Megan Jones

Purchases

* Gender: Each gender purchased around 1.3 items with the average price around $3. With the quantity of purchases consistent across genders (per person) it is apparent that non-disclosed and women tend to spend more than men for additional items.
* Age: While 35-39 holds the top spot for average purchase price the 20-24 group holds the most values based on both the purchase count as well as a high average purchase price. With 20-24 group also having the 3rd highest average total per person this group would be a favorable target
  + Action: This information is actionable as the 20-24 should be a preferred demographic as it has the highest concentration of consumers while holding high value with average purchase price

Profitable/Popular Item

* Cost and Price have a positive correlation as there are 3 of the top 5 in both the profitable and popular item groups.
* The summary also suggest there is popularity in the $1 items that while they don’t have a large margin the movement of the items make up for it.