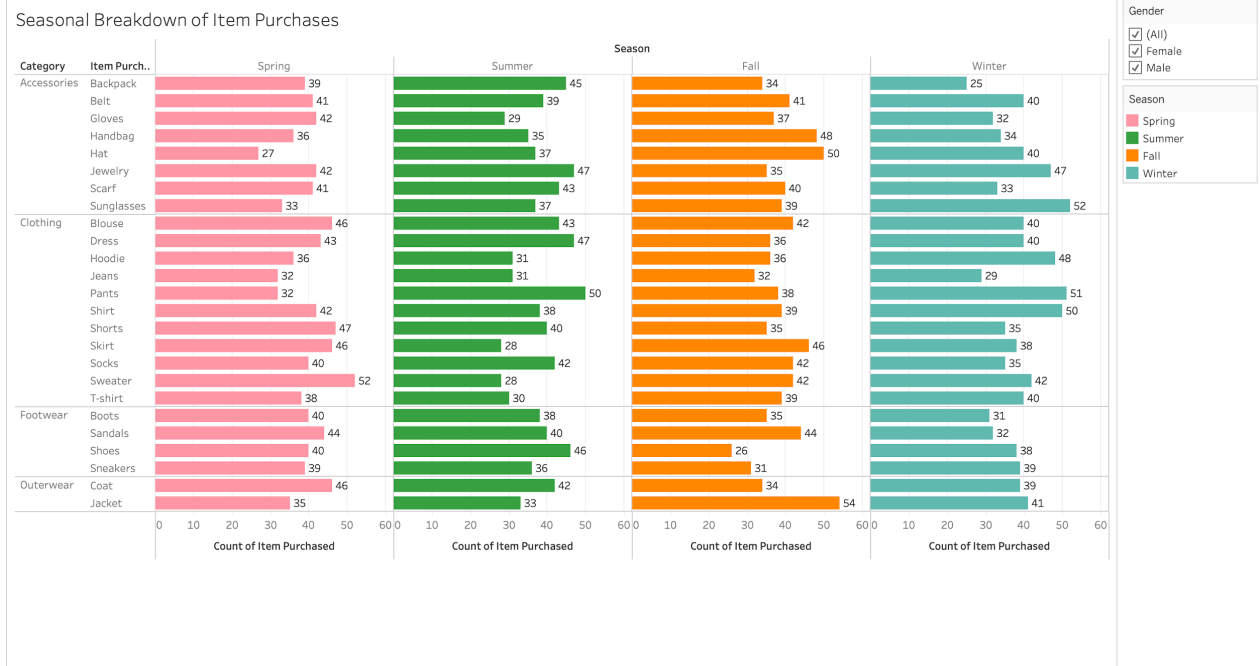
Purchase Frequency by Age:



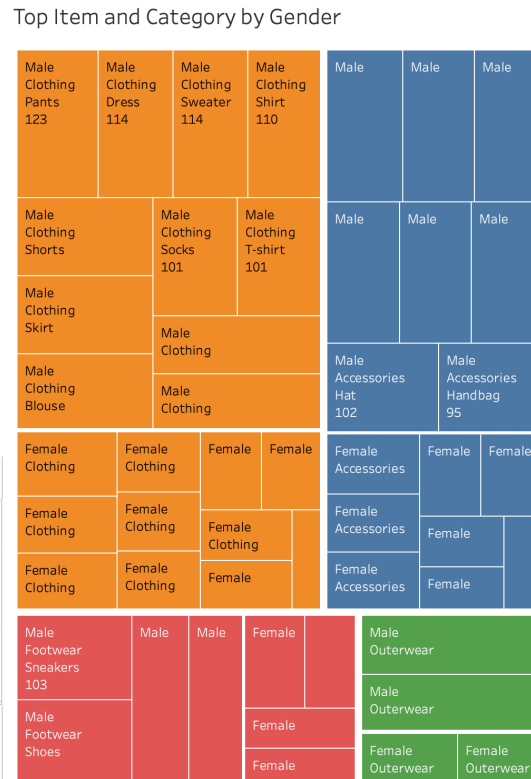
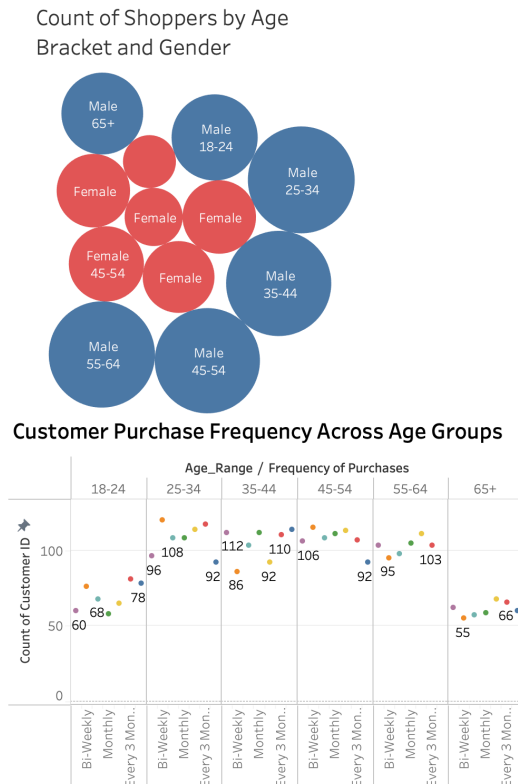
Best Season by State:



