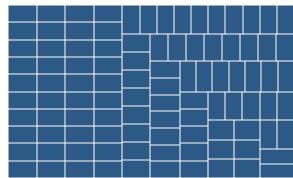
## User Engagement and Merchandise Purchase Insights CI.. Time on Live 360 vs Virtual Cluster Analysis-K Means Output Merchandise Purchases 10 oom oo oo6 $\odot$ 000 Virtual Merchandise Purchases Fan Challenges Completed 00000 00000 6 0 (M) (M) $\infty$ $\infty$ 0 2 $\infty$ o o o o o o0 50 100 150 200 0 Time on Live 360 (mins) 0 50 100 150 200 Time on Live 360 (mins) Correlation Analysis



Fan Challenges Completed vs Sponsorship Interactions

