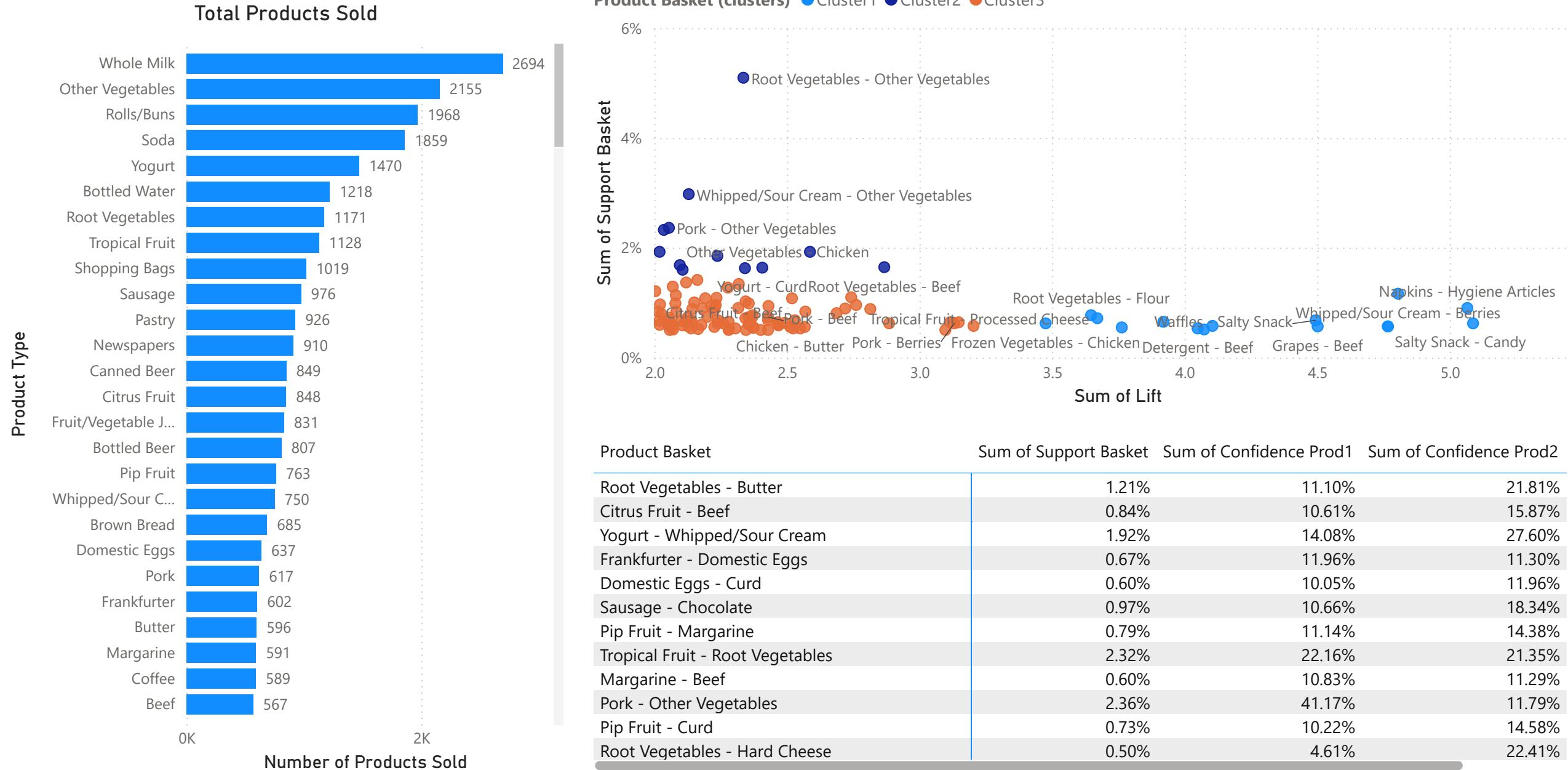


# Transaction Analysis



# Survey Analysis

1360

In-Store

409

Delivery

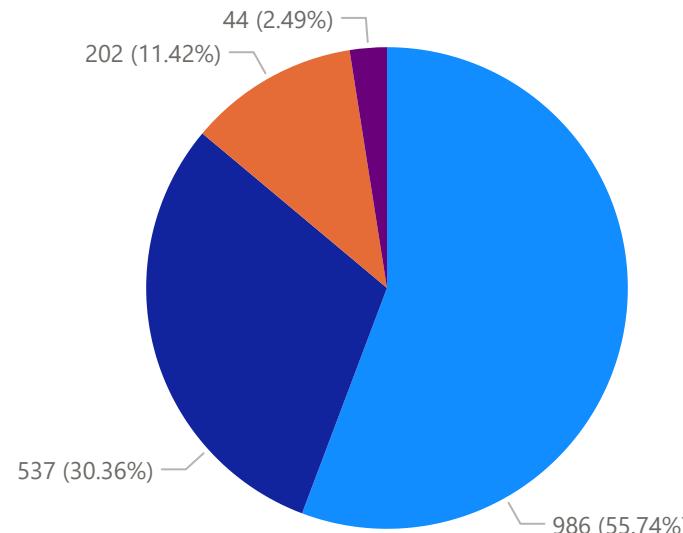
Shopping type   Average of Deli-quality   Average of Product-quality   Average of Service-quality

