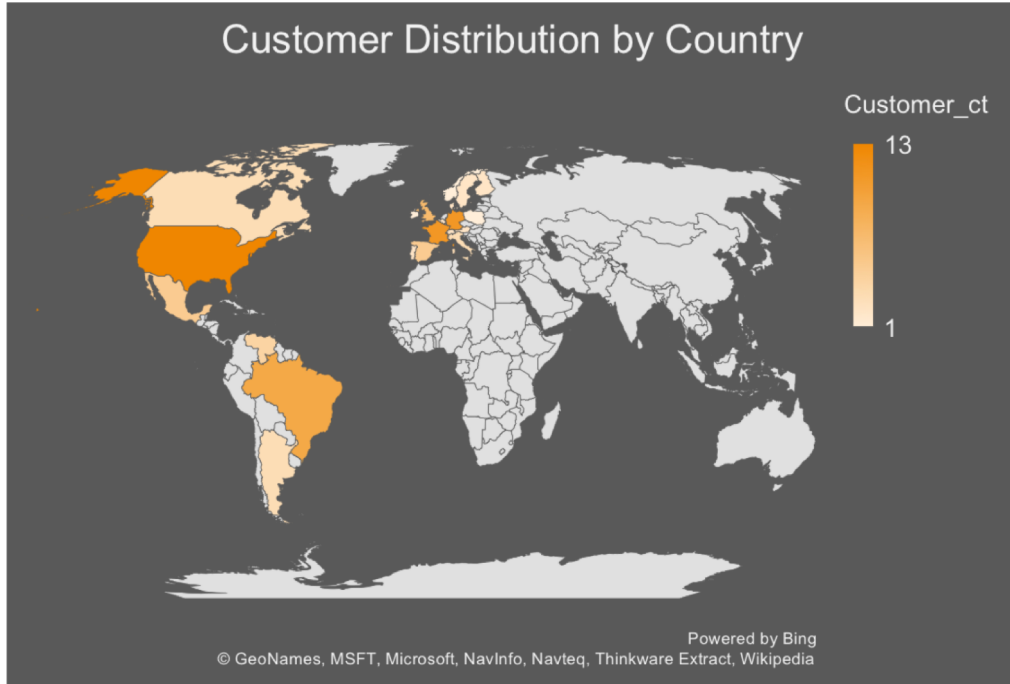


1. Where are my customers located (by country)?

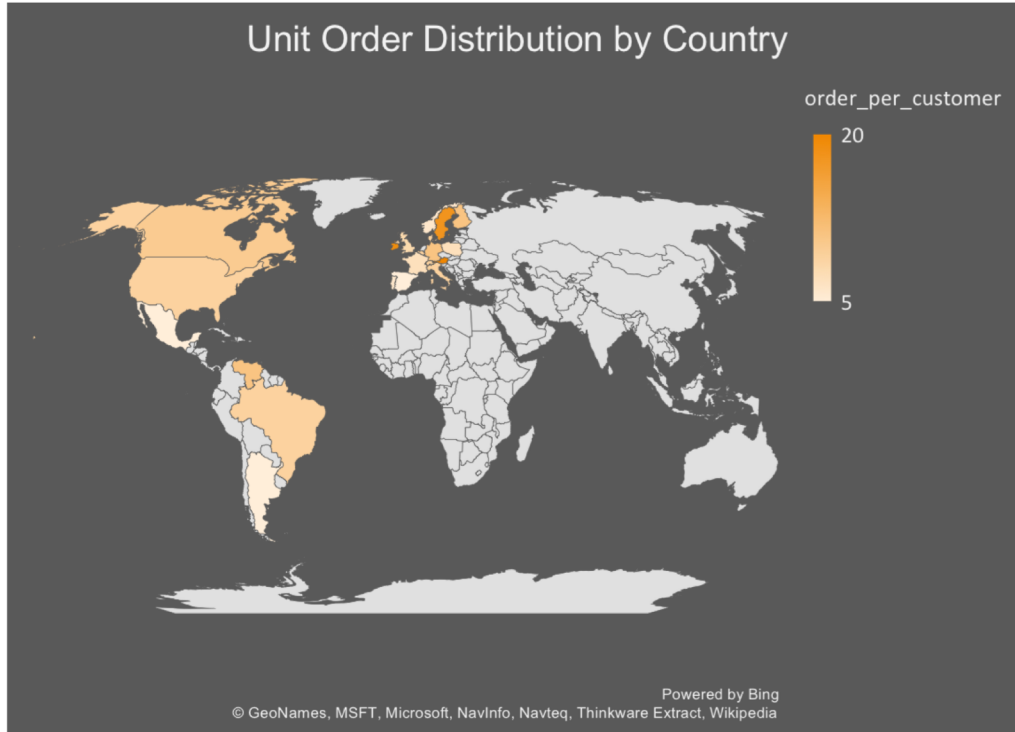


Data shows that USA has the most customers, followed by a few European countries, some Latin American countries and Canada.

The market has not been spreaded into other areas of the world yet.

Customer count range from 1-13.

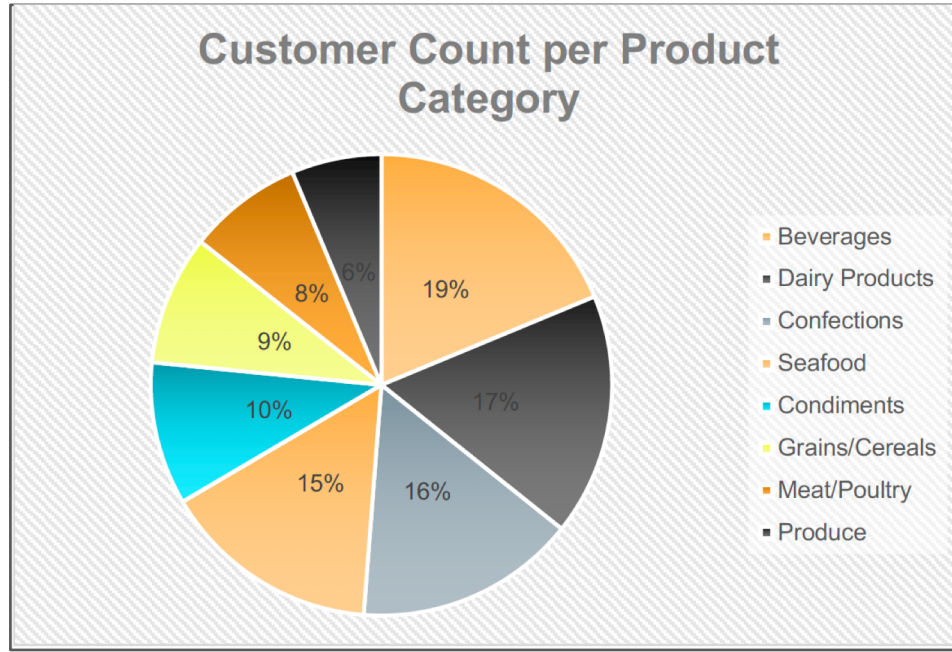
2. Average Order per Customer by Country



Unit Orders (Average Order per Customer) range from 5-20.

Data shows that instead of USA, customers from the European areas place the most unit orders. Canada, although only has 3 customers, which is less than . of the 13 customers from USA, has one more unit orders than USA. The case is similarly reversed by Venezuela and Brazil in the Latin America.

