



## Old Customers Purchase Behavior

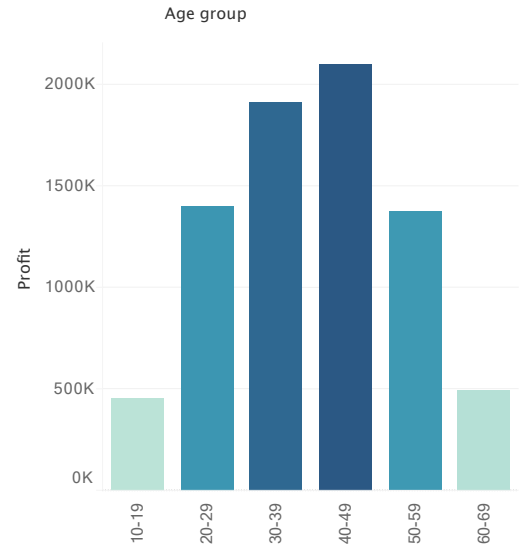
Profit Spent

4,078,138

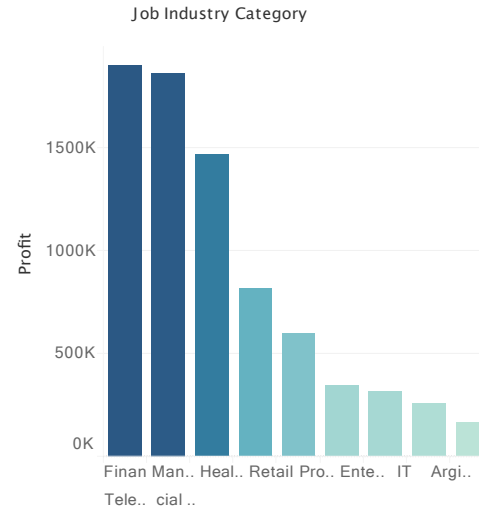
### Gender

Female  
Male

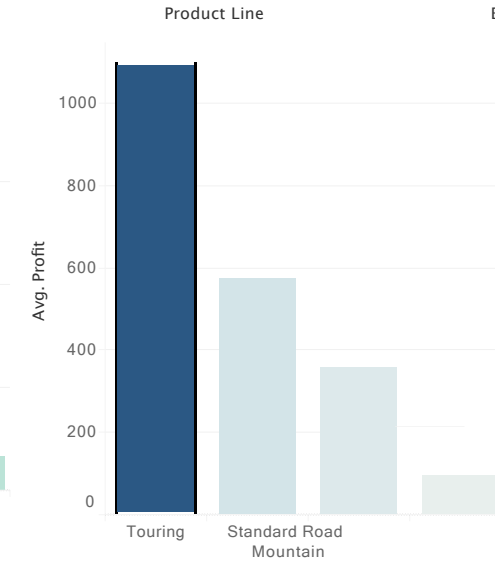
### Total Profit based on Age Groups



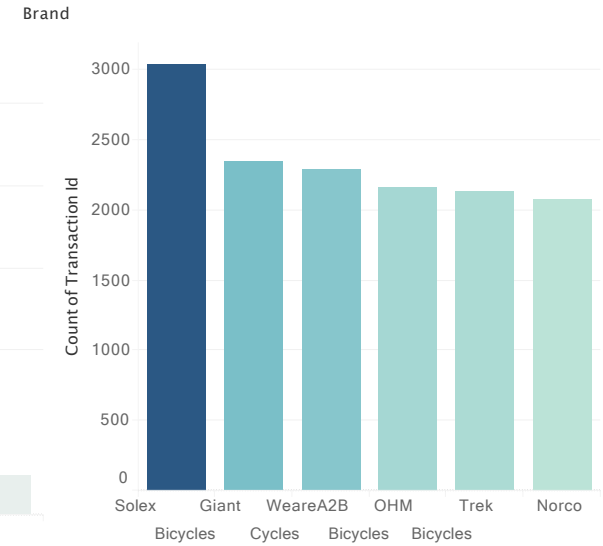
### Total Profit based on Customers Industry



