

## BIA Final Project

I

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[Batch 9, Group 3]



**INCREASE TOTAL REVENUE USING ANALYTICAL MODELS**



# 00 AGENDA

CONTENT OF PRESENTATION

**01**

**DATA EXPLORATION**

**02**

**BUSINESS PROBLEM**

**03**

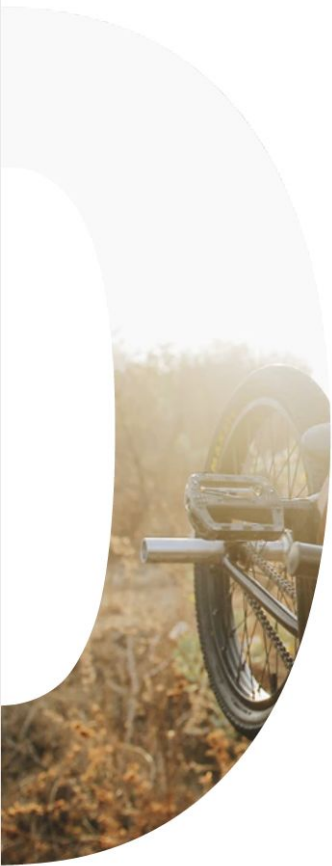
**FINDINGS AND ANALYSIS**

**04**

**RECOMMENDATIONS**

**05**

**REFLECTIONS**



# **DATA** **EXPLORATION**

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# 01 EXPLORATION | DEFINITIONS

Defining coupon session time and user session time

## Coupon Session Time

A measure of a user's interest in a specific coupon

## User Session Time

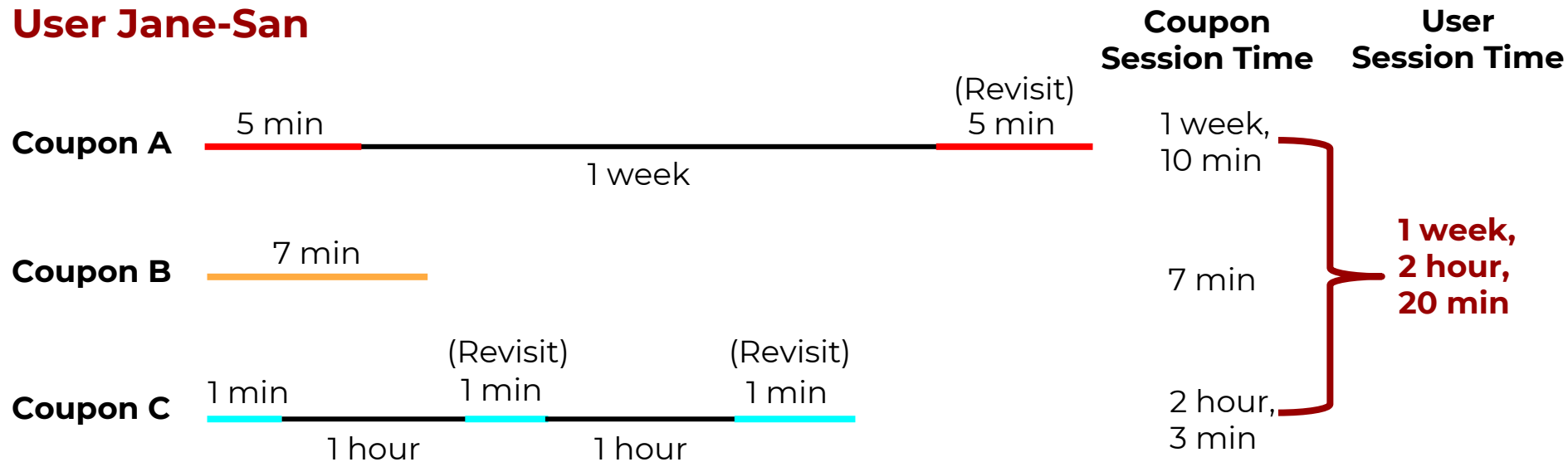
Sum of total time a user spends viewing each coupon

A **measure of user's interest** in the coupons of Ponpare

# 01 EXPLORATION | DEFINITIONS

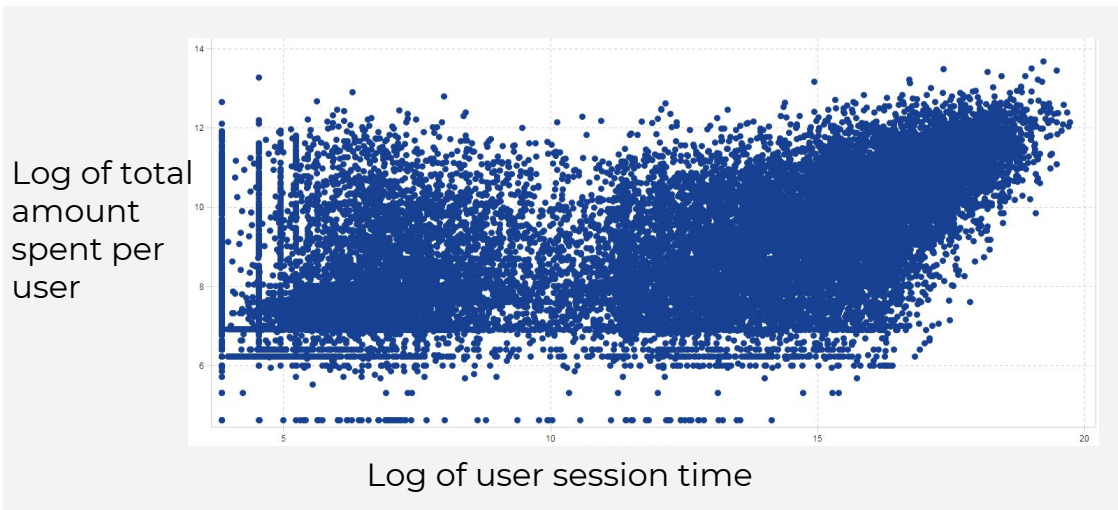
Defining coupon session time and user session time

