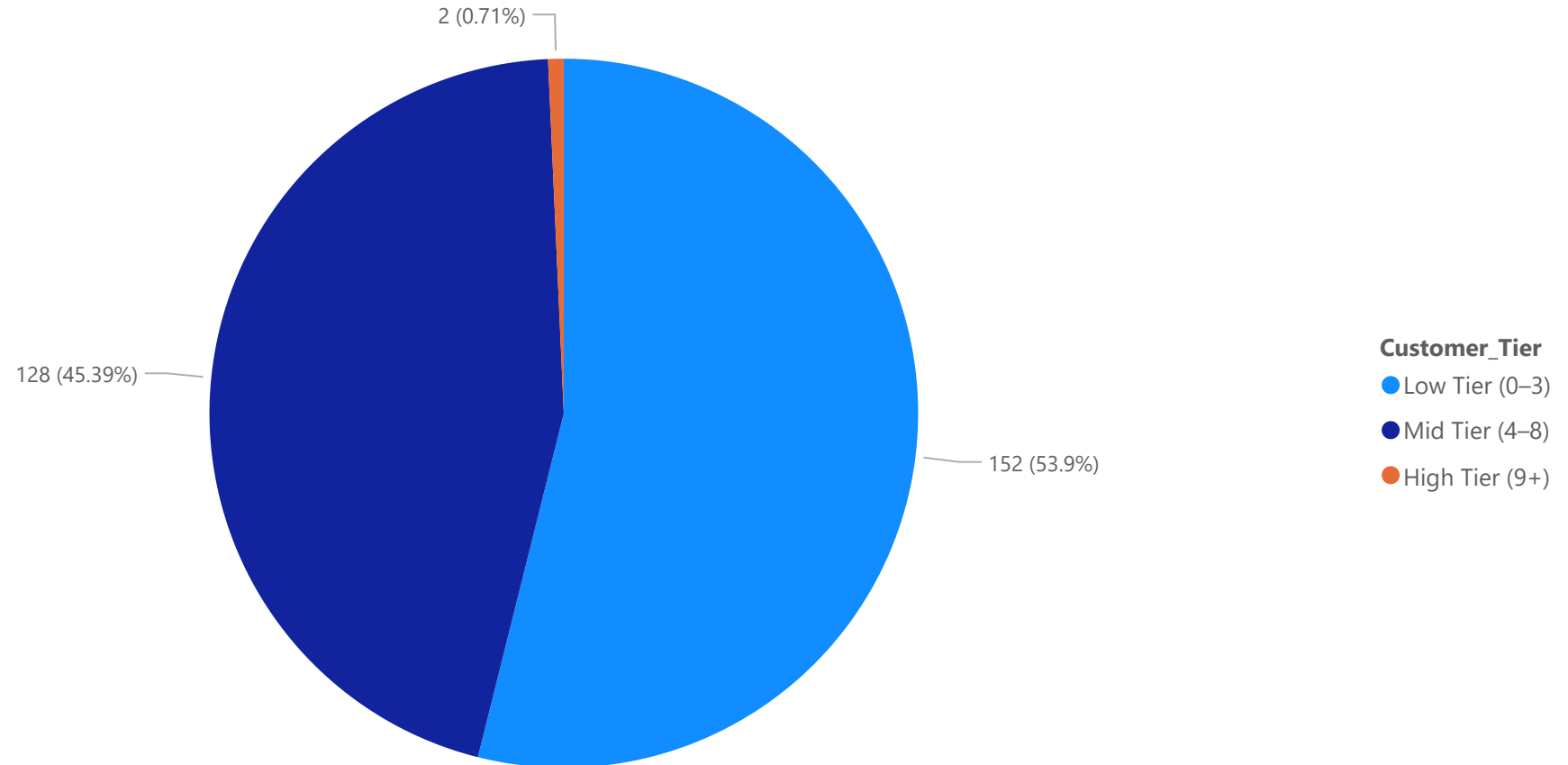
