Average spending by Education Level

● Sum of Spent on Wine ● Sum of Spent on Sweet ● Sum of Spent on M...

Education

Income Vs Wine Spending

Education ● 2nd cycle ● Basic ● Graduation ● Master ● PhD
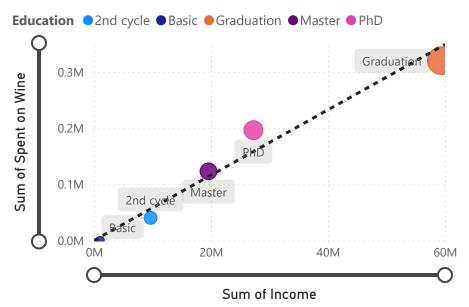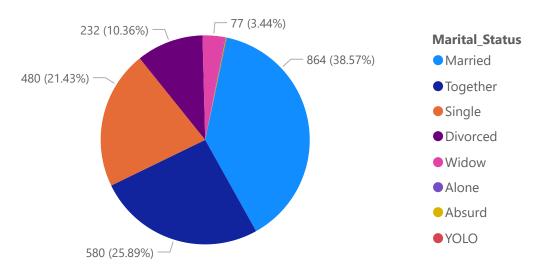

Count of Education, Sum of Income and Count of Marital_Status by Spent on Fruits

● Count of Education ● Sum of Income ● Count of Marital_Status

Customer Distribution by Marital Status

Marital_Status
● Married
● Together
● Single
● Divorced
● Widow
● Alone
● Absurd
● YOLO

Customer Insights Summary :

1.Graduates spend more on products like wine, meat, and gold, suggesting they are a high-value customer segment.

2.Married and together individuals form the largest share of customers.

3.Higher income leads to higher spending, especially on luxury goods.

4.Fruit spending varies by marital status, indicating lifestyle differences.

5.Scatter plot reveals clusters of high-income, high-spending customers—great for targeted marketing.