

CUSTOMER SPENDING ANALYSIS BY ORHINE ADIDI

4000

No of Customers

207M

Customers Average Income

531M

Customers Total Spend

Filters

Payment Type

All

Month

All

Customer ID

All

Marital Status

All

Category

All

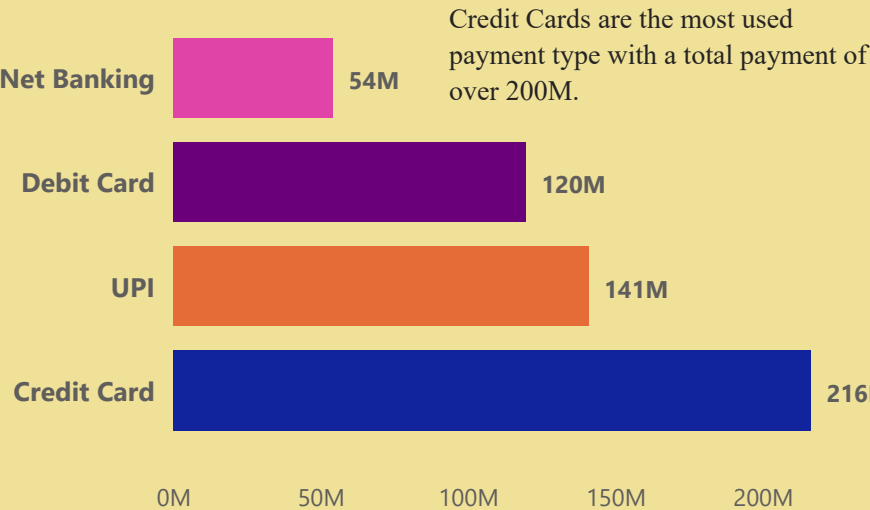
City

All

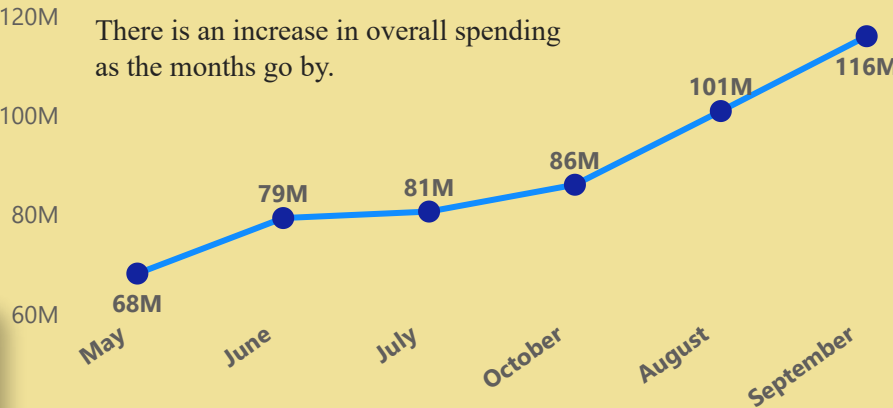
Age Group

All

Total Spend by Payment Type

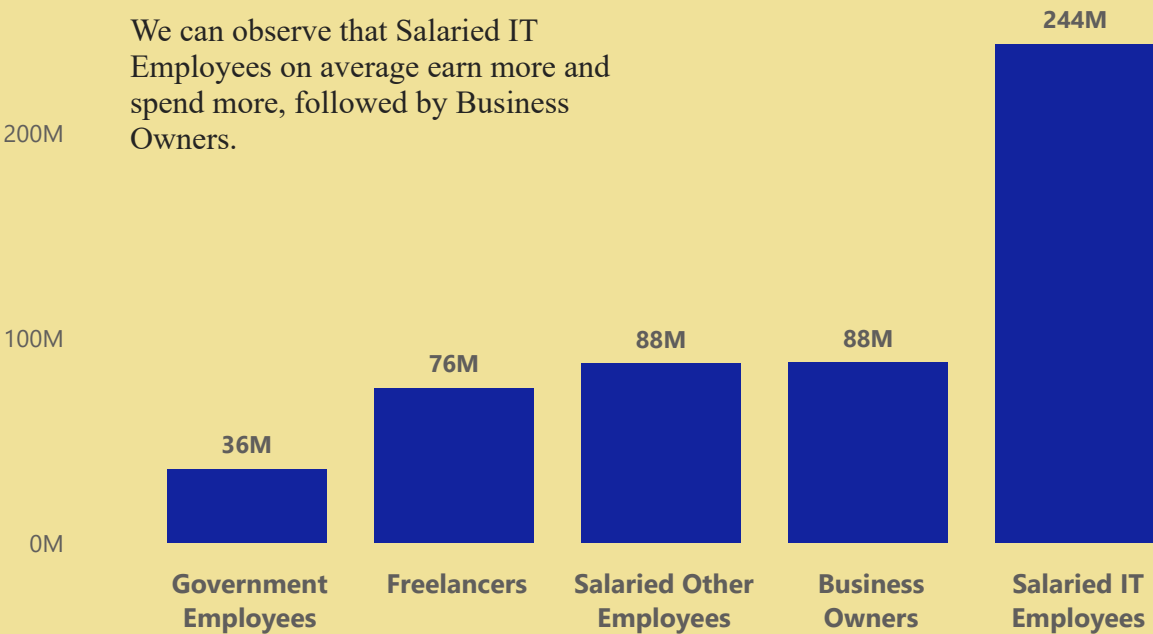


Total Spend by Month

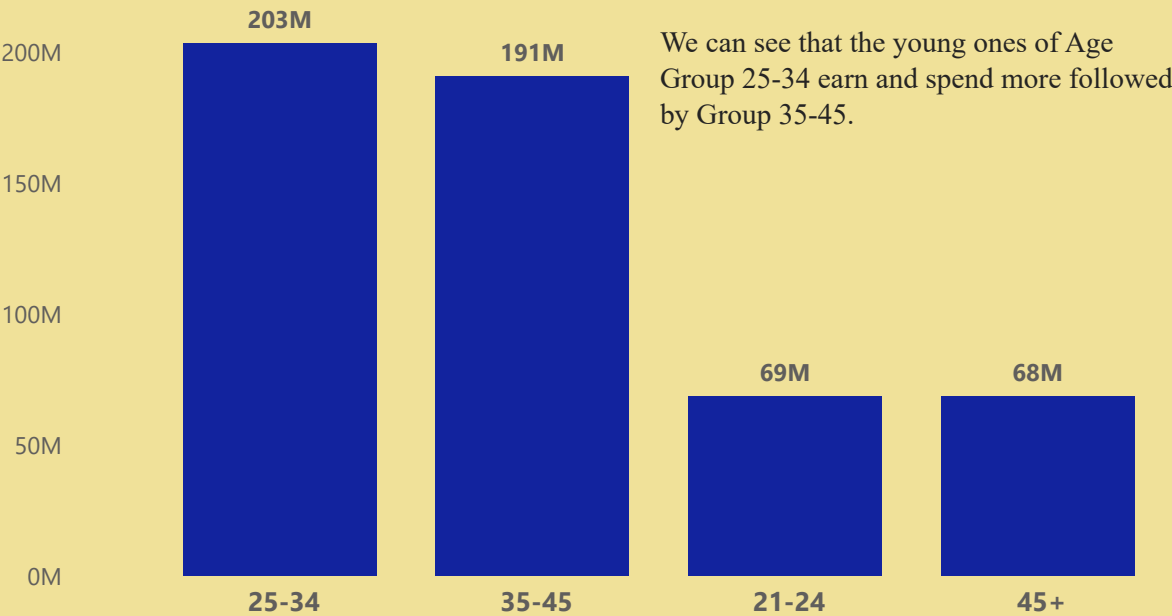


