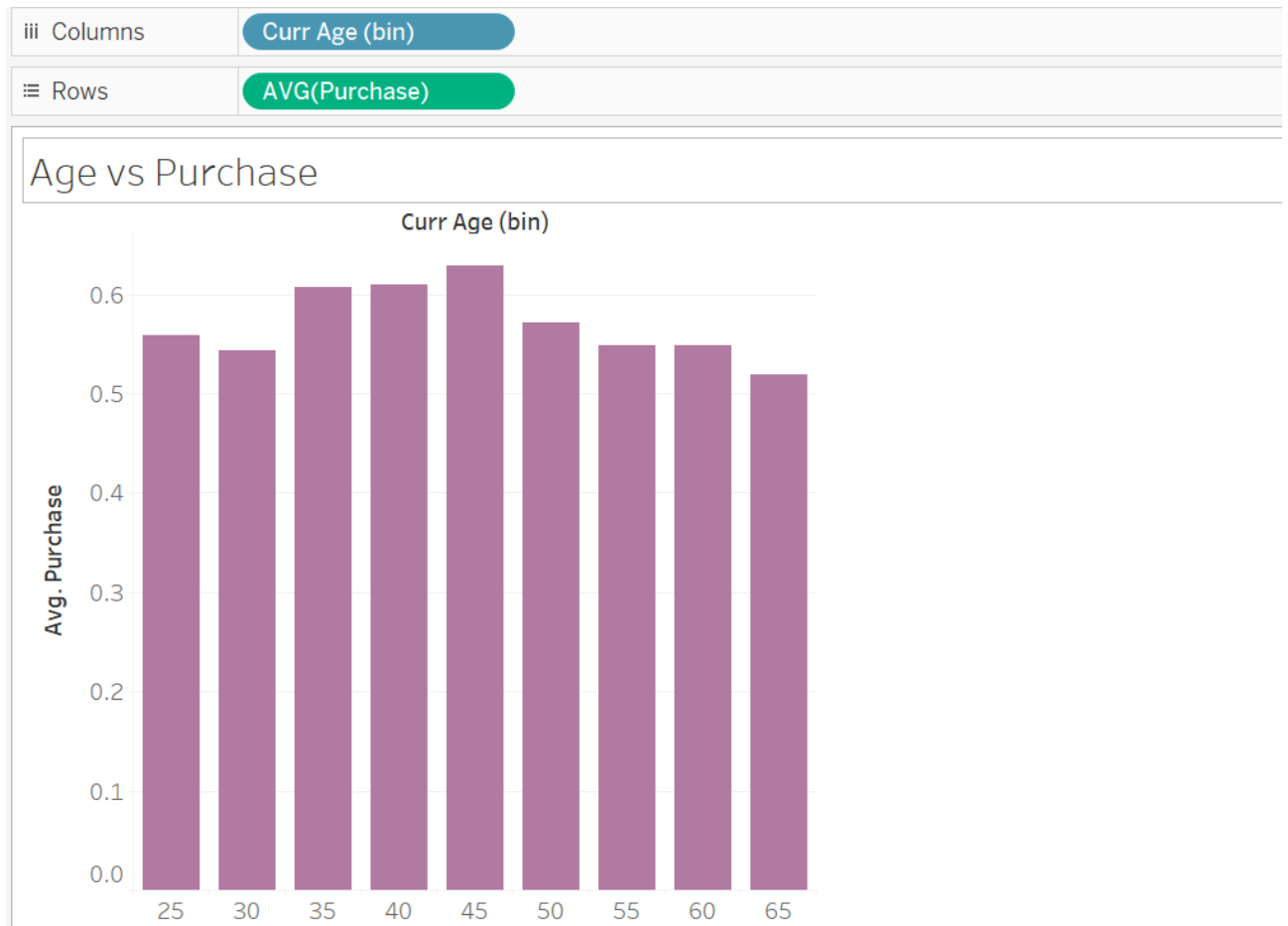


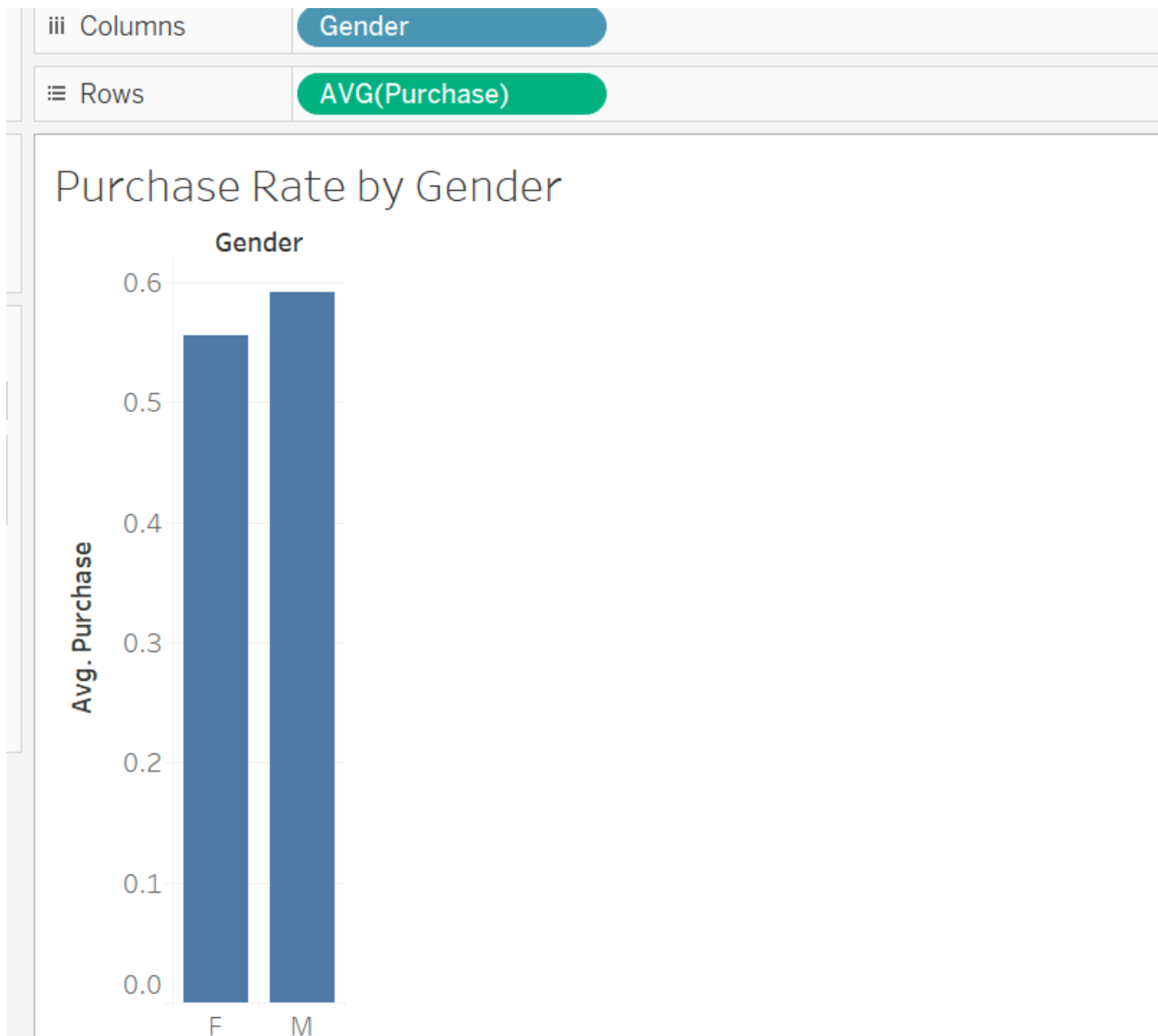
Age vs Purchase



Interpretation:

Customers aged 35–45 show the highest purchase likelihood, indicating a prime target demographic for ABG Motors.

