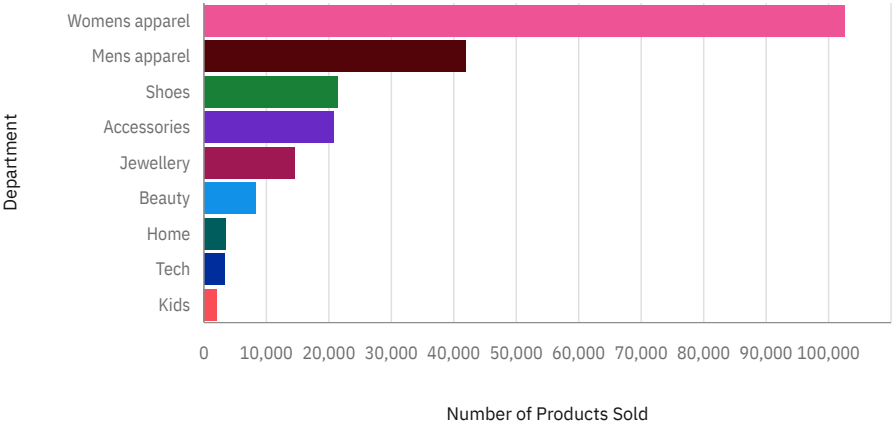## Transactions Data Insights 1
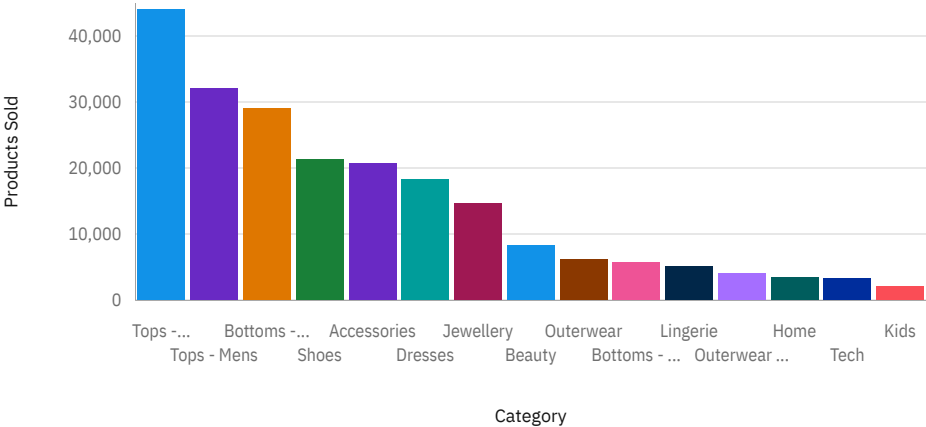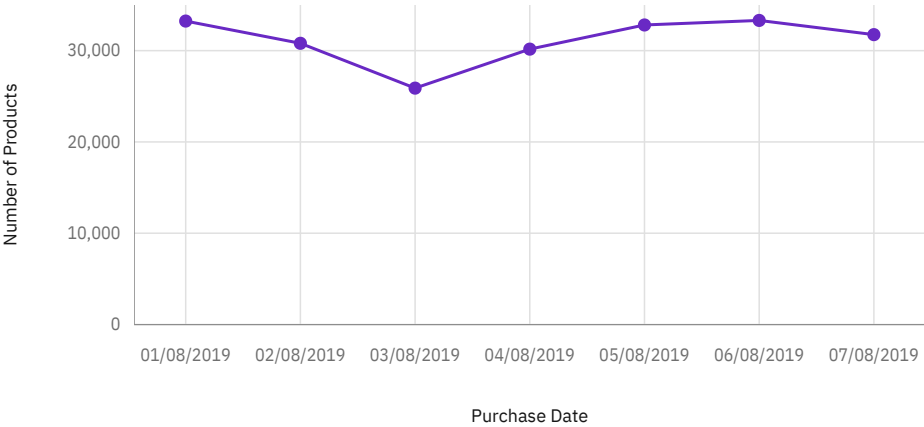
Product Sales by Department
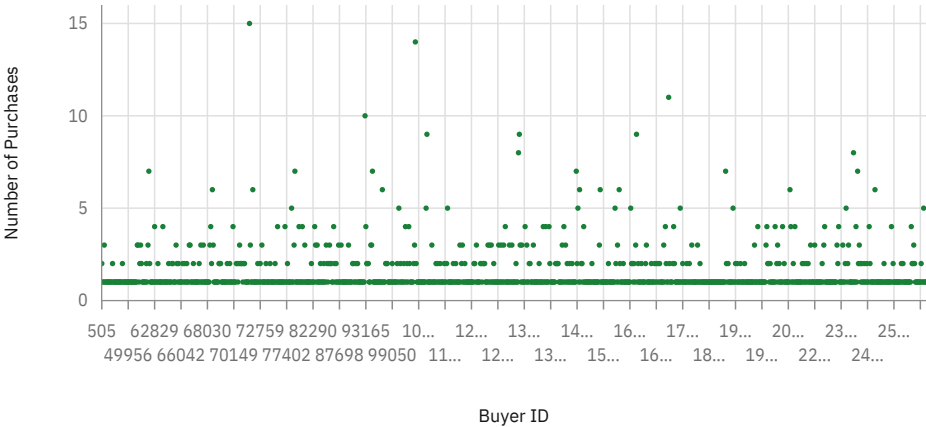

