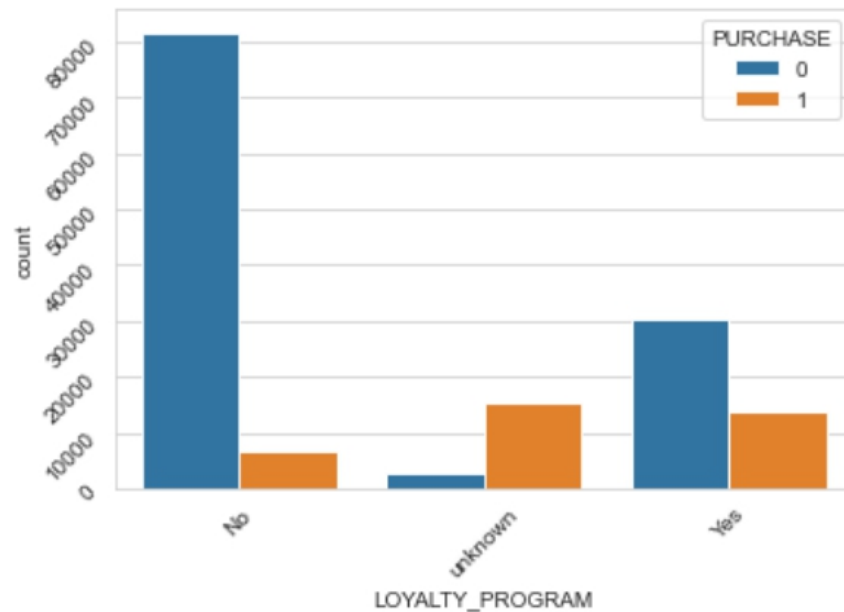


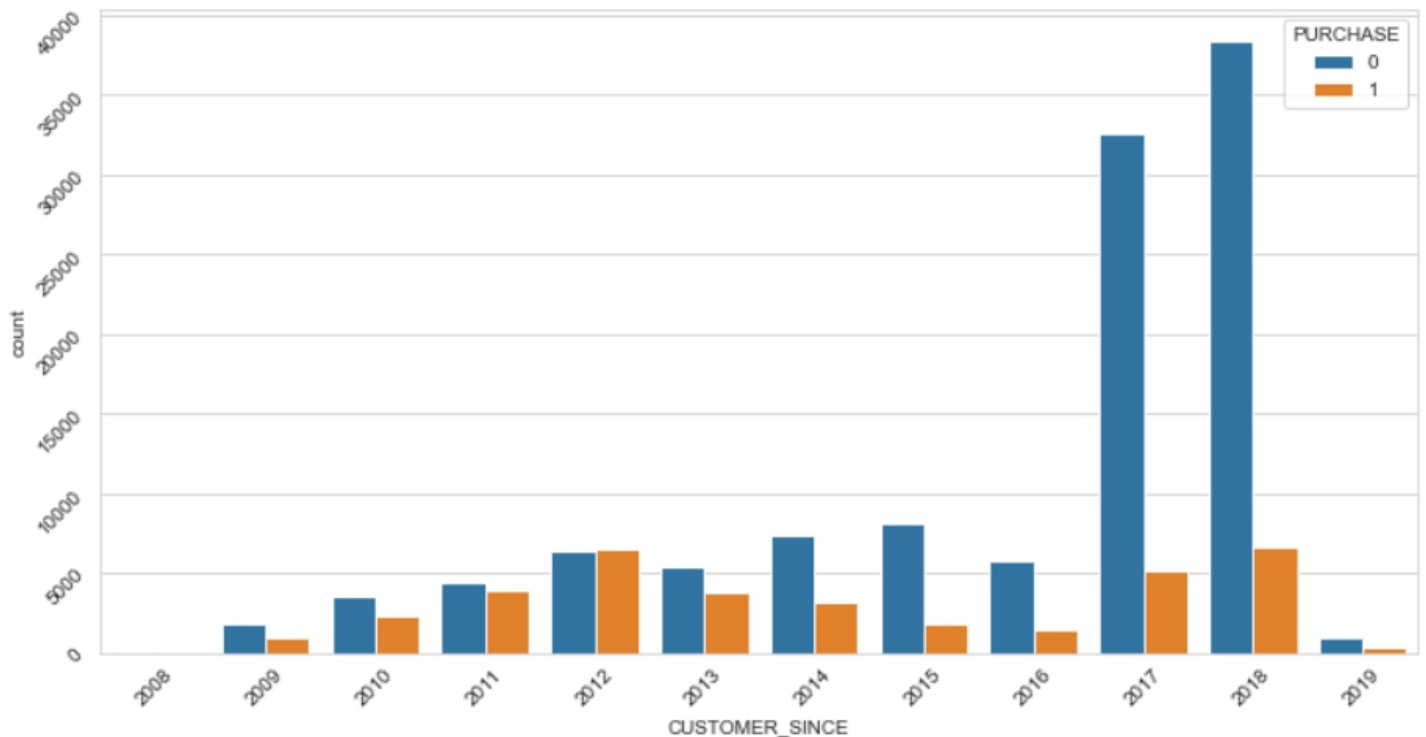
Insight 1:

Customers with UNKNOWN status of LOYALTY_PROGRAM are having higher percentage of PURCHASE(target variable) as compared to YES/NO.



Insight 2:

Highest number of customers were added in year 2018, then 2017 and least in year 2019.



Insight 3:

Customers in age range of (25 years - 33 years) are high in number, but having low percentage of sales (PURCHASE).