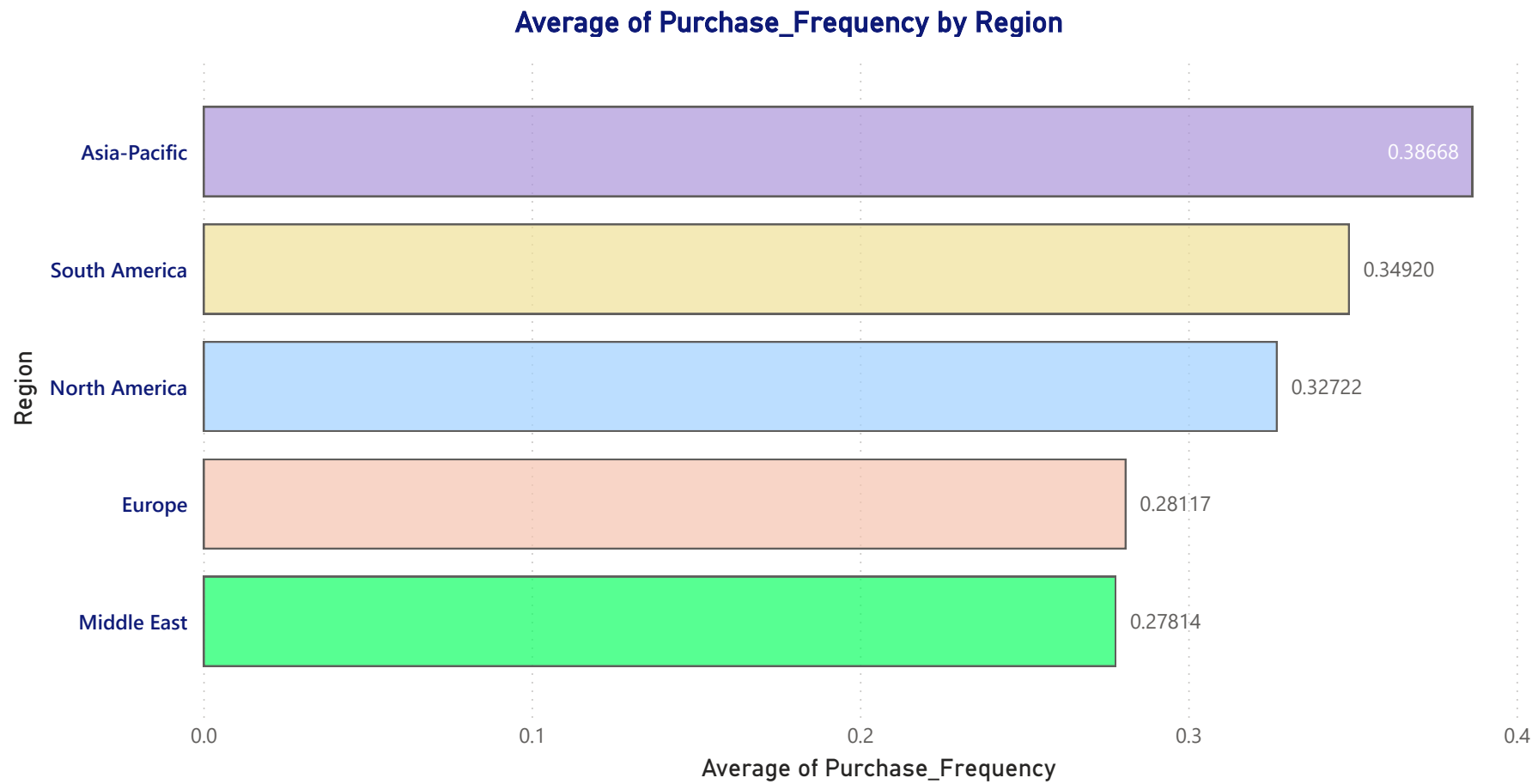