Total Spend by Occupation

We can observe that Salaried IT Employees on average earn more and spend more, followed by Business Owners.



Total Spend by Age Group



Male

Female

Married

Single

2597

Male Customers

1403

Female Customers

3136

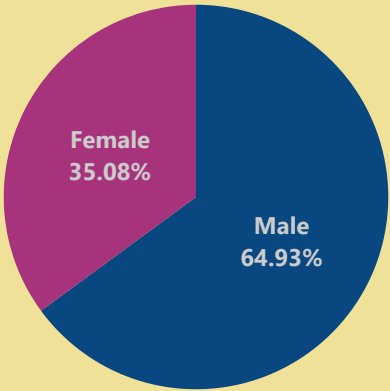
Married Customers

864

Single Customers

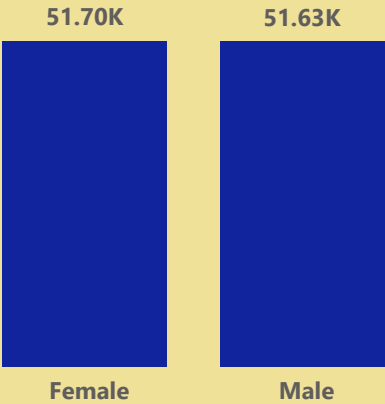
Gender % of Customers

Males are more frequent with buying by as they take up 64.93% of the customers.