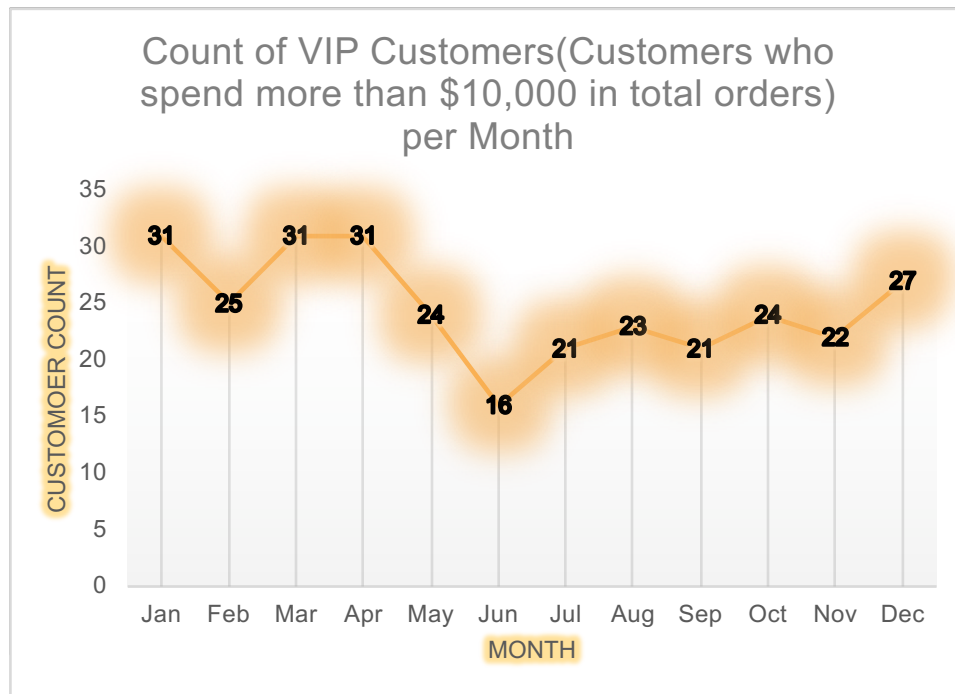
3. Customers per Product Category



As shown, Beverages, ordered by about 1/5 of all customers, is the best seller category in terms of customer counts.

Produce, in contrast, is ordered by the least customers with less than 1/3 of the beverage customers.

4. VIP Customers' Seasonal Patterns



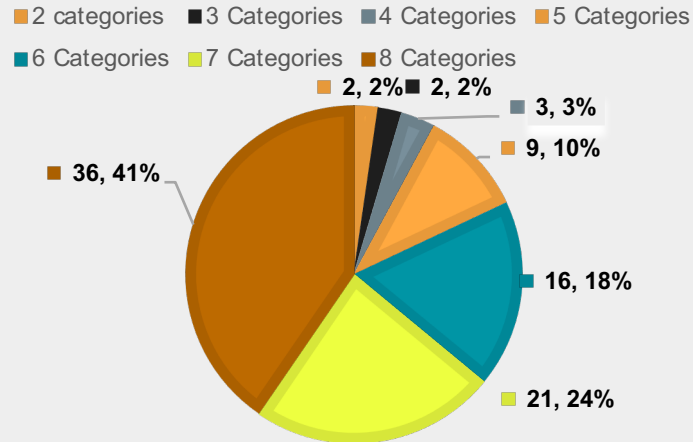
As shown in Figure 1(The Figure above), the first quarter of the years has the most VIP customer; then it drops dramatically in the second season to reach a valley; the third and fourth quarters have almost the same amounts of customers, which are more than the valley in the second quarter; and at the end of the years there will be a slow increase to catch up with the next year's first quarter peak.

The valley contains about half of the customers at the peak.

An additional piece of information is that those VIP customers they are approximately evenly distributed (38, 36, 35) in Year 2015, 2016, and 2017, which made the pattern from Figure 1 more reasonable.

5. How many customers ordered this many categories of the products?

HOW MANY CUSTOMERS ORDERED FROM THIS MANY CATEGORIES OF PRODUCTS?



36 of the 89 customers ordered from all eight categories of the products, and less customers ordered from less categories. Only 2 of them only shop from two categories, and none of them shop from only one category.

In this case, a guess that most of the customers order the products more for the brand than a certain category of the products is reasonable.