## Total Spen[d]

| | |
|---|---|
| EGP 25,000,000 | **EGP 23,527,211** |
| EGP 20,000,000 | |
| EGP 15,000,000 | |
| EGP 10,000,000 | |
| EGP 5,000,000 | |
| EGP 0 | |

Middle Age

## Total Spent by

| | |
|---|---|
| EGP 40,000,000 | **EGP 35,396,918** |
| EGP 35,000,000 | |
| EGP 30,000,000 | |
| EGP 25,000,000 | |
| EGP 20,000,000 | |
| EGP 15,000,000 | |
| EGP 10,000,000 | |
| EGP 5,000,000 | |
| EGP 0 | |

High
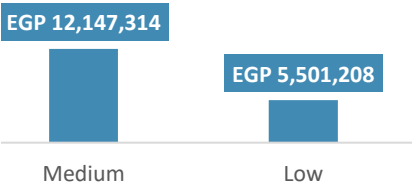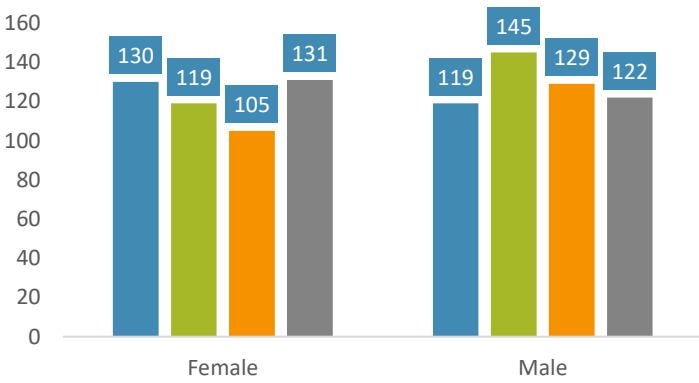
# Customer Demographic Analysis Repor

## d by Age Group

- Old: EGP 16,578,072
- Adolescent: EGP 12,940,157
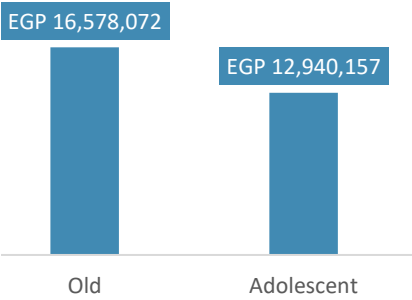
## Purchase Frequency by Location

| Location | Value |
|----------|-------|
| Aswan | 178 |
| Cairo | 175 |
| Giza | 165 |
| Luxor | 162 |
| Mans | 16 |

## Income Group

- Medium: EGP 12,147,314
- Low: EGP 5,501,208
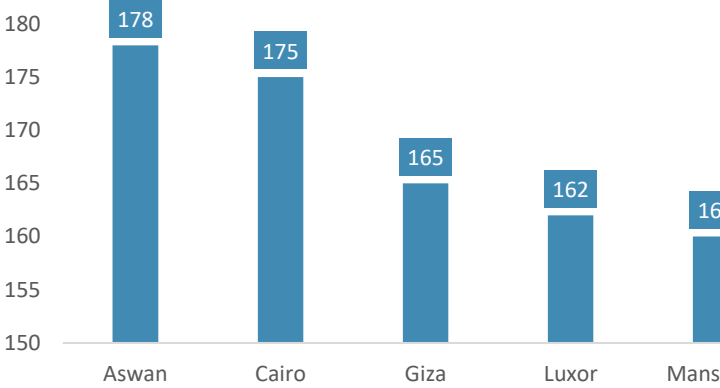
## Preferred Channel by Gender

| Gender | | | | |
|--------|-----|-----|-----|-----|
| Female | 130 | 119 | 105 | 131 |
| Male | 119 | 145 | 129 | 122 |

**rt**

## Location

| Alexandria |
|---|
| Aswan |
| Cairo |
| Giza |
| Luxor |
| Mansoura |

60    160

soura    Alexandria

## Gender

| Female |
|---|
| Male |

**Preferred Channel**
- Email
- In-Store
- Social Media
- Website

## Age Brackets

| Adolescent |
|---|
| Middle Age |
| Old |