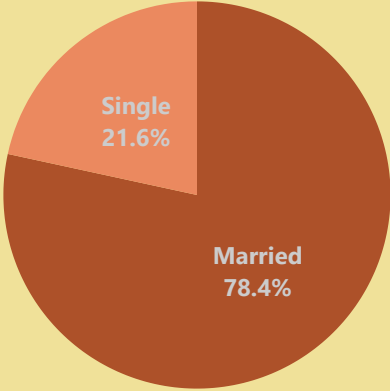
Avg Income by Gender

While being the frequent customers, Males also earn slightly more than females.



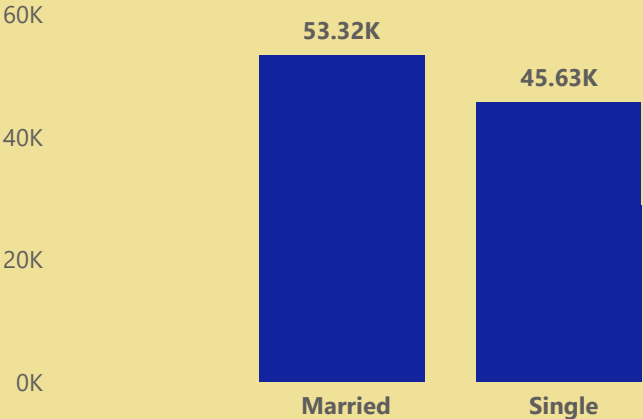
Status % of Customers

Married people take up majority of the customers with being 78.4%.



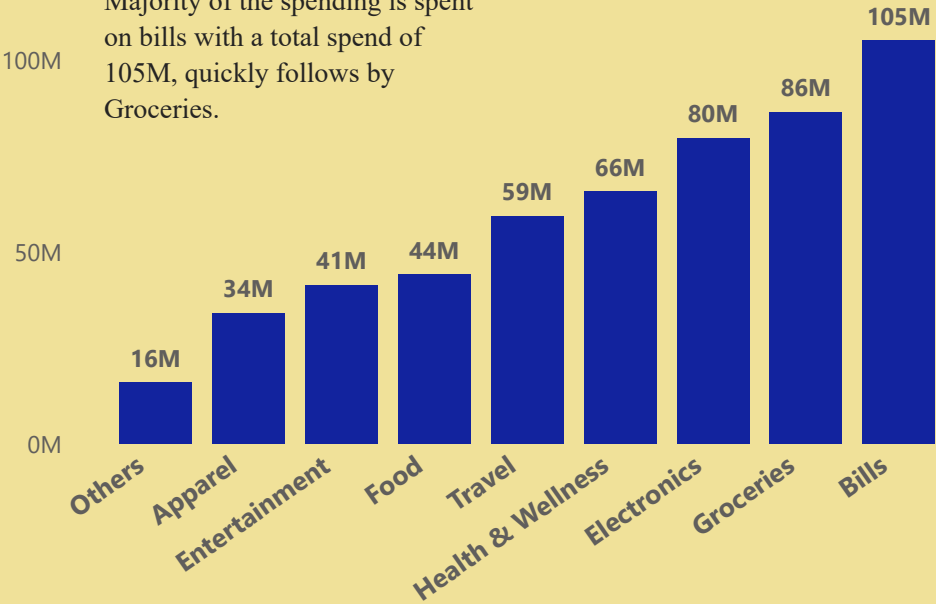
Avg Income by Status

Married people earn and spend more when compared.



Total Spend on Category

Majority of the spending is spent on bills with a total spend of 105M, quickly follows by Groceries.



Total Spend from each City

Mumbai is seen as the city with the maximum expenses of above 150M, followed by Delhi.