Product Sales by Category

Product Sales by Date
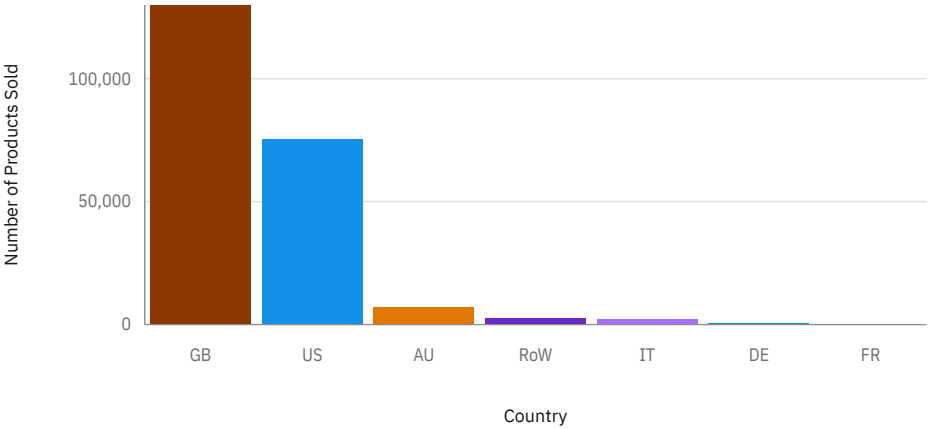

Purchases by Buyer
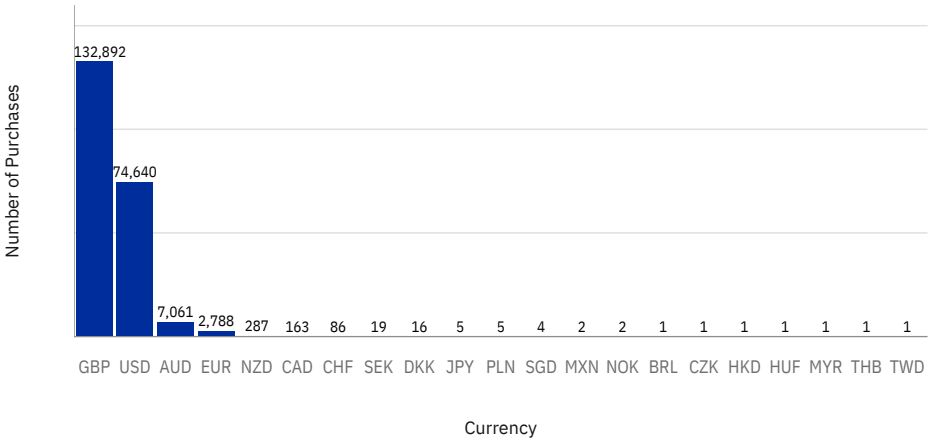
Transactions Data Insights 2
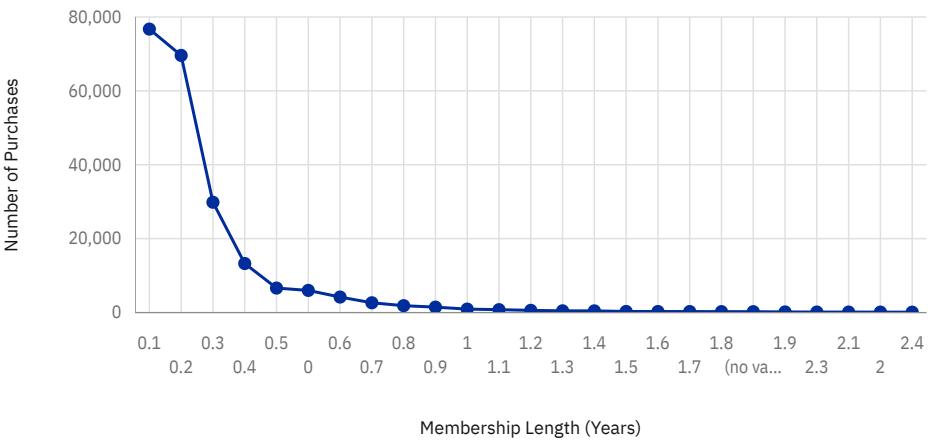
Number of Weekly Buyers

