

CUSTOMERS REPORT

April 2019

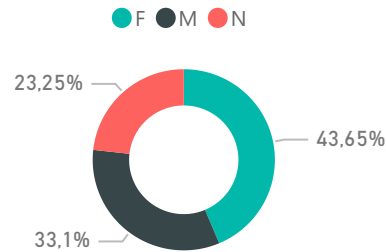
2248

Number of registered customers

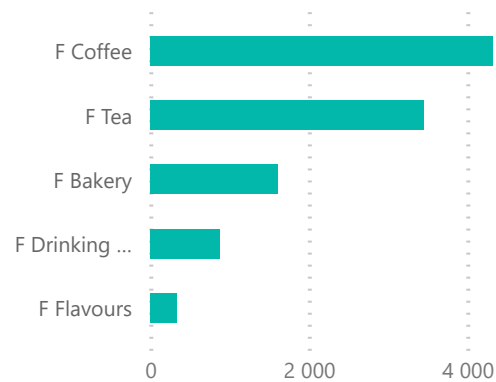
2245

Number of loyalty card holders

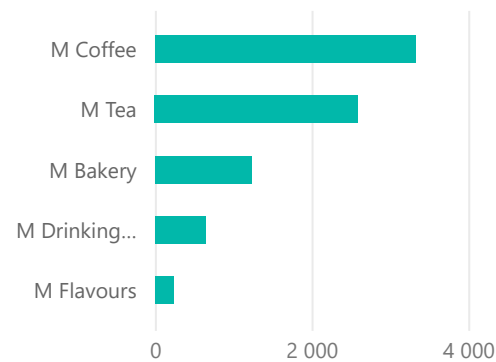
Loyalty card owners by gender



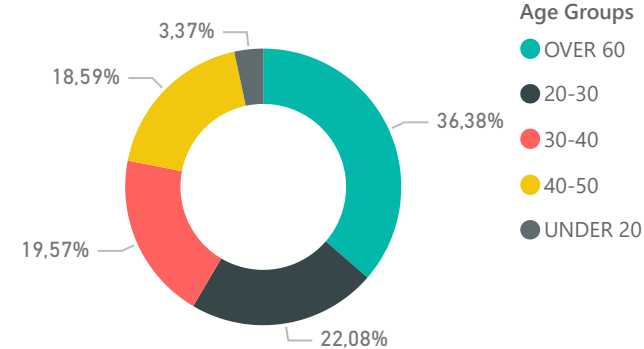
Most popular product categories chosen by women



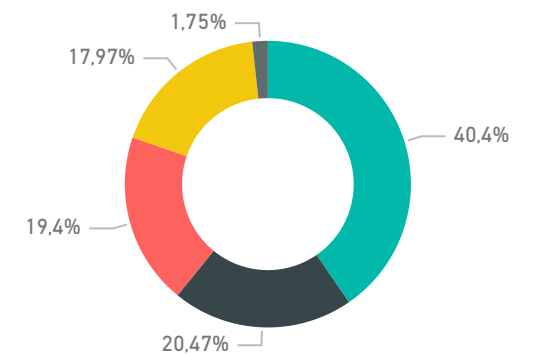
Most popular product categories chosen by men



Age groups of female loyalty card holders



Age groups of male loyalty card holders



Top 10 products purchased by men

Gender	Purchased
F	
Ethiopia Lg	358
Brazilian Sm	355
Sustainably Grown Organic Lg	355
Traditional Blend Chai Rg	353
Dark chocolate Lg	352
Earl Grey Rg	352
Our Old Time Diner Blend Sm	352
Our Old Time Diner Blend Rg	350
Serenity Green Tea Lg	346
Columbian Medium Roast Rg	344

Top 10 products purchased by men

Gender	Purchased
M	
Jamaican Coffee River Rg	285
Morning Sunrise Chai Rg	275
Traditional Blend Chai Rg	269
Ethiopia Rg	265
Latte Rg	265
Our Old Time Diner Blend Sm	263
Spicy Eye Opener Chai Lg	263
Our Old Time Diner Blend Rg	261
English Breakfast Rg	257
Latte	257
Serenity Green Tea Rg	257

Average of purchased products from each category by gender

product_category	F	M
Bakery	1,02	1,03
Branded	1,00	1,00
Coffee	1,52	1,51
Coffee beans	1,07	1,01
Drinking Chocolate	1,51	1,48
Flavours	1,59	1,52
Loose Tea	1,00	1,00
Packaged Chocolate	1,00	1,00
Tea	1,51	1,51

Loyalty card owners age groups

