



Customer Sales Overview Dashboard

By: Zamokuhle Mhlanga

Education ▼

All ▼

Has Kids? ▼

All ▼

Has Teenagers? ▼

All ▼

Marital Status ▼

All ▼

Customer Age B... ▼

All ▼

Income Buckets ▼

All ▼

Purchase Recenc... ▼

All ▼

Overview

2 237
Number of Customers

Number of Customers by Education

Education Level	Percentage
Graduation 1K	50.38%
PhD 0K	21.68%
Master 0K	16.54%
2n Cycle 0K	8.99%

Number of Customers by Kids at Home

Category	Percentage
True	42.29%
False	57.71%

Number of Customers by Teenagers at Home

Category	Percentage
True	48.32%
False	51.68%

Details

Number of Customers by Purchase Recency Buckets

Customer... ● Middle-Aged Adults ● Old Adults ● Young Adults

Purchase Recency	Middle-Aged Adults	Old Adults	Young Adults
0 - 30 Days	401	218	104
30 - 60 Days	375	203	75
60 - 90 Days	351	222	91
90 - 120 Days	113	53	31

Number of Customers by Income Buckets and Customer Age Buckets

Customer Age B... ● Middle-Aged Adults ● Old Adults ● Young Adults

Income Bucket	Middle-Aged Adults	Old Adults	Young Adults
100k +	10	2	1
50k - 100k	574	459	108
0 - 50k	656	235	192

Number of Customers by Customer Age and Customer Age Buckets

Customer Age ... ● Middle-Aged Adults ● Old Adults ● Young Adults

Customer Age Buckets	Number of Customers
Middle-Aged Adults	1 240
Old Adults	696
Young Adults	301
Total	2 237