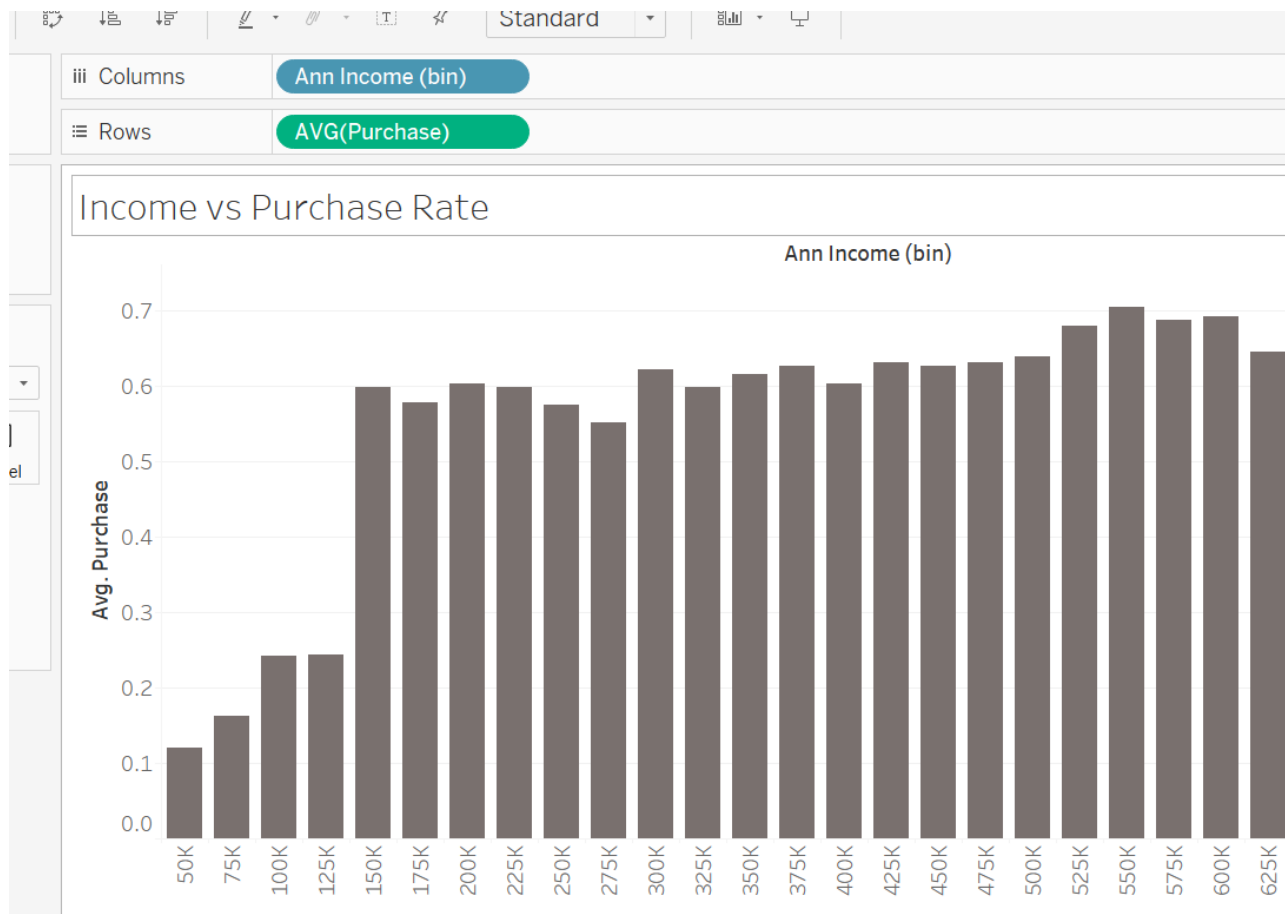
Purchase Rate by Gender



Interpretation:

Higher annual income correlates with higher purchase likelihood, especially above ₹400K. Income can be a key filtering factor.