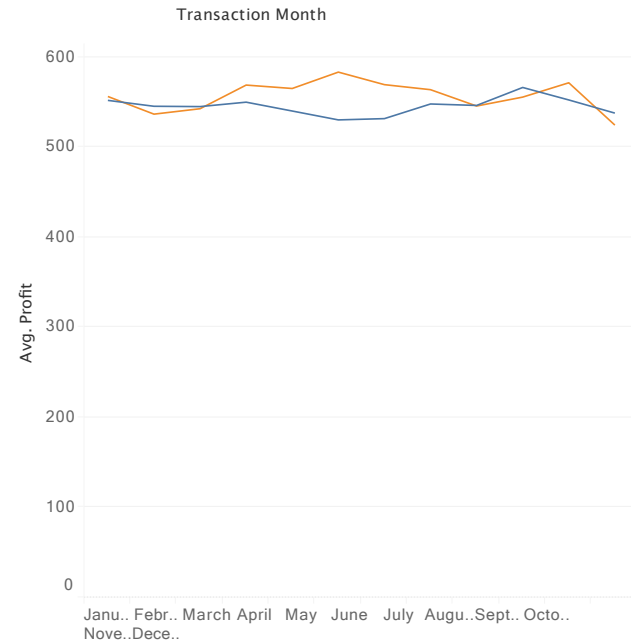
### Most Purchased Products by Customers



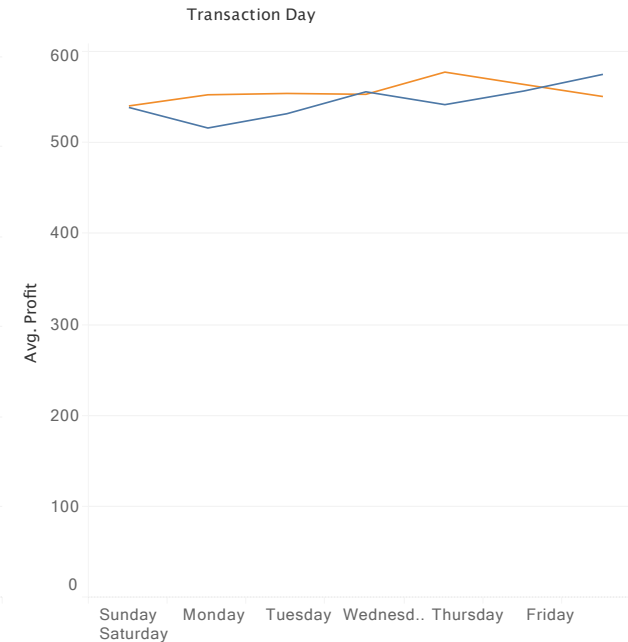
### Most Purchased Brand by Customers



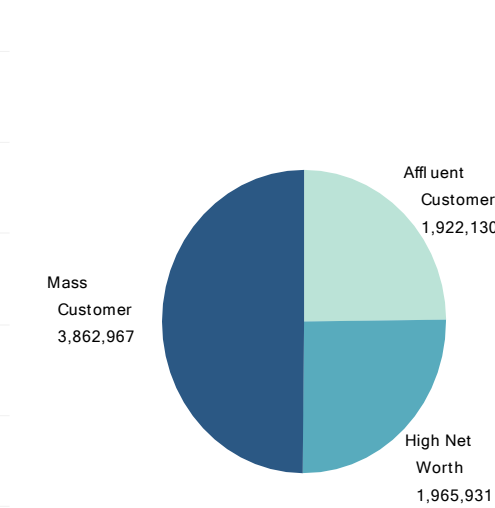
### Avg Profit based on Transaction Month



### Avg Profit based on Transaction Day



### Total Profit based on Customer Segment



### Total Profit based on Customers State