Delivery	7.00	7.15	7
In-store	5.92	6.32	6

## Age Demographic of Survey Participants

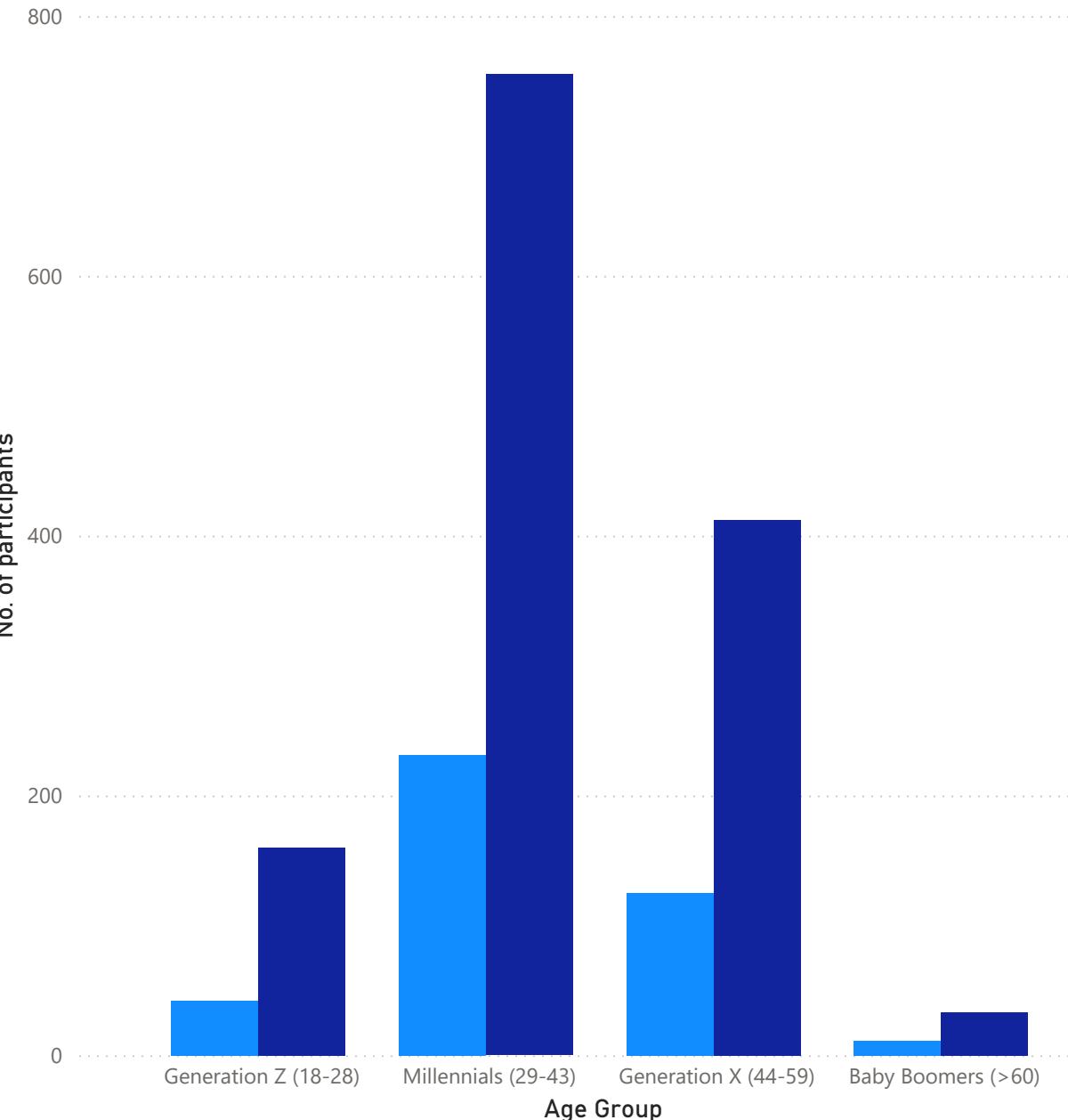
### Age Groups

- Millennials (29-43)
- Generation X (44-59)
- Generation Z (18-28)
- Baby Boomers (>60)



## Shopping Type of Participants

Shopping type ● Delivery ● In-store



# Heatmap for Profile

Education	admin.	blue-collar	entrepreneur	housemaid	management	retired	self-employed	services	student	technician	unemployed
basic.4y	0.50	0.23	0.38	0.31	0.14	0.36	0.75	0.25	0.00	0.00	0.00
basic.6y	0.19	0.17	1.00	0.00	0.00	0.33	0.00	0.00	0.40	0.00	0.00
basic.9y	0.08	0.19	0.00		0.22	0.63	0.15	0.27	0.00	0.10	0.00
high.school	0.22	0.21	0.00	0.33	0.28	0.11	0.00	0.23	0.25	0.15	0.11
professional.course	0.07	0.25	0.25	0.50	0.80	0.13	0.00	0.27	0.00	0.16	0.00
university.degree	0.21	0.30	0.20	0.20	0.21	0.11	0.28	0.00	0.00	0.27	0.25

# Decision Tree for Profile

