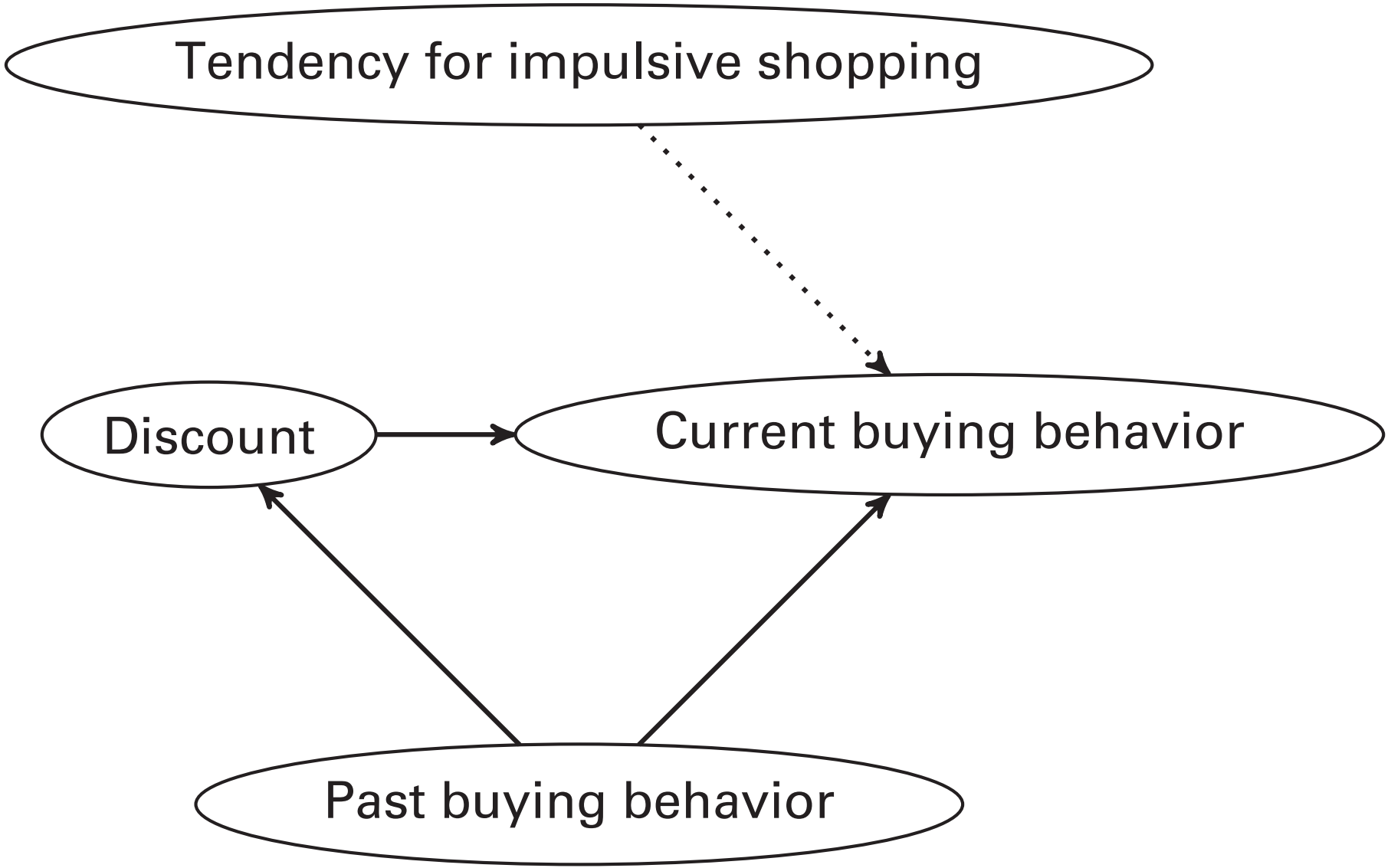
Tendency for impulsive shopping
Discount
Current buying behavior
Past buying behavior