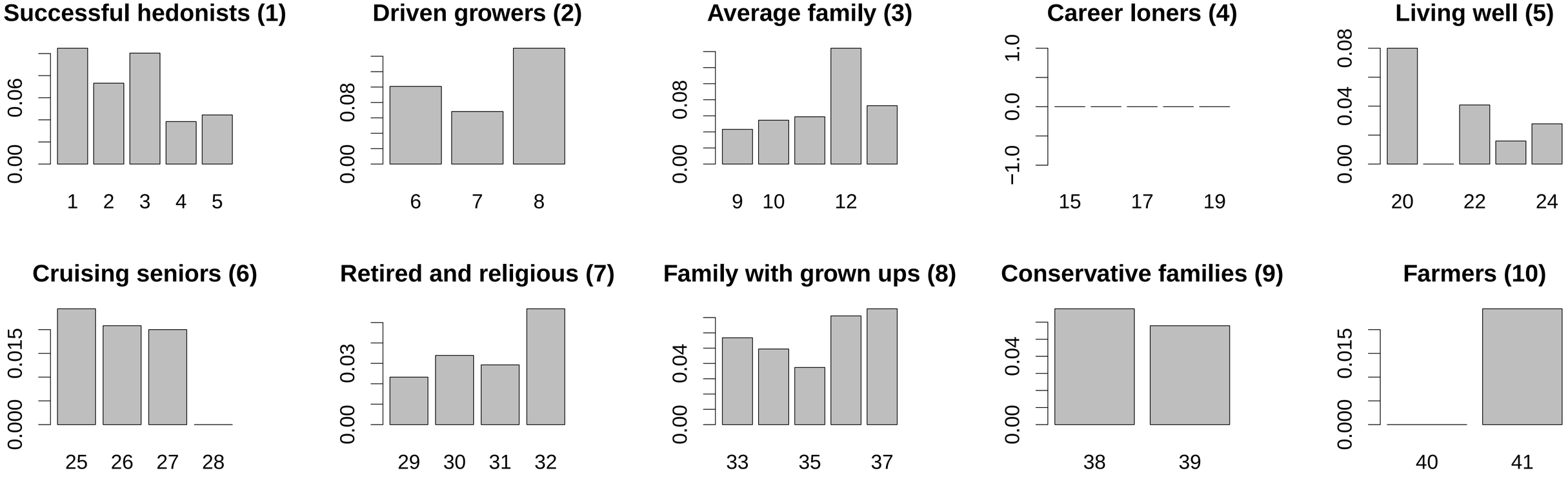Purchase frequency of subgroups in each of customer main type groups