

ROLLING_YMMM

- ☐ YR200604
- ☐ YR200605
- ☐ YR200606
- ☐ YR200607
- ☐ YR200608
- ☐ YR200609
- ☐ YR200610
- ☐ YR200611

STORE_REGION

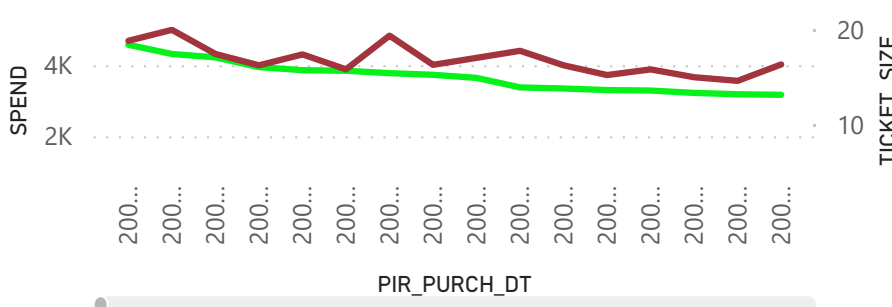
- ☐ E02
- ☐ W01

BASKET_TYPE

- ☐ Full Shop
- ☐ Small Shop

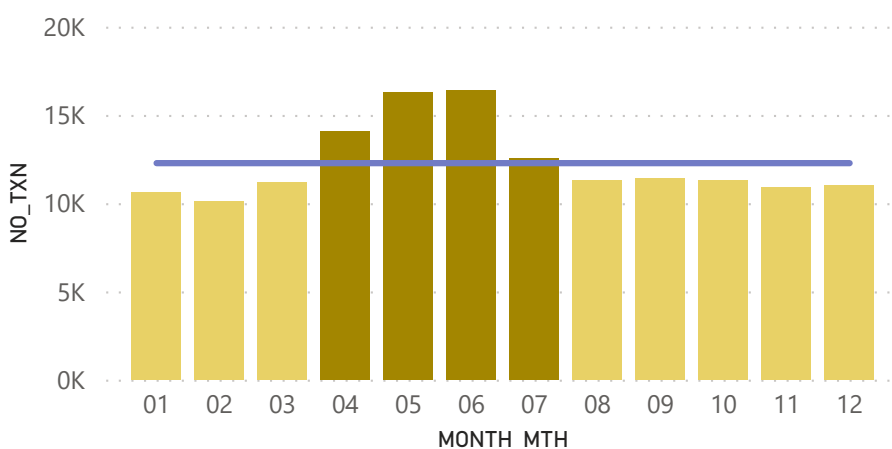
SPEND and TICKET_SIZE by PIR_PURCH_DT

SPEND TICKET_SIZE



DISTRIBUTION OF NO_TXN EACH MONTH

NO_TXN Min of NO_TXN_ALL



6100

NEW_CUST

NEW_CUST by ROLLING_YMMM



5505

NEW_CHURN

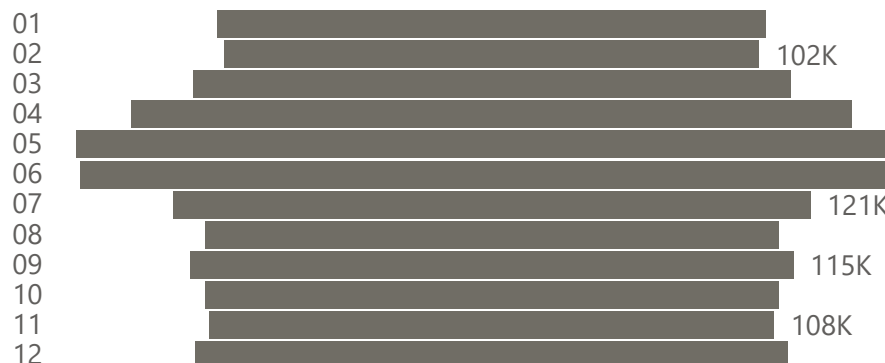
NEW_CHURN by ROLLING_YMMM



1.79M

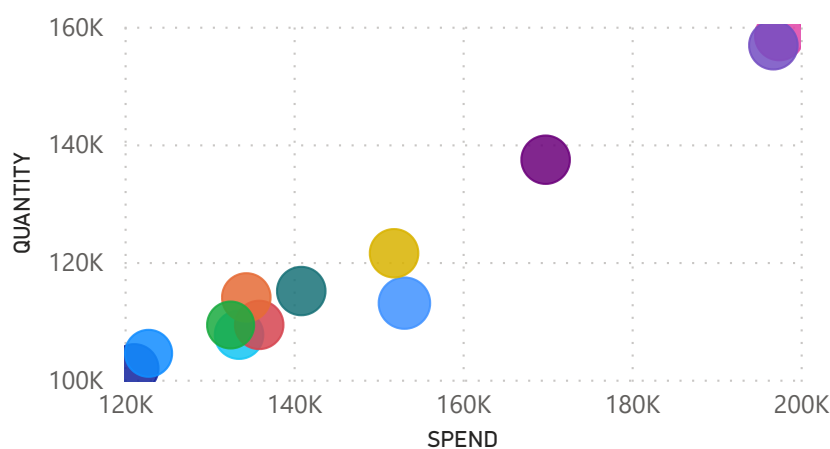
SPEND

QUANTITY by MONTH_MTH



SCATTER : BEST MONTH

MONTH_MTH 01 02 03 04 05 06 07 08 09



24K

REPEAT_CUST

8816

REACT_CUST

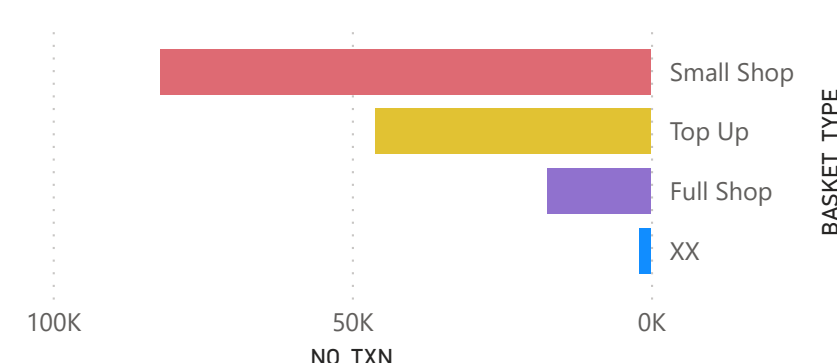
147K

NO_TXN

12.16

TICKET_SIZE

NO_TXN by BASKET_TYPE



MONTH_MTH	TICKET_SIZE	NO_TXN	SPEND
01	11.58	10608	122,844.12
02	11.98	10114	121,143.15
03	11.98	11218	134,405.71
04	12.07	14074	169,826.47
05	12.12	16297	197,477.58
06	12.00	16395	196,773.91
07	12.11	12544	151,891.34
08	12.04	11286	135,931.89
09	12.37	11395	140,908.47
Total	12.16	147205	1,790,416.33