## User Jane-San



# 01 EXPLORATION | SCATTER PLOT

Different browsing & spending patterns across different users

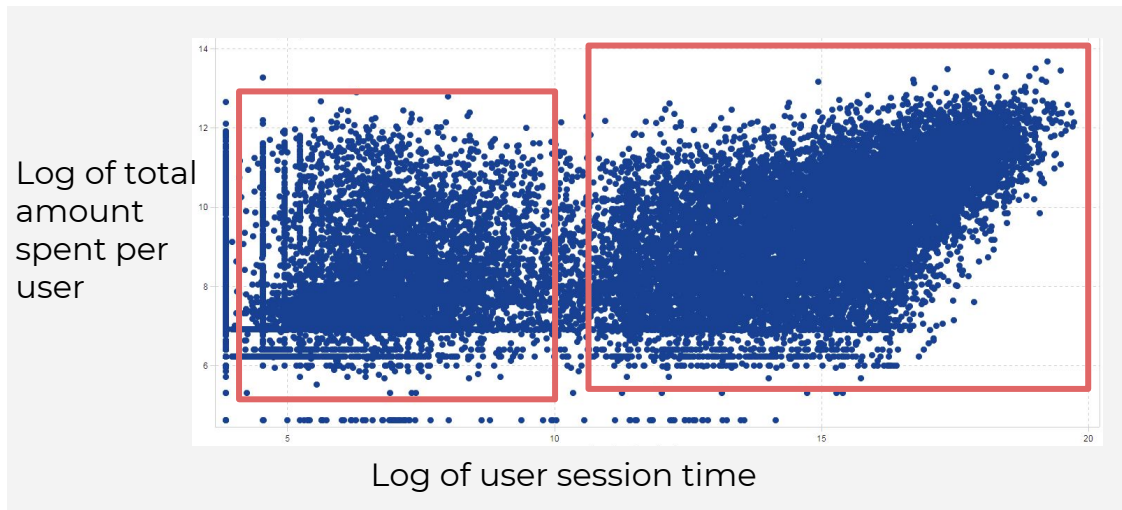


- Total amount spent per user and total session time per user shows **weak positive correlation**.

**Coefficient Correlation: 0.55**

# 01 EXPLORATION | SCATTER PLOT

Different browsing & spending patterns across different users



**Coefficient Correlation: 0.55**

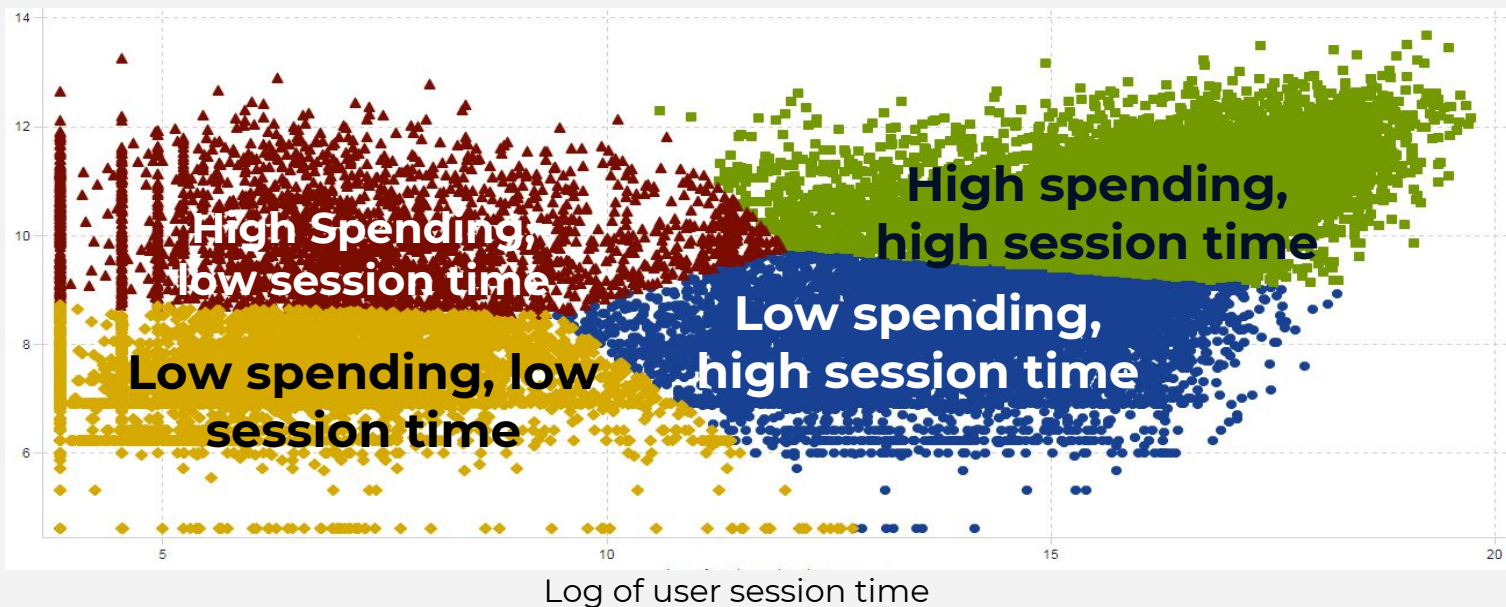
- Total amount spent per user and total session time per user shows **weak positive correlation**.
- This suggests **distinct segments of customers** displaying differing browsing and spending behaviours

# 01 EXPLORATION | CLUSTER ANALYSIS

Clustering customers into different segments



Log of total  
amount  
spent per  
user







## **BUSINESS** **PROBLEM &** **OBJECTIVE**

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## 02 PROBLEM |

### Problem with current business strategies



- Purchase and browsing behaviour varies across the user population
- Require more customized strategies for different segments of users

## 02 PROBLEM | BUSINESS OBJECTIVE

Objective of our project



### Customer Relationship Department

Provide more relevant strategies to target Ponpare customers based on their browsing and spending habits to increase coupon sales and customer loyalty



### Vendor Relationship Department

Secure sufficient amount of coupons to meet expected increases in purchases from implementing demand side strategies



## **FINDINGS** **AND ANALYSIS**

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Cluster analysis  
Segment Profiling  
Market Basket Analysis  
Decision Tree

## 03 FINDINGS | CLUSTER ANALYSIS

Customer segmentation

Spending (SP)



Session Time (SE)

