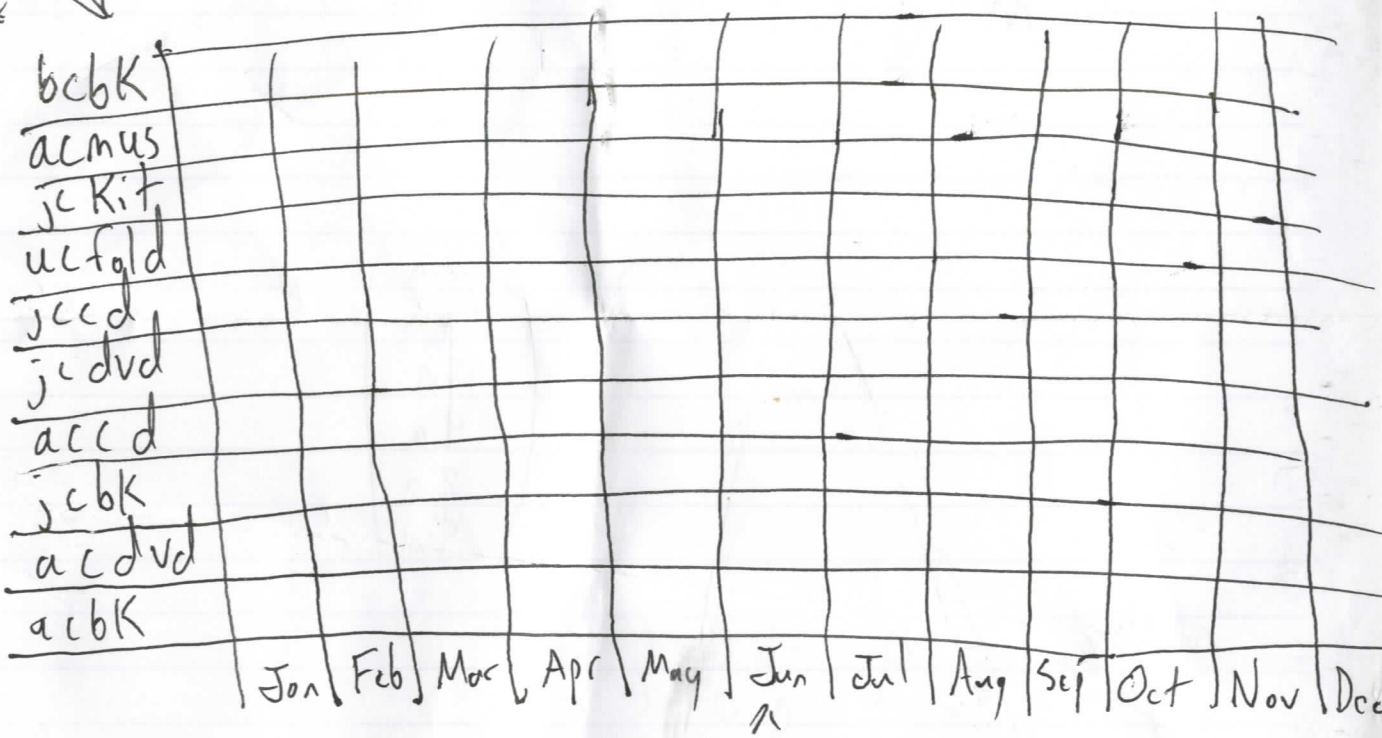
Color based on monthly increase or decrease of % total checkout activity for entire year of that type

top 10 types of media out in 2013