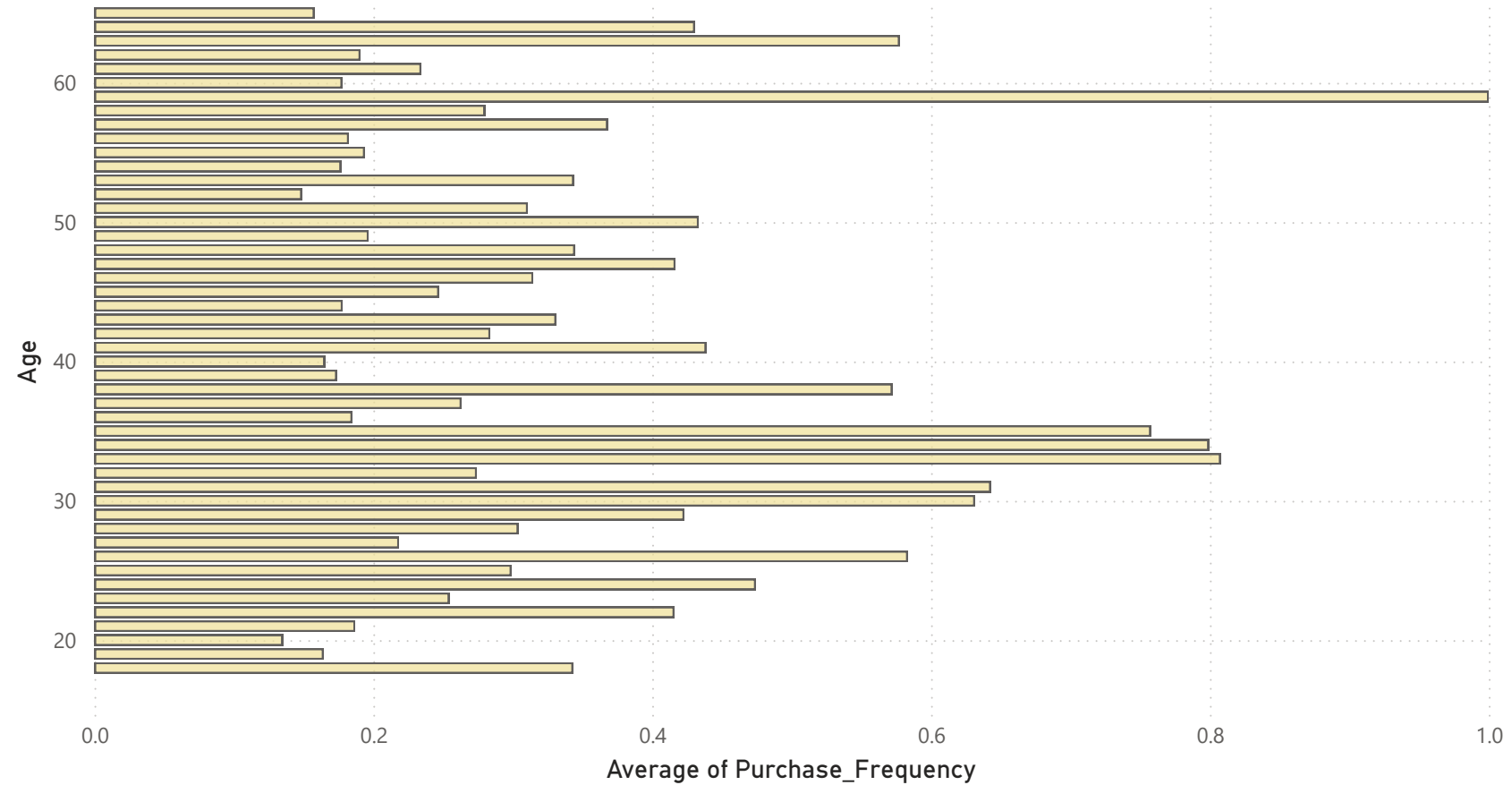