# 03 FINDINGS | CLUSTER ANALYSIS

Summary of overall cluster characteristics

Average coupon session time per user

**Bargain Hunters**

1.0 day

**Cash Cows**

1.8 days

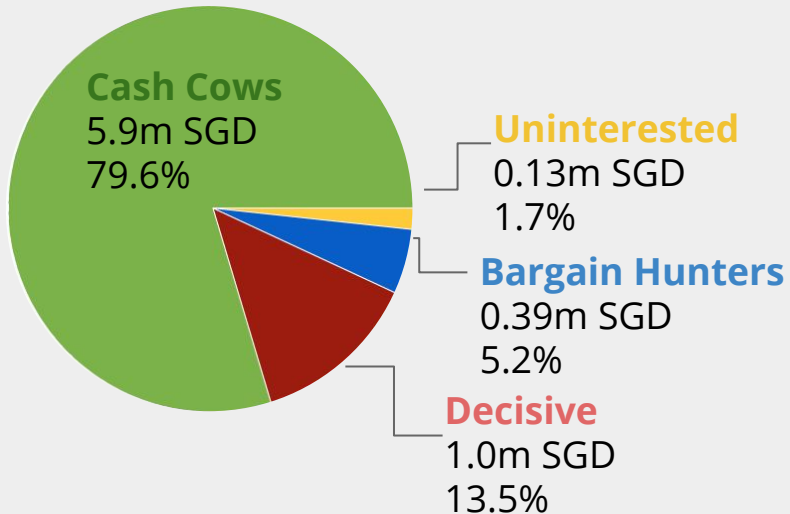
**Decisive**

18 mins

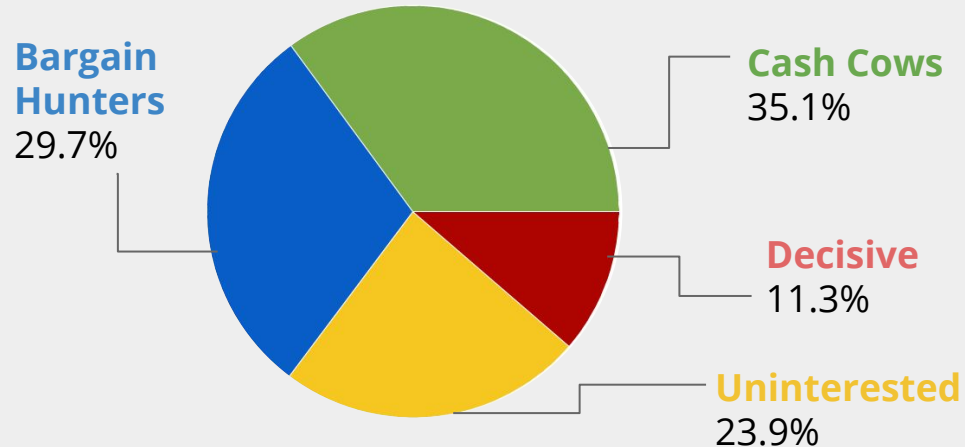
**Uninterested**

9 mins

Total Revenue Per Cluster (SGD)



Percentage of users per cluster



# 03 FINDINGS | CLUSTER ANALYSIS

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Average coupon session time per user

**Bargain Hunters**

1.0 day

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1.8 days

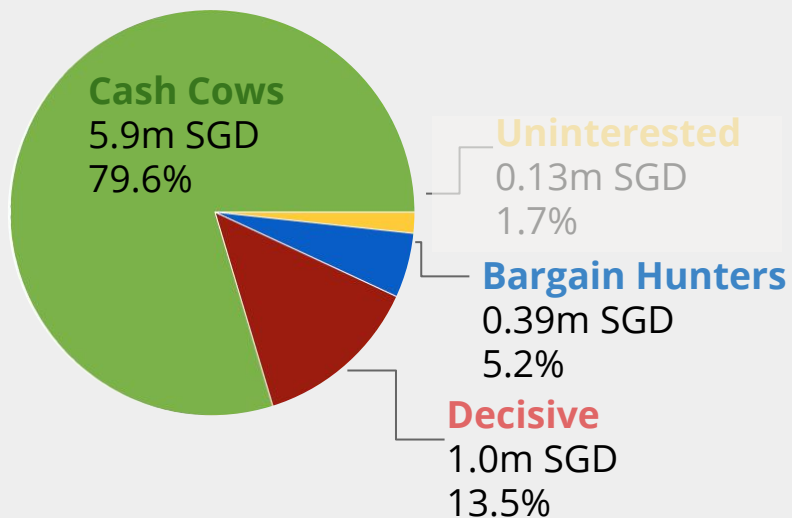
**Decisive**

18 mins

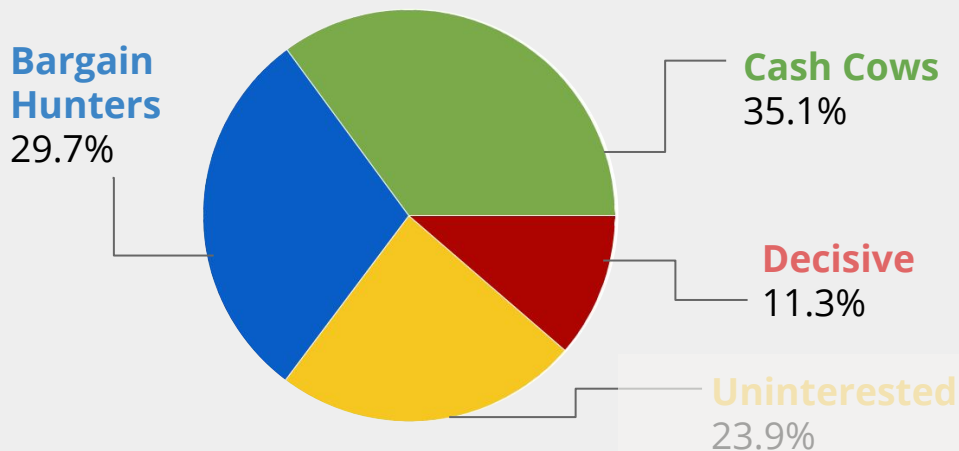
**Uninterested**

9 mins

Total Revenue Per Cluster (SGD)



