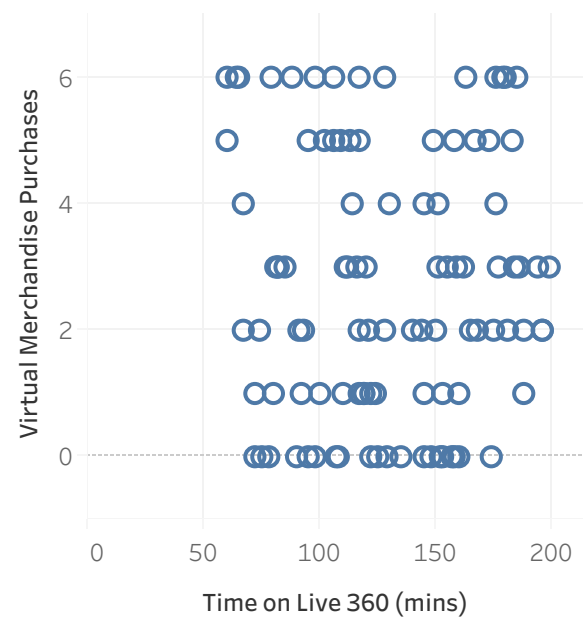


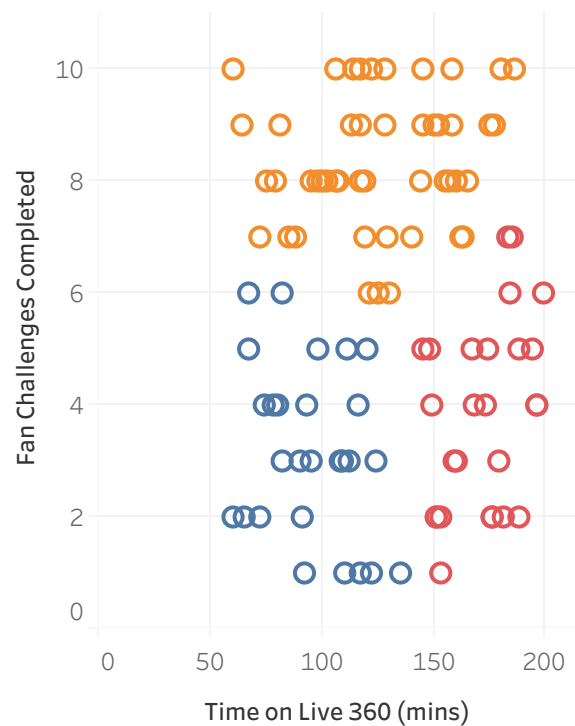
User Engagement and Merchandise Purchase Insights

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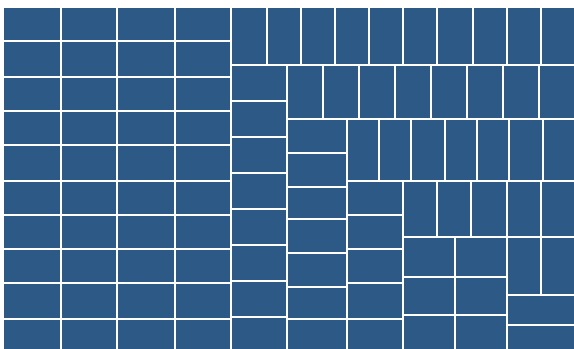
Time on Live 360 vs Virtual Merchandise Purchases



Cluster Analysis-K Means Output



Correlation Analysis



Fan Challenges Completed vs Sponsorship Interactions

