

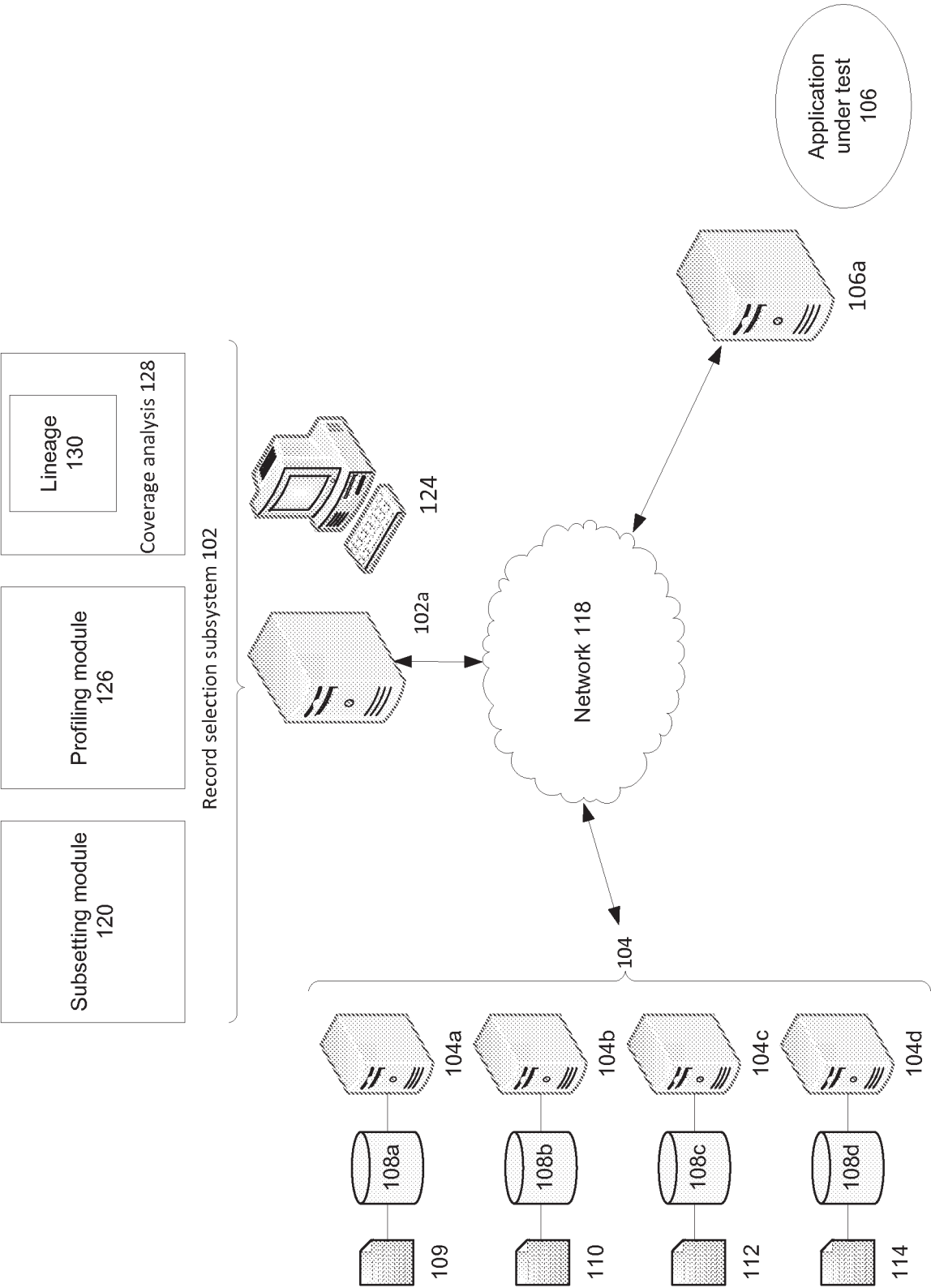


FIG. 1

200

204

202

204a	204b	204c	204d	204e	204f
cust_id	bu_type	bu_amt	date	store_id	total_amt
012374	purchase	25.01	09/28/12	056	Low
387094	purchase	19.23	09/29/12	154	Low
374972	purchase	1.18	09/29/12	022	Low
192034	purchase	172.93	10/01/12	046	High
002943	return	27.12	10/01/12	online	High
163284	purchase	56.18	10/01/12	056	Medium
013874	purchase	0.99	10/01/12	online	Low
364802	return	45.14	10/02/12	022	High
002943	purchase	108.76	10/02/12	online	High
002943	return	275.48	10/05/12	online	High
364802	purchase	118.12	10/12/12	112	High
472512	purchase	215.55	10/12/12	078	High
192034	purchase	2.54	10/13/12	064	High
001327	purchase	17.86	10/15/12	001	High
372980	purchase	19.80	10/16/12	online	Low
173209	return	65.45	10/17/12	010	Medium
001327	purchase	112.10	10/17/12	095	High