Percentage of users per cluster



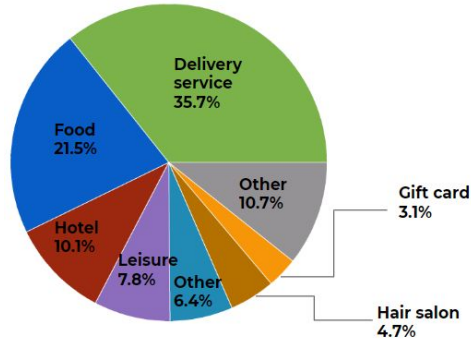
# 03 FINDINGS | CLUSTER PROFILING

Differences in each cluster

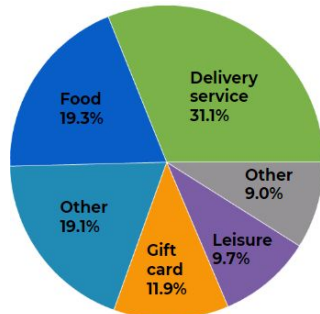
## Bargain Hunters

57.6 SGD / year

Percentage  
of total  
revenue



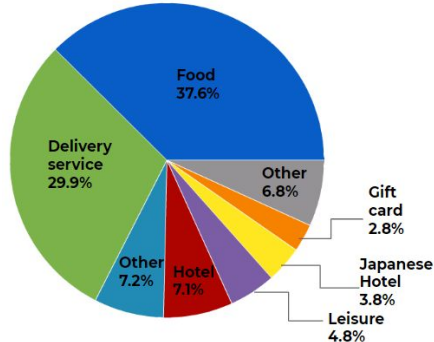
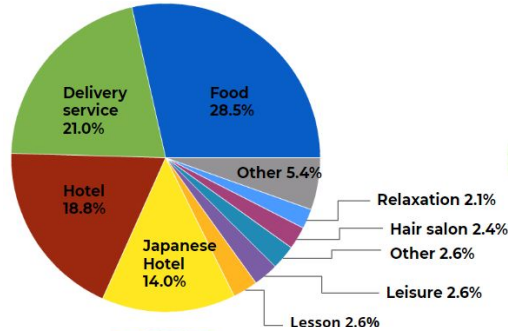
Percentage  
of total item  
count



## Average Spending per user

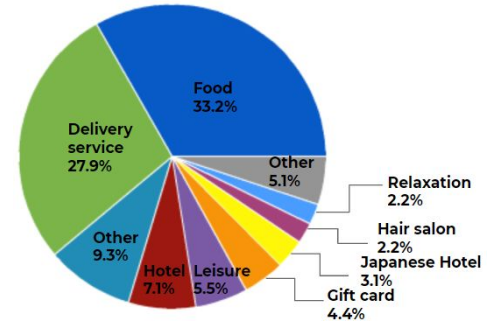
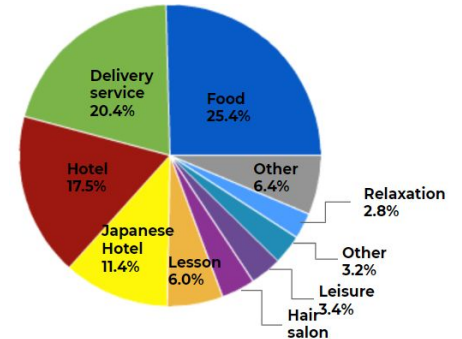
### Cash Cows

741 SGD / year



### Decisive

388 SGD / year



01 Data Exploration

02 Business Problem

03 Findings & Analysis

04 Recommendations

05 Reflections



## 03 FINDINGS | CLUSTER PROFILING

Grouping coupons into bins within a product category based on price range

	Low	Mid	High
Beauty	<2990	2990-3979	≥3980
Class	<3980	3980-6979	≥6980
Correspondence course	<2980	2980-19799	≥19800
Delivery service	<1200	1200-1979	≥1980
Event	<450	450	>450
Food	<1250	1250-2249	≥2250
Gift card	<101	101-998	≥999
Guest house	<4000	4000-12499	≥12500
Hair salon	<3600	3600-4499	≥4500
Health and medical	<3980	3980-8799	≥8800
Hotel	<4900	4900-7999	≥8000
Japanese hotel	<7500	7500-10499	≥10500
Japanese guest house	<6825	6825-10799	≥10800
Leisure	<850	850-1449	≥1450
Lesson	<6300	6300-12979	≥12980
Lodge	<7350	7350-9799	≥9800
Nail and eye salon	<2980	2980-3799	≥3800
Other	<100	100-979	≥980
Public hotel	<5950	5950-6649	≥6650
Relaxation	<2400	2400-3099	≥3100
Resort inn	<5500	5500-8979	≥8980
Spa	<2400	2400-3299	≥3300
Vacation rental	<4500	4500-6649	≥6650
Web service	<500	500-989	≥990

**All coupons within each category are binned into 3 groups based on price range**

### Example of binning food coupons

#### Original food coupons

Price range: 100 - 100,000 Yen **(1.20 - 120 SGD)**

#### Binned food coupons

**Food (Low):** 100 - <1250 Yen **(1.20 - 15 SGD)**  
(<33.3 percentile)

**Food (Mid):** 1250 - <2250 Yen **(15 - 28 SGD)**  
(33.3 - 66.7 percentile)

**Food (High):** 2250 - 100,000 Yen **(28 - 120 SGD)**  
(> 66.7 percentile)

# 03 FINDINGS | CLUSTER PROFILING

Summary of purchase preferences of each segment

## Bargain Hunters

### Bargain Hunters One-Way Frequency

#### Results

The FREQ Procedure

discount_price_type	Frequency	Percent
Other (Low)	13869	16.26
Delivery service (Low)	10804	12.67
Delivery service (Mid)	10032	11.76
Gift card (Low)	9051	10.61
Food (Low)	7610	8.92
Delivery service (High)	5533	6.49
Other (Mid)	4517	5.30
Food (Mid)	3363	3.94
Gift card (Mid)	3050	3.58
Other (High)	2349	2.75
Leisure (Mid)	2242	2.63
Leisure (Low)	2197	2.58

## Cash Cows

### Cash Cows One-way Frequency

#### Results

The FREQ Procedure

discount_price_type	Frequency	Percent
Delivery service (Mid)	602101	14.00
Delivery service (Low)	505983	11.77
Food (Mid)	476350	11.08
Delivery service (High)	475720	11.07
Food (Low)	433053	10.07
Food (High)	419709	9.76
Other (Low)	130267	3.03
Other (Mid)	115991	2.70
Other (High)	107552	2.50
Hotel (Mid)	104914	2.44
Hotel (High)	97518	2.27
Hotel (Low)	93951	2.19

