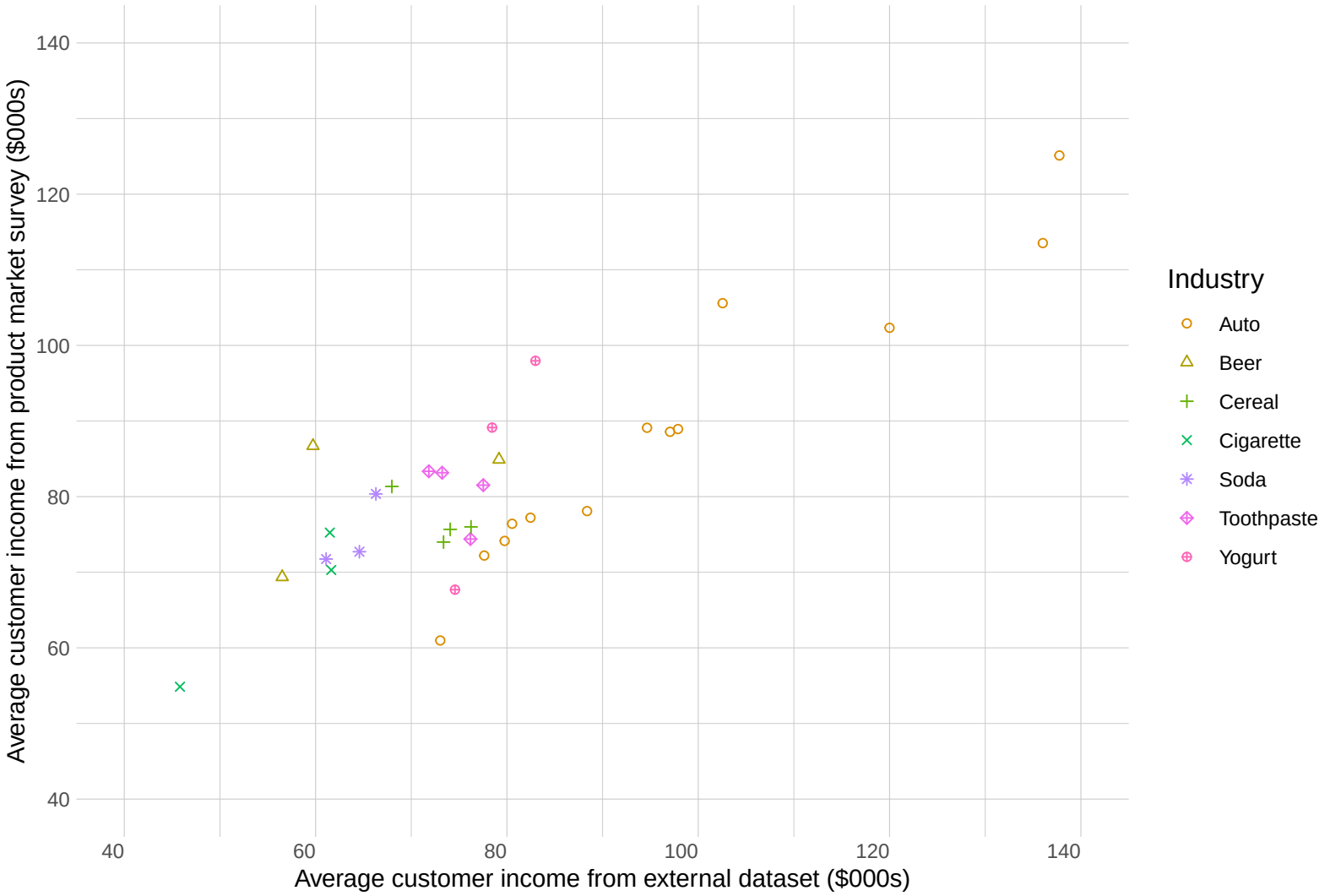
Average customer income from product market survey ($000s)
140
120
100
80
60
40
40
60
80
100
120
140
Average customer income from external dataset ($000s)
Industry
Auto
Beer
Cereal
Cigarette
Soda
Toothpaste
Yogurt