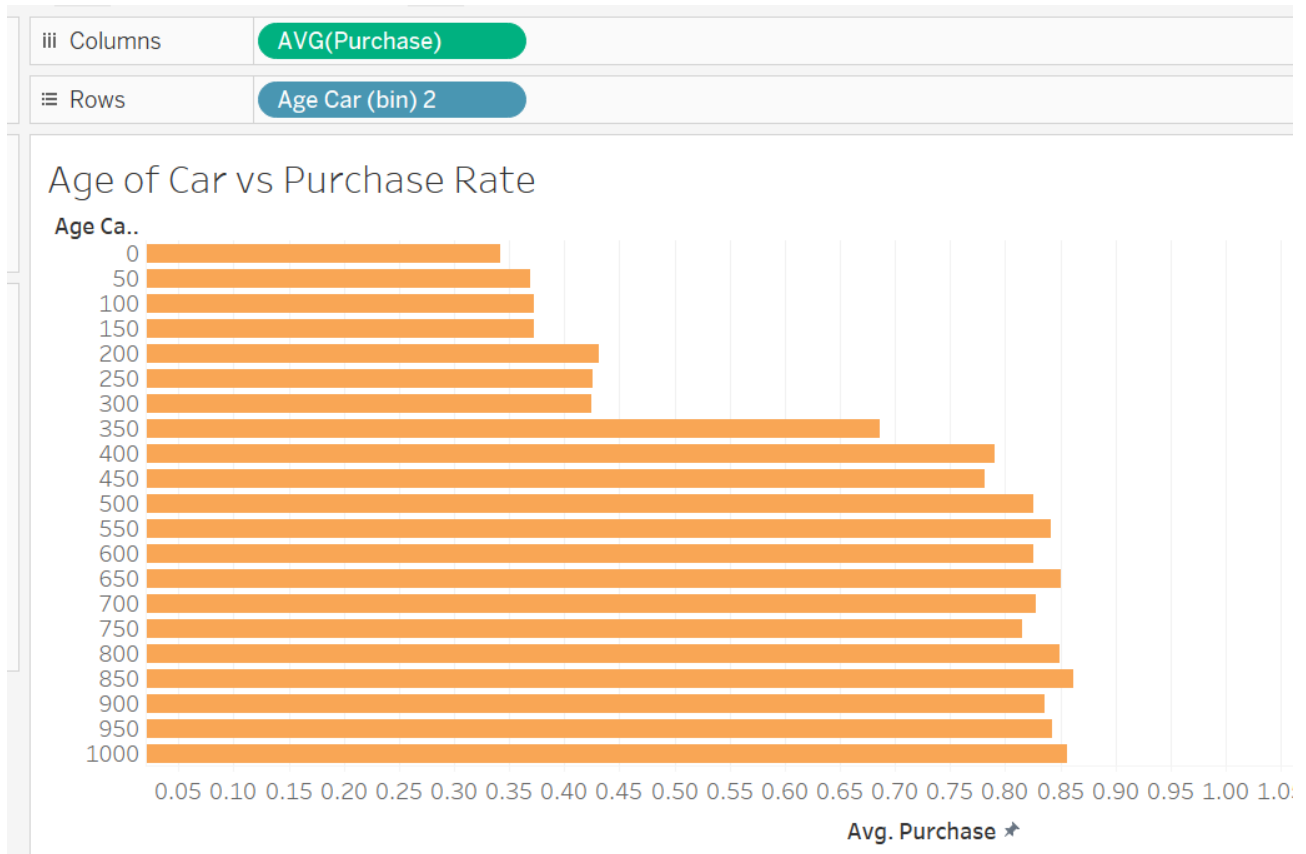
Income vs Purchase Rate



Interpretation:

Higher annual income correlates with higher purchase likelihood, especially above ₹400K. Income can be a key filtering factor.

Age of Car vs Purchase Rate



Interpretation:

Customers owning **older cars** (above 300–350 months) are more likely to buy a new one — a strong targeting angle.

Combined Dashboard View (Japanese)

