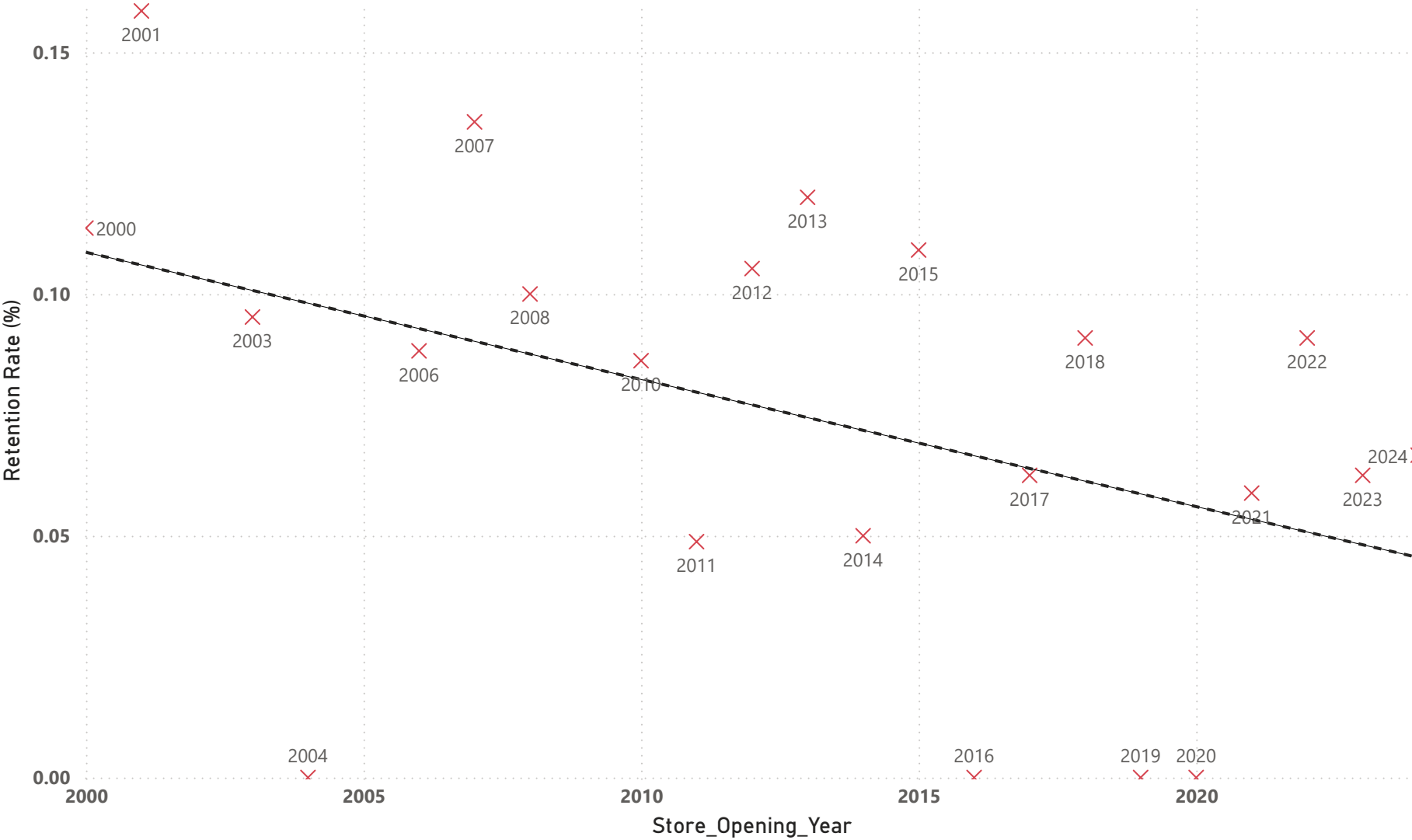


Corellation between Retention Rate (%) & Store_Opening_Year



INSIGHTS:

1. Franchise and Outlet Stores have the highest average transaction amounts while flagship stores are the lowest.
2. Outlet and Franchise stores have the highest churn rate (92%) while Flagship stores have the lowest (89%).
3. Retention rate decreases for new stores as the store opening year increases.