## Decisive

### Decisive One-Way Frequency

#### Results

The FREQ Procedure

discount_price_type	Frequency	Percent
Delivery service (Mid)	71536	13.01
Delivery service (Low)	61897	11.26
Food (Mid)	58614	10.66
Delivery service (High)	57671	10.49
Food (High)	50858	9.25
Food (Low)	50235	9.14
Other (Low)	23237	4.23
Other (Mid)	17598	3.20
Gift card (Low)	16187	2.94
Other (High)	15746	2.86
Hotel (Low)	11048	2.01
Hotel (Mid)	10702	1.95

# 03 FINDINGS | MARKET BASKET ANALYSIS (MBA)

Finding top MBA rules for each segment

## Bargain Hunters



Top 20 Rules:	Revenue Increase (SGD)
Other (Low) ==> Delivery service (High)	20372
Other (Low) ==> Delivery service (Mid)	11605
Other (Low) ==> Food (Low)	8499
Delivery service (Low) ==> Delivery service (Mid)	8287
Other (Low) ==> Other (Mid)	8061
Gift card (Low) ==> Delivery service (Mid)	7249
Other (Low) ==> Delivery service (Low)	7079
Delivery service (Mid) ==> Delivery service (Low)	5908
Gift card (Low) ==> Food (Low)	5554
Gift card (Low) ==> Other (Mid)	5235
Gift card (Low) ==> Delivery service (Low)	
Other (Low) ==> Gift card (Low)	
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Food (Mid) ==> Other (High)	

## Cash Cows



Top 20 Rules:	Revenue Increase (SGD)
Hotel (High) ==> Japanese hotel (High)	76856
Hotel (Mid) ==> Japanese hotel (High)	71705
Food (High) ==> Hotel (Mid)	51978
Food (Low) ==> Hotel (Mid)	44696
Delivery service (Low) ==> Hair salon (Mid)	43381
Delivery service (Mid) ==> Other (High)	40033
Delivery service (High) ==> Other (High)	36787
Delivery service (Low) ==> Other (High)	36211
Hotel (High) ==> Japanese hotel (Mid)	36196
Food (Mid) ==> Hair salon (Mid)	35932
Hotel (Mid) ==> Hotel (High)	35062

## Decisive



Top 20 Rules:	Revenue Increase (SGD)
Food (Low) ==> Hotel (High)	13134
Delivery service (Mid) ==> Hair salon (Mid)	9541
Other (Low) ==> Hair salon (Mid)	9068
Delivery service (High) ==> Other (High)	8709
Delivery service (Mid) ==> Other (High)	8695
Other (Low) ==> Other (High)	8585
Hotel (Mid) ==> Hotel (High)	8433
Other (Low) ==> Hotel (Low)	8402
Delivery service (Low) ==> Hair salon (Mid)	7948
Gift card (Low) ==> Hair salon (High)	7941
Gift card (Low) ==> Delivery service (Low)	7707
Other (Low) ==> Gift card (Low)	7234
Other (High) ==> Delivery service (Low)	7089
Delivery service (Mid) ==> Other (High)	6964
Delivery service (Low) ==> Other (High)	6640
Gift card (Low) ==> Gift card (Low)	6587
Gift card (Low) ==> Other (High)	6394
Delivery service (High) ==> Other (High)	6377
Other (Mid) ==> Other (High)	6105
Food (Mid) ==> Other (High)	5829

e.g. Hotel (High) ⇒ Japanese Hotel (High) [CROSS SELLING]  
Revenue Increase: 76,900 SGD

Delivery service (Low) ⇒ Delivery service (Mid) [UP SELLING]  
Revenue Increase: 8,300 SGD

# 03 FINDINGS | MARKET BASKET ANALYSIS (MBA)

Finding top MBA rules for each segment

## Bargain Hunters



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Gift card (Low) ==> Other (Mid)	5235
Gift card (Low) ==> Delivery service (Low)	4603
Other (Low) ==> Gift card (Mid)	2785
Other (High) ==> Delivery service (Mid)	2734
Delivery service (Mid) ==> Other (Low)	2180
Delivery service (Low) ==> Other (Low)	1850
Gift card (Low) ==> Gift card (Mid)	1768
Gift card (Low) ==> Other (Mid)	1768
Delivery service (High) ==> Other (Mid)	1768
Other (Mid) ==> Other (Mid)	1768
Food (Mid) ==> Other (Mid)	1768

## Cash Cows



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Hotel (Mid) ==> Hotel (High)	35063
Other (Low) ==> Hair salon (Mid)	34799
Food (Mid) ==> Leisure (High)	33314
Hotel (Mid) ==> Japanese hotel (Mid)	32771
Food (Mid) ==> Hotel (Low)	31508
Food (High) ==> Leisure (High)	31386

## Decisive



Top 20 Rules:	Revenue Increase (SGD)
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Other (Mid) ==> Other (Mid)	5829

Different rules generated for each segment, each ranked according to expected revenue increase from the rule. The top 20 rules are selected.