Top Items by Season:

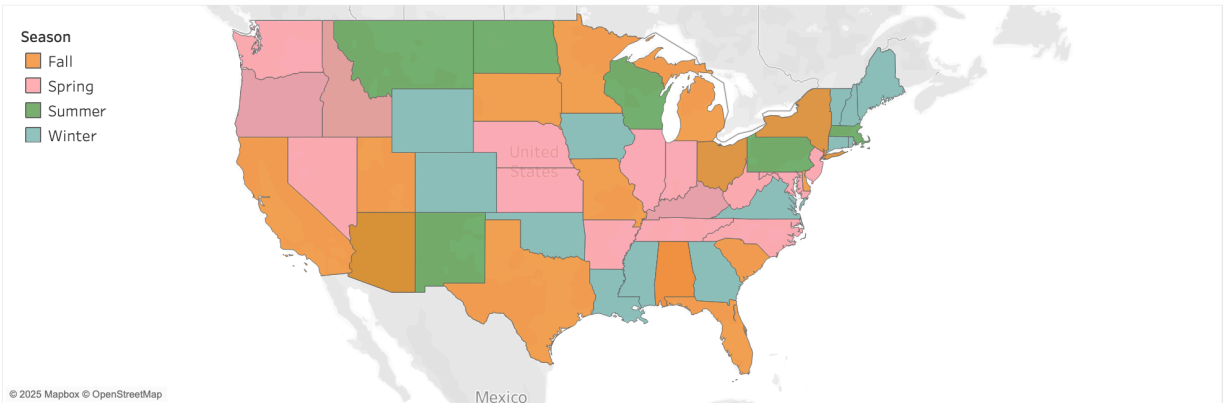


Purchaser Demographics:

