

B

ster View

Poster0

Layout

VisCollage

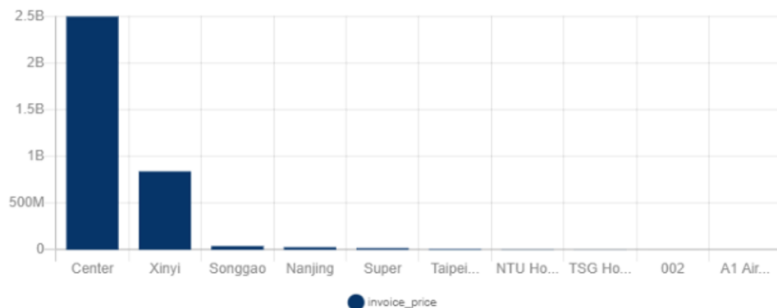
1

Transaction data in the department store

The data source comes from 2017

2

Revenue by Branch



3

ConsumptionTimes by Branch



Revenue by Customer Level



65.3% Platinum

in Center



52.8% Gold

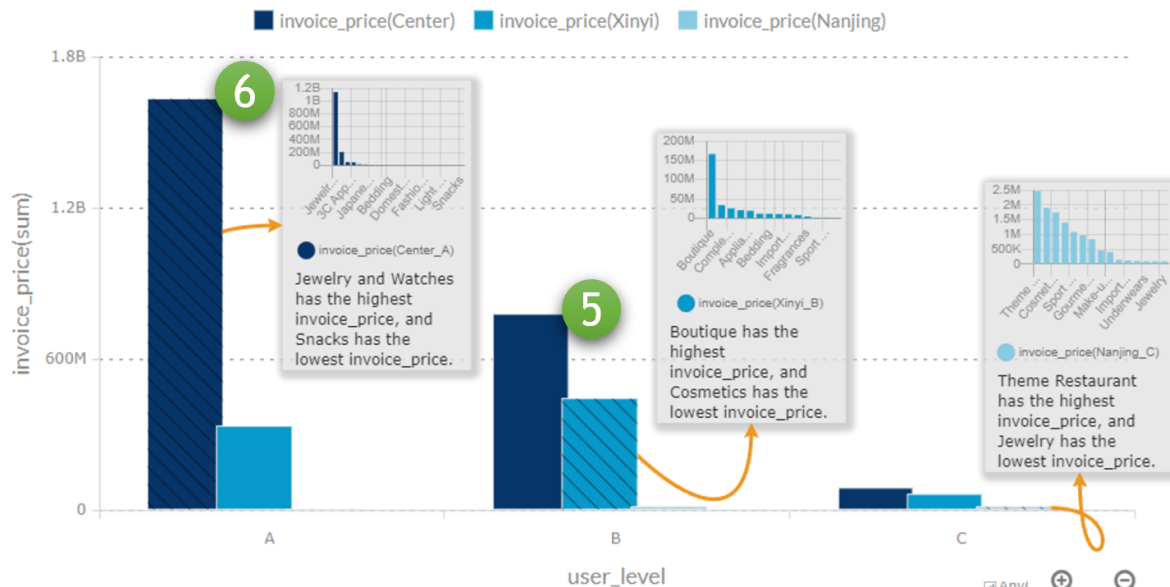
in Xinyi



51.3% General

in Nanjing

4



7

Center branch consumers are mainly platinum members (user level A), and most of them spend on jewelry and watches. The Xinyi branch is mainly for gold members (user level B), and most of the consumption is at banquets. The consumers of the Nanjing branch are general members (user level C), and they mainly spend on theme restaurants.