Channels	Aware	Interest	Purchase	Re-Purchase
Facebook	Saw Ads from Apple		UI from website	
Store	Saw Product Picture in front of store		Pick item up at front store	
Instagram			Conversion rate	
Website	Text analysis	Find information On Apple Website Text analysis	Convenience to buy And pick up at store Because front store always Out of stock	Buy other suggestion item from apple
Google		Google to find Review from others		Cosine Similarity
Youtube		Search review from influencer		
E-mail				Receive News and promotion