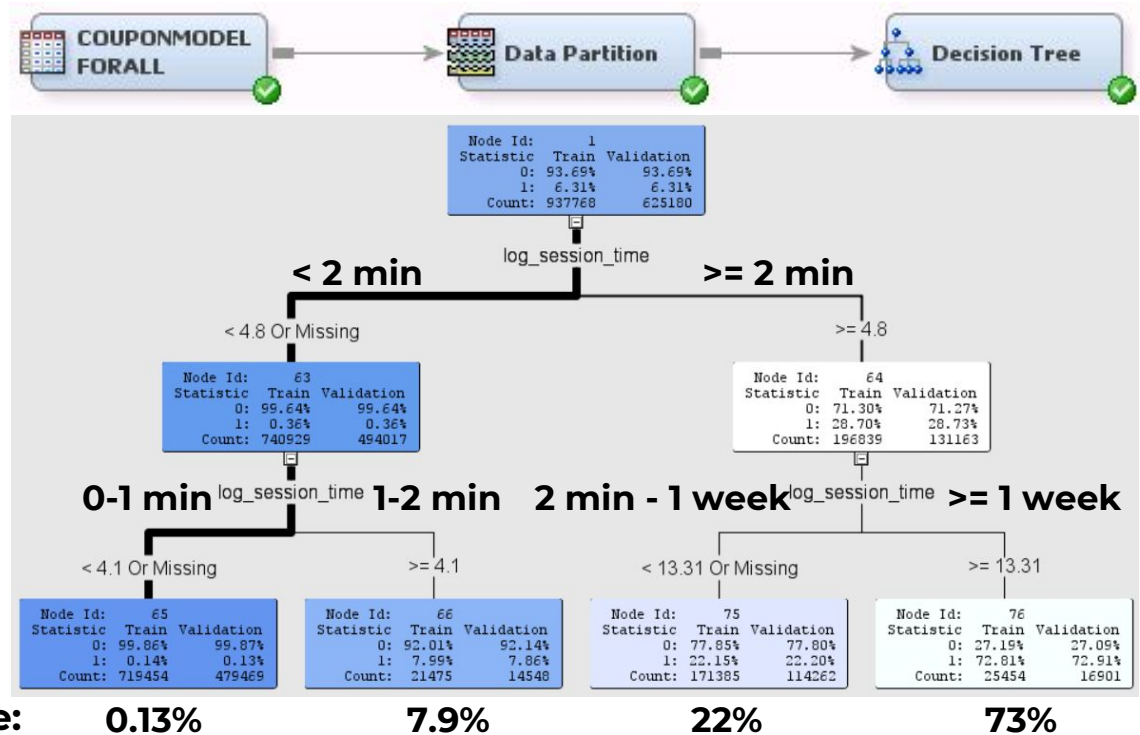


# 03 FINDINGS | DECISION TREE

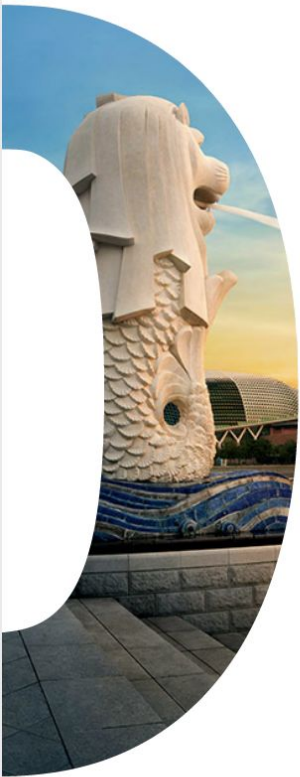
## Coupon session time analysis

Besides analysing spending habits in each segment, we can also analyse their browsing habits

There is a distinct range of coupon session time which a user has a high likelihood of purchasing a coupon







## **RECOMMENDATION**

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# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Recommendation overview

## Recommended coupon list



1) Home Page



3) Check Out Page



2) Browsing Mode

- Horizontal scrolling
- Comparison page

## Improve the website to

- Target consumer segments better
- Improve shopper experience



# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Home Page 



Welcome, Jane-San

All genres ▾

+ Detail

Search for



Search items from genres

fashion >

Shoes / bag >

Interior furniture >

Daily miscellaneous goods · stationery · kitchen equipment >

Food · Sweets · In Stock Now >

Water · drink · sake >

Beauty · cosmetic · health >

Home electronics · camera · audio >

Personal computer · smartphone · peripheral equipment >

Books · Music · DVD >

## Recommended for you



兵庫 安藤忠雄設計。全室スイートのリゾートホテル...  
SAYO STAR RESORT

SAYO STAR RESORT

150+枚購入済

21,000円 9,980円

52% OFF



大阪/心斎橋 待望の再登場。この時期限定のいくら...  
ホテル日航大阪 カフェレストラン セリーナ

ホテル日航大阪 カフェレス... 4,290円 から 2,800円  
1,000+枚購入済 35% OFF



コン the TOSHI  
アロマボディトリートメント60分

市・1km 6,600円 から 3,300円  
4.5★★★★☆ (6) 50% OFF



ケンタッキーフライドチキン  
[A] KFCカード10,000円分 (500円お悔)

40,000円 から 9,500円  
4.1★★★★☆ (1,678) 5% OFF



dデリバリー  
dデリバリー | 200円分の割引クーポン+10%ボーイ...

340+枚購入済 150円



バリ 1室2名分/ガーデンスイート/3泊朝...  
Katamama

Seminyak から 131,692円

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Welcome, Jane-San

All genres ▾

+ Detail

Search for



Search items from genres

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Shoes / bag >

Interior furniture >

Daily miscellaneous  
goods · stationery ·  
kitchen equipment >

Food · Sweets · In Stock  
Now >

Water · drink · sake >

Beauty · cosmetic · health >

Home electronics ·  
camera · audio >

Personal computer ·  
smartphone · peripheral  
equipment >

Books · Music · DVD >

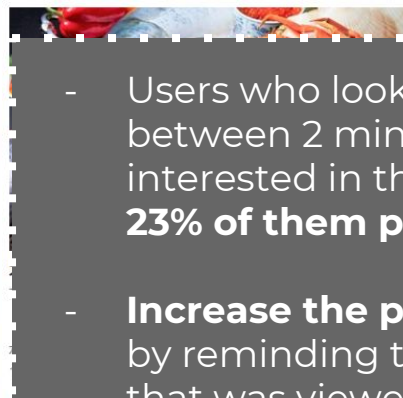
## Recommended for you



兵庫 安藤忠雄設計。全室スイートのリゾートホテル...  
SAYO STAR RESORT

SAYO STAR RESORT  
150+枚購入済

21,000円 9,980円  
52% OFF



- Users who looked at the coupon between 2 mins and up to 1 week are interested in the coupon, but **only 23% of them purchased the coupon**
- **Increase the purchase rate to 73%** by reminding them of the coupon that was viewed in the previous session using the recommended coupon list

コン the TOSHI  
1 アロマボディトリートメント60分  
1市・1km 6,600円から 3,300円  
4.5★★★★★ (6) 50% OFF

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【A】 KFCカード10,000円分 (500円お値)  
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SAYO STAR RESORT  
150+枚購入済

21,000円 **9,980円**  
52% OFF



Jane-San revisited the same hotel coupon  
over 2 days ⇒ **Significant session time** ⇒  
Coupon is recommended

340+枚購入済

150円

ホテル日航大阪 カフェレス... **4,290円 から 2,800円**

Purpose of recommendation:  
Allow Jane to view coupons she is **more  
interested in**

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fashion >

Shoes / bag >

Interior furniture >

## Recommended for you



- In Jane-San's previous session, she purchased a hair salon coupon.
- Based on the **rule in MBA (Cross-selling)**, a massage coupon is recommended to her

Personal computer ·  
smartphone · peripheral  
equipment >

Books · Music · DVD >

SAYO STAR RESORT

150+枚購入済

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52% OFF



大阪/心斎橋 待望の再登場。この時期限定のいくら...  
ホテル日航大阪 カフェレストラン セリーナ

ホテル日航大阪 カフェレス... 4,290円 から 2,800円  
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コン the TOSHI  
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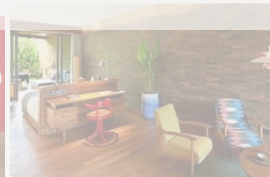


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Now >

Water · drink · sake >

Beauty · cosmetic · health >

Home electronics ·  
camera · audio >

Personal comp...  
smartphone · P...  
equipment >

Books · Music >

## Recommended for you



兵庫 安藤忠雄設計。全室スイートのリゾートホテル...