206

FIG. 2A

250

254

254a

254b

254c

254d

254e

254f

254g

252

256

cust_id	address	state	zip	income	gender	total_hic
124589	12 Main St.	NY	10001	\$45,000	F	Low
012356	1 Elm St.	MA	02130	\$98,000	M	Medium
163284	478 1 st Ave.	MA	02138	\$15,000	F	Low
468954	3897 Rte. 9	CT	06340	\$79,000	M	Medium
548832	287 Oak Ave.	NH	03305	\$115,000	F	Medium
013874	12 Beech St.	NJ	07306	\$24,000	M	Low
894532	11 2 nd St.	NY	10021	\$86,000	F	Medium
875132	114 Central Blvd.	MA	02210	\$78,000	F	Medium
123654	27 E St.	PA	19019	\$223,000	F	High
002943	98 Pine Rd.	CA	94035	\$24,000	M	Low
472512	2135 Lake St.	NY	10025	\$112,000	F	Medium
541233	46 Washington St.	VT	05401	\$99,000	M	Medium
751773	235 2 nd Ave.	MA	02138	\$33,000	M	Low
453287	354 Maple Ave.	CT	06101	\$160,000	F	High
372980	45 Cedar St.	RI	02904	\$77,000	M	Medium
021549	14 Hill St.	MA	02210	\$45,000	M	Low
001927	878 Park St.	NH	03301	\$68,000	F	Medium

FIG. 2B



FIG. 3

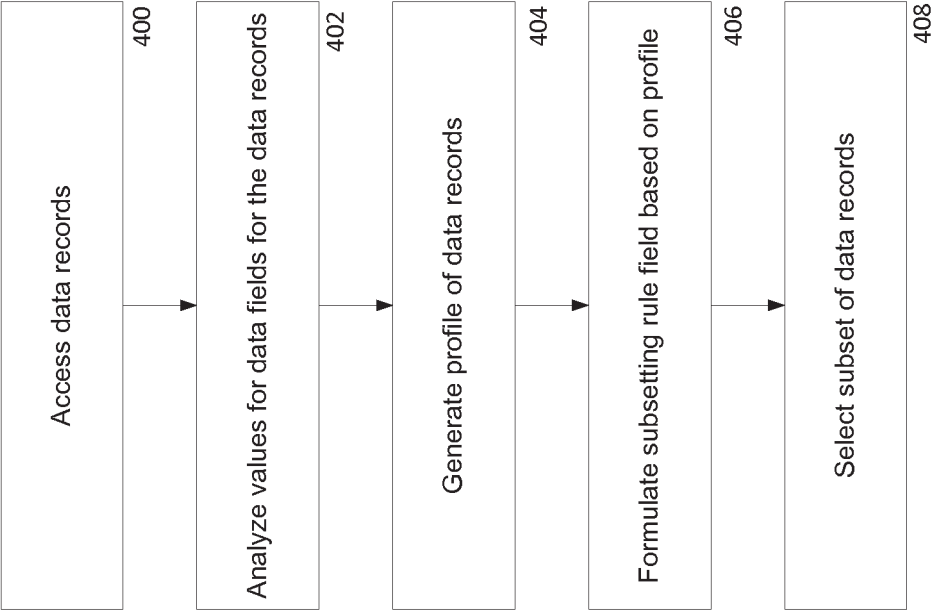


FIG. 4

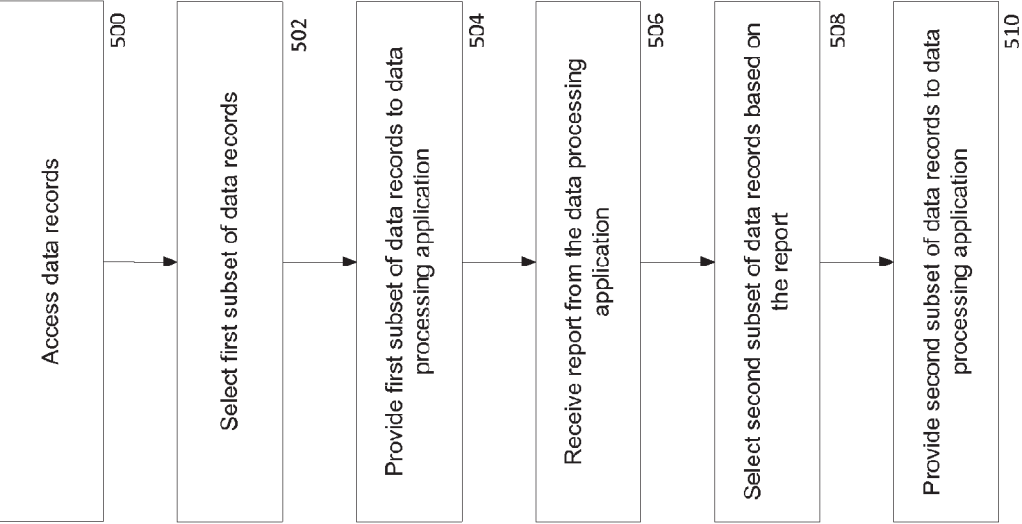


FIG. 5