Customer Segmentation by Customer_Tier

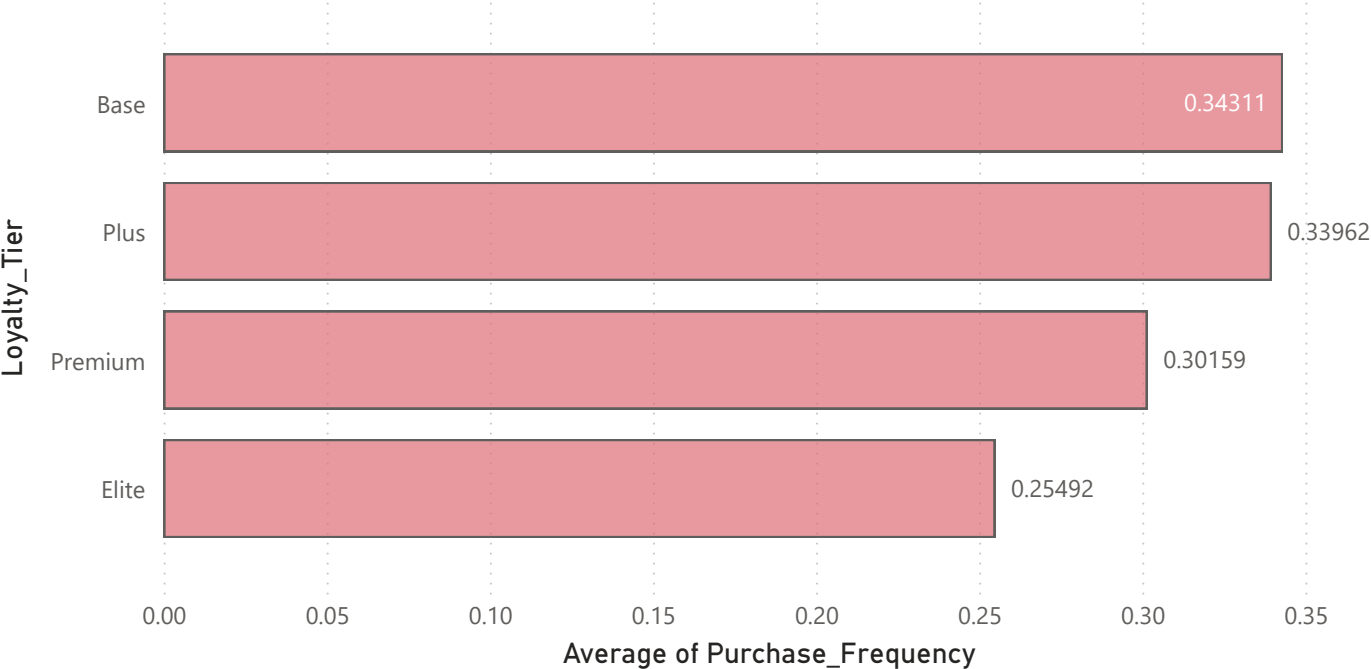




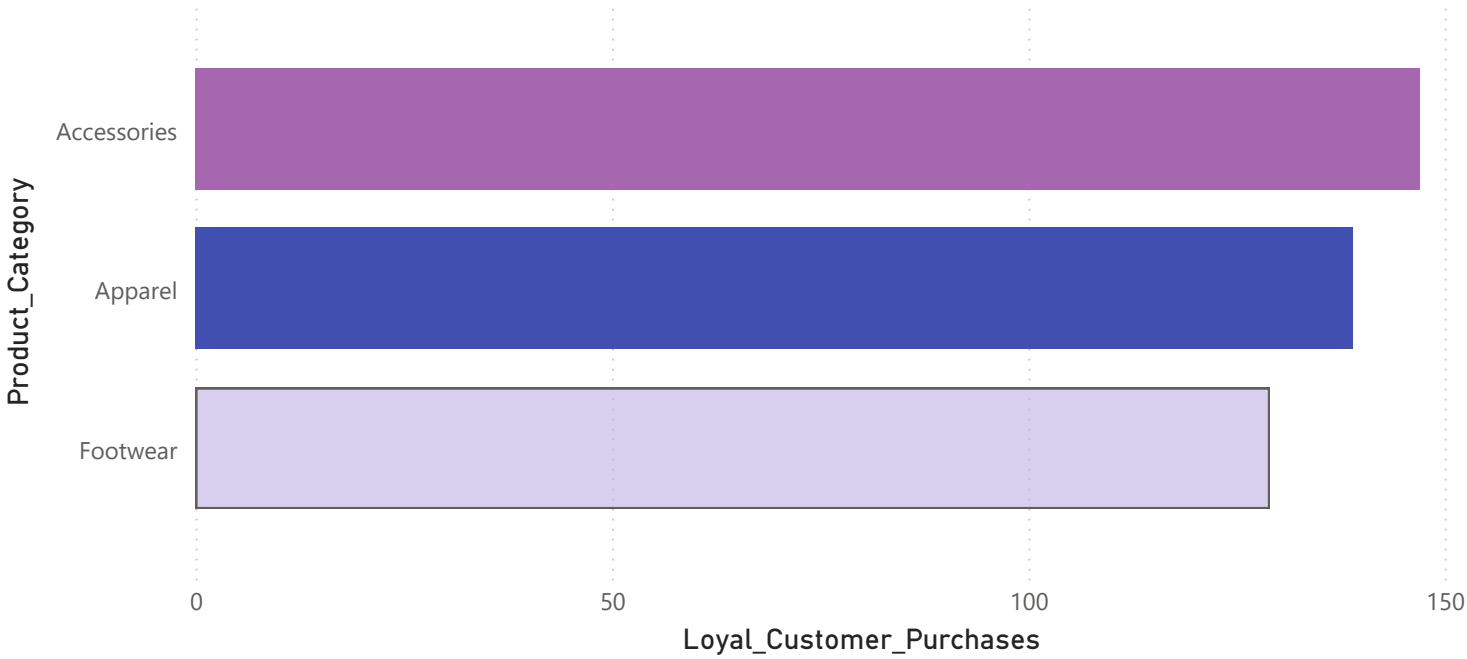
Average of Purchase_Frequency by Age



Average of Purchase_Frequency by Loyalty_Tier



Loyal_Customer_Purchases by Product_Category



INSIGHTS:

1. Asia-Pacific has the highest purchase frequency among all regions.
2. Purchase frequency varies widely by age, with some older and younger age groups buying more often.
3. Base and Plus loyalty tiers purchase most frequently as compared to elite.
4. Loyal customer purchases are highest for Accessories.