大阪/心斎橋 待望の再登場。この時期限定のいくら...  
ホテル日航大阪 カフェレストラン セリーナ

ホテル日航大阪 カフェレス... 4,290円 から 2,800円  
1,000+枚購入済 35% OFF



dデリバリー  
dデリバリー | 200円分の割引クーポン+10%ボー...

340+枚購入済 150円



The more significant and profitable the coupon, the larger the recommended coupon will be displayed visually

01 Data Exploration

02 Business Problem

03 Findings & Analysis

04 Recommendations

05 Reflections

# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Browsing Mode 



Welcome, Jane-San



+Add to comparison

COUPON DETAILS

NOTES ON USE

9,800 円

To buy!

 Give as a gift

LIMITED TIME SALE

 3 days 07: 48: 42

 Number of purchases 130 or more



Hotel Seihai  
[home page](#)

## Other Recommendations



Aichi All day Fare / All rooms that wish for Ise Bay ...  
Hotel Receia Minamichi-dori

Hotel Receia Minamichi-dori  
10+ sheets purchased

11,040 円



Shizuoka Ise Shrimp, Kinema Taima etc. Luxury m...  
Hotel Minamisoso

Hotel Minamisoso

9,900 円

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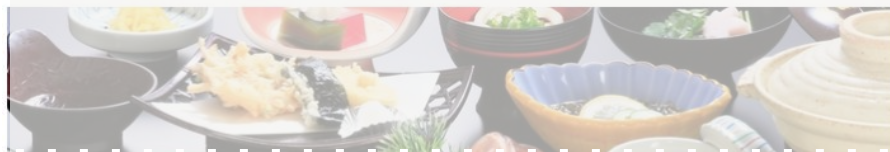
05 Reflections

# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Browsing Mode 



Welcome, Jane-San



9,800 円

To buy!

- Recommended coupons on the side panel
- Coupons recently viewed in the current session have **significant session time**
- Based on the **rule in MBA (Up-selling)**, recommend coupons of a higher price range from the same category



+Add to comparison

COUPON DETAILS

NOTES ON USE



Hotel Seihai  
home page

## Other Recommendations



Aichi All day Fare / All rc  
Hotel Receia Minamichi-dori

Up-selling

Hotel Receia Minamichi-dori  
10+ sheets purchased

11,040 円



Shizuoka Ise Shrimp, Kinema Taima etc. Luxury m...  
Hotel Minamisoso

9,900 円

Hotel Minamisoso

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# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Browsing Mode 



Welcome, Jane-San



+Add to comparison

10,800円

Other Recommendations

- Currently, there is shorter viewing time  $\Rightarrow$  Users are seeing redundant things  $\Rightarrow$  So they close the session
- 77% of views are < 1min, with a purchase rate of 0.13%
- Make our website **more user friendly by having the horizontal scrolling** so as to increase their session time
- Quickly find coupons they are more interested in

COUPON DETAILS

NOTES ON USE



Shizuoka Ise Shrimp, Kinema Taima etc. Luxury m...  
Hotel Minamisoso

Hotel Minamisoso  
40+ sheets purchased

9,900円

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# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Browsing Mode 



Welcome, Jane-San



+Add to comparison

COUPON DETAILS

NOTES ON USE

9,800 円

To buy!

 Give as a gift

LIMITED TIME SALE

🕒 3 days 07: 48: 42

👤 Number of purchases 130 or more



Hotel Seihai  
[home page](#)

## Other Recommendations



Aichi All day Fare / All rooms that wish for Ise Bay ...  
Hotel Receia Minamichi-dori

Hotel Receia Minamichi-dori  
10+ sheets purchased

11,040 円



Shizuoka Ise Shrimp, Kinema Taima etc. Luxury m...  
Hotel Minamisoso

Hotel Minamisoso

9,900 円

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# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

## Comparison Page



Welcome, Jane-San



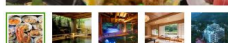
To buy!

COUPON DETAILS NOTES ON USE

[Use period] – May 31 (Fri) of 2019  
[Exemption date]  
January 12, 13, 23, 24  
February 5 - 9 - 10 - 12  
March 5 - 12  
April 2 - 3 - 9 - 10 - 16 - 17, 23 - 25  
April 27 - May 8  
May May 7, 8, 14, 15, 21, 22, 28, 29  
[Required separate fee] Bath tax 150 circle about / name  
[date of use by an additional cost]  
March 21, 22 days, March 24-29 days, March 31, Friday, Sunday and public  
holidays other than the use of blackout dates: available plus 2,160 yen /  
name  
use Saturday excepting excluded day: plus 5,400 yen / available in name

### Features of coupons

- Charged outdoor bath "Jade" or "Golden" is available for free
- Shrimp Ise Shrimp, Abalone, Seasonal Builders - Kimono Sea bream cooked etc. Ocean Fortune
- Retro pure tatami mat room with relaxing tatami mat which wants Suruga bay and flower clock
- Also in the middle of the morning a large public bath with sourced sauce & outdoor bath
- Approximately 90 minutes by car from Torim - Numazu IC / 40 free parking spaces



To buy!

COUPON DETAILS NOTES ON USE

[Expiration date] – April 19 (Fri) of 2019  
[Exclusion date] Saturday, pre-holiday, full occupancy day, December 28 - January 5  
[Required separately fee] Bath tax: 150 yen  
※ For availability and reservations, please refer to the [reservation form](#) (For smaho users click here).

