

Summary of customer information

Sample name: [sample_name]
 Number of customers: [no. customers]
 Origin: [sample origin]

Description: [sample description,
~~multi-line~~
 multi-line input]

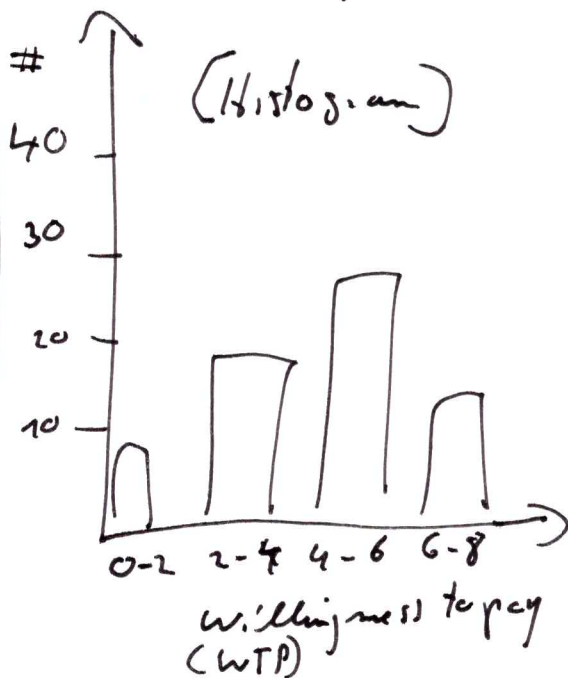
| Willingness to pay | | | Utilities | | | Socio demographics | | | Previous purchase | | Behaviors |
|--------------------|----|--------|-----------|----|--------|--------------------|-----|--------|-------------------|----|-----------|
| Product | # | ϕ | Product | # | ϕ | Property | # | ϕ | Product | # | Behavior |
| A | 50 | 6.5 | A | 20 | 10 | Sex | 100 | - | A | 20 | x |
| B | : | : | B | 30 | 15 | Age | 100 | 53 | B | 30 | y |
| C | : | : | C | : | : | Income | 0 | - | C | 20 | z |
| : | : | : | : | : | : | : | : | : | : | : | : |

[Note: Please include all 5 Tables, but now only W. Willingness to pay will be filled]

Visualization of customer information

Distribution by property

~~Select~~: [drop down menu of select WTP by product]



Dependence between properties

Select x axis: [drop down]
 y axis: [drop down]