129K

Product Sales by Country
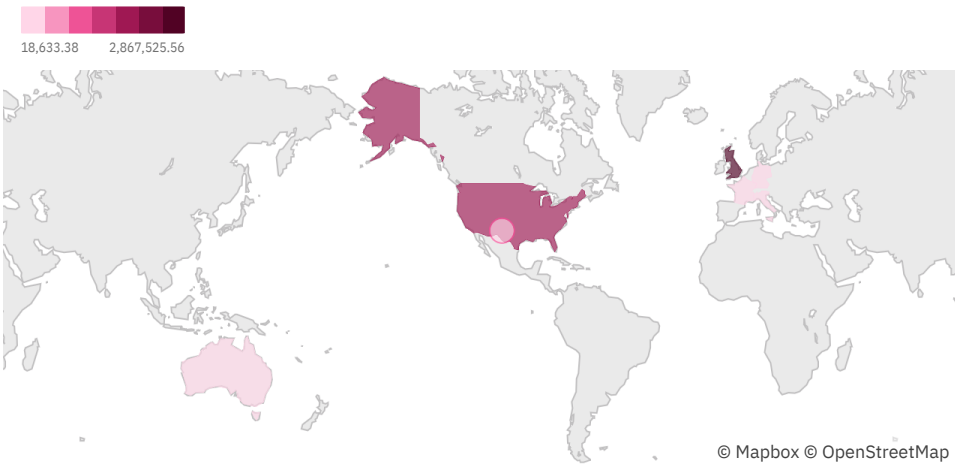

Purchases by Currency

Purchases vs Membership Length

Demographic Data

Countries Spending the Most
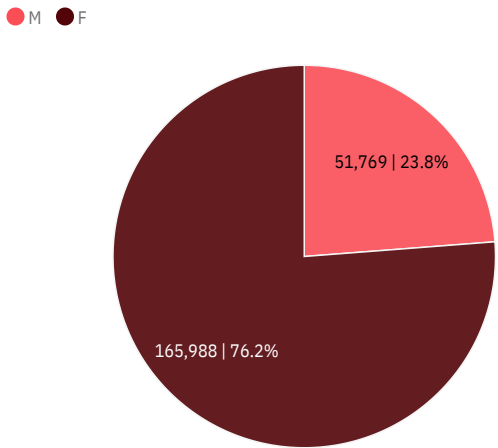
18,633.38   2,867,525.56

© Mapbox © OpenStreetMap

Length of Membership of Buyers

Number of Buyers (y-axis): 0 – 40,000

Length of Membership (Years): 0.1, 0.2, 0.3, 0.4, 0.5, 0.6, 0.7, 0.8, 0.9, 1, 1.1, 1.2, 1.4, 1.3, 1.7

Location of Buyers

Country	Number of Buyers
GB	79,066
US	41,639
AU	4,731
RoW	1,692
IT	1,661
DE	305
FR	189
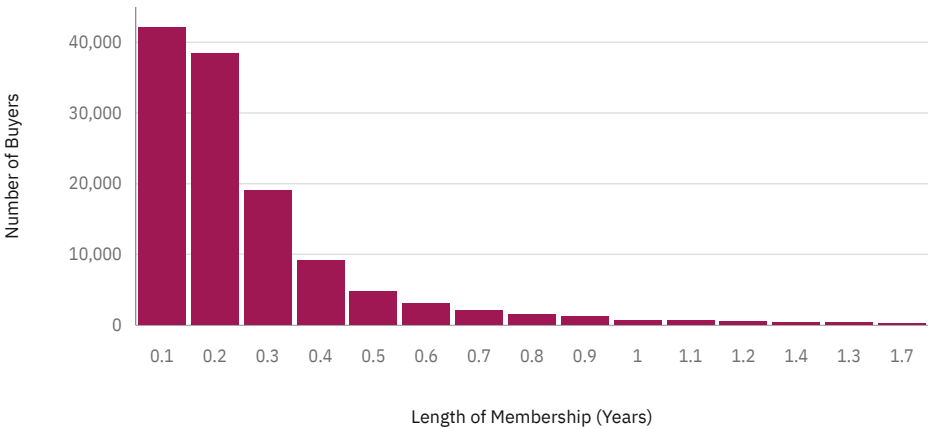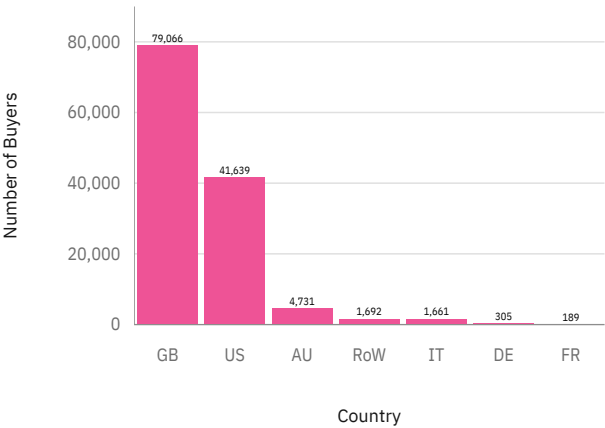
Purchases by Gender

● M ● F

51,769 | 23.8%

165,988 | 76.2%

Purchases by Age Group

● F ● M

Age Group	F	M
30-40	59,050	17,922
40-50	32,919	10,658
18-30	29,491	9,303
50-60	26,597	8,331
60+	17,931	5,555