### Plan Name

Groupup Winter Season - New Wing (Seiyama Kan or Shimizu Kan) Japanese style room 10 tatami mats and over 1 night 2 meals - Dinner including alcohol All you can drink Special course with C course

### Room

- New building / Seizan pavilion

### Features of coupons

- Sourced hanging sludge which springs from the hometown of 100,000 suabo.
  - Southern Kita Koto Eastern Shima Ten thousand hot springs will be put in with a bathing passport
  - Biking with evening and breakfast: All-you-can-drink at dinner for 60 minutes
  - New building promise! Relaxation Japanese-style room with 10 tatami mats to 18 tatami mats with bath toilet
  - About 40 minutes by bus from Nakanojo station off JR Agawa line, end point "Shima Onsen" Eyes / There is free parking
- Usage date  
[Use deadline] – February 28, 2019  
[Use exclusion date] December 28 - January 3, Other occupied days
- Separate fee  
[Required additional fee] Bathing tax 150 yen  
[Use day Separate day and public holiday: Plus 3,000 yen / name available 【Option】 Plus ¥ 2,200 / name (Saturday, no reception on the day before the holiday)
- ※ Please tell us the hope of the option at the time of reservation.
- Ise no Yuki, luxurious packing, privilege saving plan  
Sea side room / Shrimp Ise shrimp and bream boat etc. / Outdoor bath / 11 benefits / Half board



To buy!

COUPON DETAILS NOTES ON USE

### Features of coupons

- Also famous as Yui lodging, Ise Bay and open-air bath looking for couple rock
- Ocean view rooms. Early check in at 14
- Soup of Ise shrimp - Sasae - Chicken poppers and so on, Soup of Ise!
- Karaoke, coffee, supper, etc., rice service full
- It is approximately 20 minutes by car to Ise shrine. About 10 minutes on foot to the couple rock

\* Depending on the date of use, there is a possibility that additional expenses may be required. For details, please check the usage period column.

# 04 RECOMMENDATION | WEBSITE ENHANCEMENT

Check-Out Page 



Welcome, Jane-San

## Credit Card details



Add a credit or debit card for a safer & faster buying experience

Name on card \*

Card Number \*

Expiry Month \*

Expiry Year \*

CVC \*

For your security, we will make a verification transaction. It will be reversed automatically, and you will not be charged this amount



PAY NOW

## Purchase Summary



Oat Rice Set Meal with Organic Soya Drink for 1 Person

~~S\$7.50~~ **S\$5.20**

Redeemable at

B1-07, One Raffles Place or [9 other locations](#)

Redeem from

Today until March 29, 2019

Quantity

Total Price

~~S\$7.50~~ **S\$5.20**

Amount Payable

**S\$5.20**

Others also purchased these



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# 04 CONCLUSION | RECOMMENDATION

Check-Out Page 



Welcome, Jane-San

Credit Card details

Purchase Summary



Add a credit or debit card for a safer & faster buying experience.



Oat Rice Set Meal with Organic Soya Drink for 1 Person

SS\$7.50 **SS\$5.20**

Others also purchased these



- Based on the **rule in MBA (Cross-selling)**, coupons are recommended to her on the side panel, dependent on what is in her cart

## 04 RECOMMENDATION| LIAISING WITH VENDORS

Based on MBA analysis, majority of increased demand is in high value products like **Hotel**, **Hair Salon**, **Leisure** and **Other** as we target high spending customers

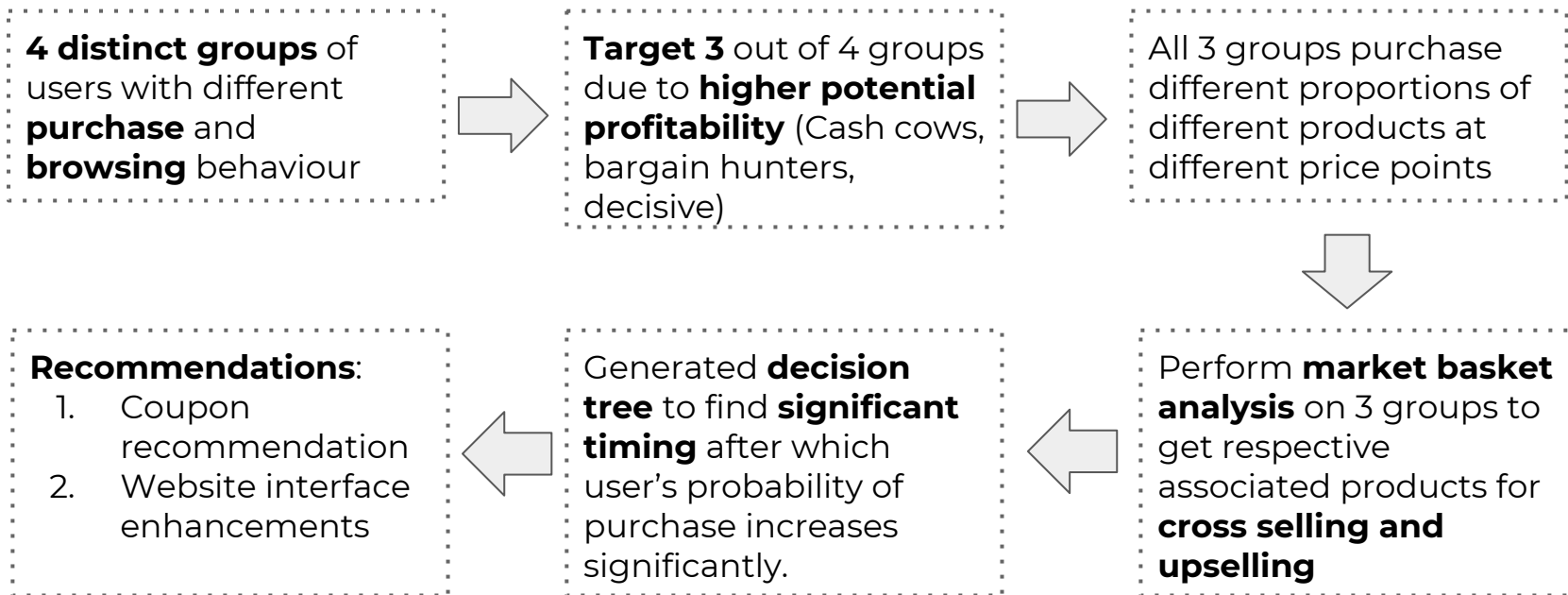
**Delivery service**, **Gift Card** and **Food** also have potential for growth for low and middle spending customers

Work with vendors to get increased number of coupons for current range of products in these categories

Product Type	Estimated Increase in Quantity
Other	5,540
Hair Salon	3,540
Hotel	3,090
Delivery Service	2,330
Leisure	1,310
Japanese Hotel	980
Gift Card	730
Food	630



## 04 SUMMARY



Thank you for  
your time and  
attention

