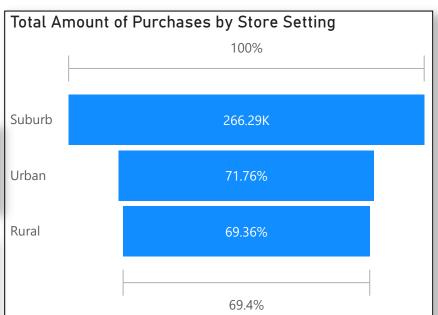
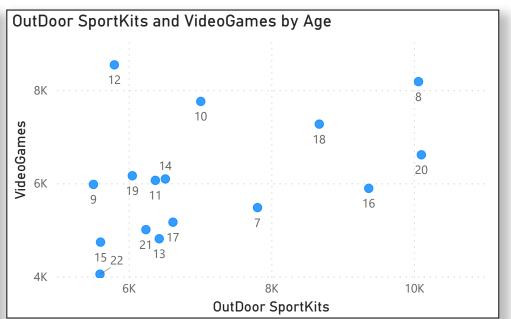
STUDENT SPEND ANALYSIS



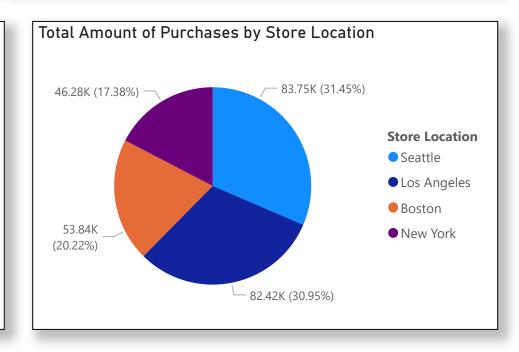


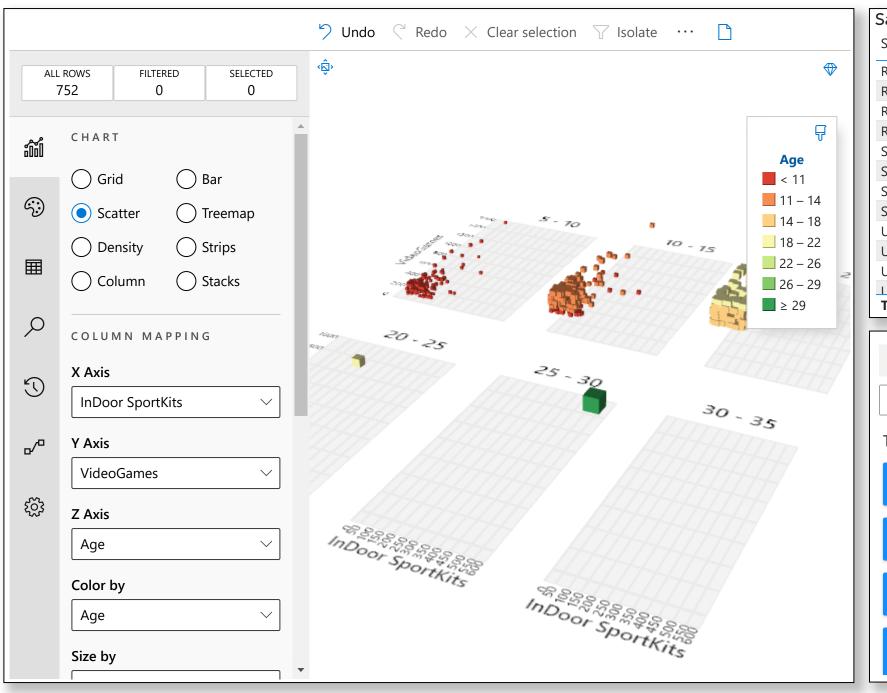




Total Amount of Purchase (TAP) based on Store Location				
Store Location	Store Setting	Total Amount of Purchases		
Boston	Rural	42,016.81		
Boston	Suburb	53,835.98		
Boston	Urban	50,595.51		
Los Angeles	Rural	30,009.48		
Los Angeles	Suburb	82,419.92		
Los Angeles	Urban	54,964.79		
New York	Rural	69,444.55		
New York	Suburb	46,284.58		
New York	Urban	51,948.32		
Seattle	Rural	43,228.34		
Total		642,084.01 [∨]		

Outdo	Outdoor sports across different ages						
Age	Rural	Suburb	Urban	Total ▼	^		
20	3,370.44	3,111.24	3,621.95	10,103.63			
8	1,485.23	5,198.76	3,380.07	10,064.06			
16	2,267.56	4,660.62	2,437.52	9,365.70			
18	2,513.88	4,417.54	1,740.91	8,672.33			
7	3,232.70	2,343.82	2,230.18	7,806.70			
10	866.29	3,128.24	3,016.29	7,010.82			
17	253.79	2,962.89	3,404.16	6,620.84			
14	2,282.82	1,925.39	2,305.94	6,514.15			
13	1,916.92	2,353.29	2,158.33	6,428.54			
11	1,834.96	2,826.51	1,712.76	6,374.23			
21	756.32	4,171.83	1,313.52	6,241.67			
19	2,094.33	2,479.28	1,477.14	6,050.75			
Total	30,034.43	48,694.18	35,033.11	113,761.72	v		





Sales Amount according to location						
Store Setting	Store Location	Total Amount of Purchases				
Rural	Boston	42,016.81				
Rural	Los Angeles	30,009.48				
Rural	New York	69,444.55				
Rural	Seattle	43,228.34				
Suburb	Boston	53,835.98				
Suburb	Los Angeles	82,419.92				
Suburb	New York	46,284.58				
Suburb	Seattle	83,749.20				
Urban	Boston	50,595.51				
Urban	Los Angeles	54,964.79				
Urban	New York	51,948.32				
Urhan	Seattle	33 586 53 ∨				
Total		642,084.01				