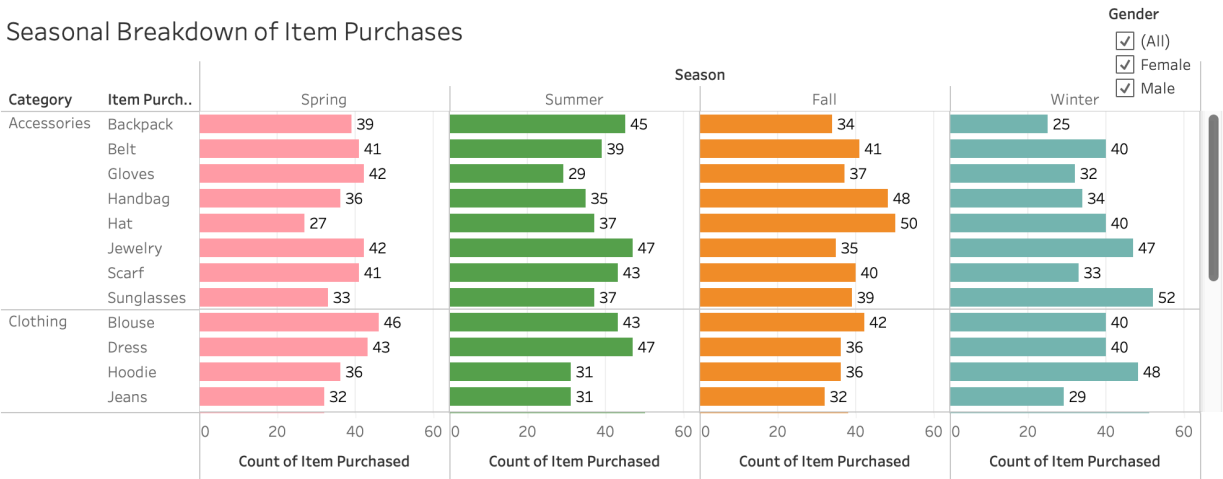


Seasons

Top Season by State

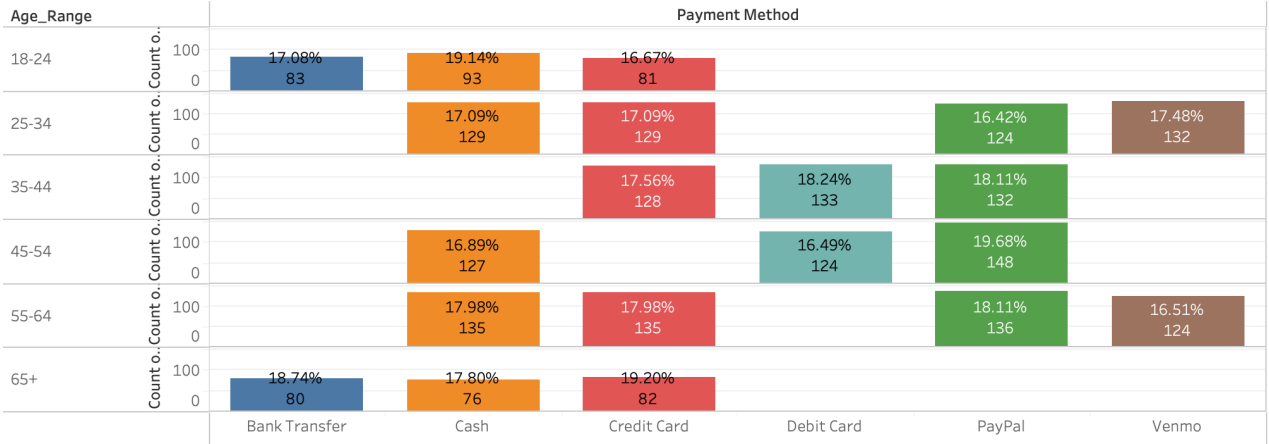


Seasonal Breakdown of Item Purchases

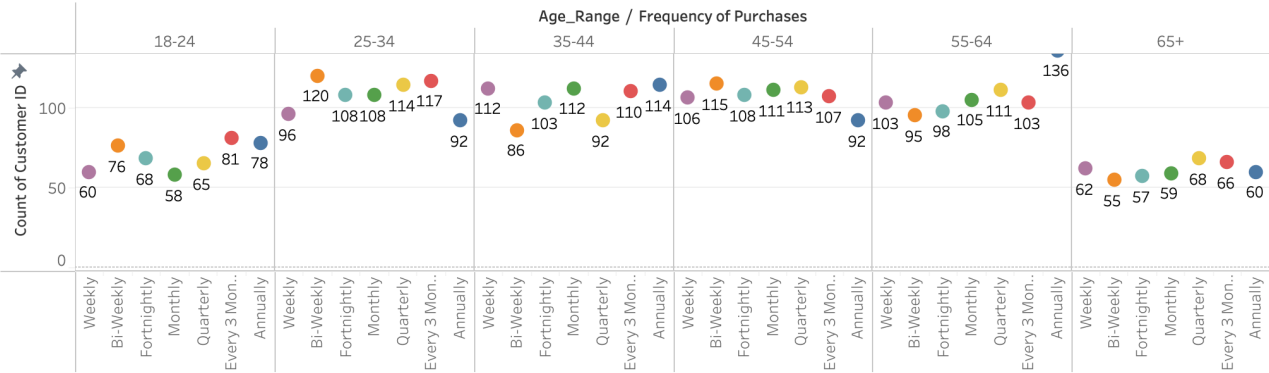


Age

Share of Customers Using Top Payment Methods by Age Bracket

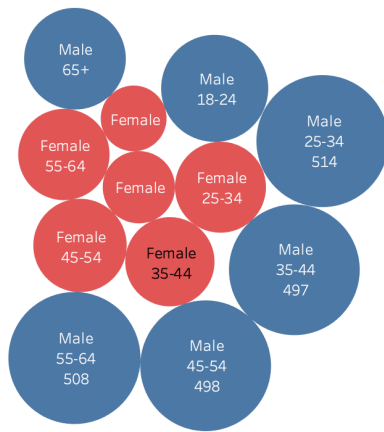


Customer Purchase Frequency Across Age Groups



Conclusion

Count of Shoppers by Age Bracket and Gender



Top Item and Category by Gender

