Cross Selling Recommendations dashboard.

20M
Sum of Product Sum

2,622,997.94M
Sum of Gross_income

Sum of Customer_code by Customer Seniority group
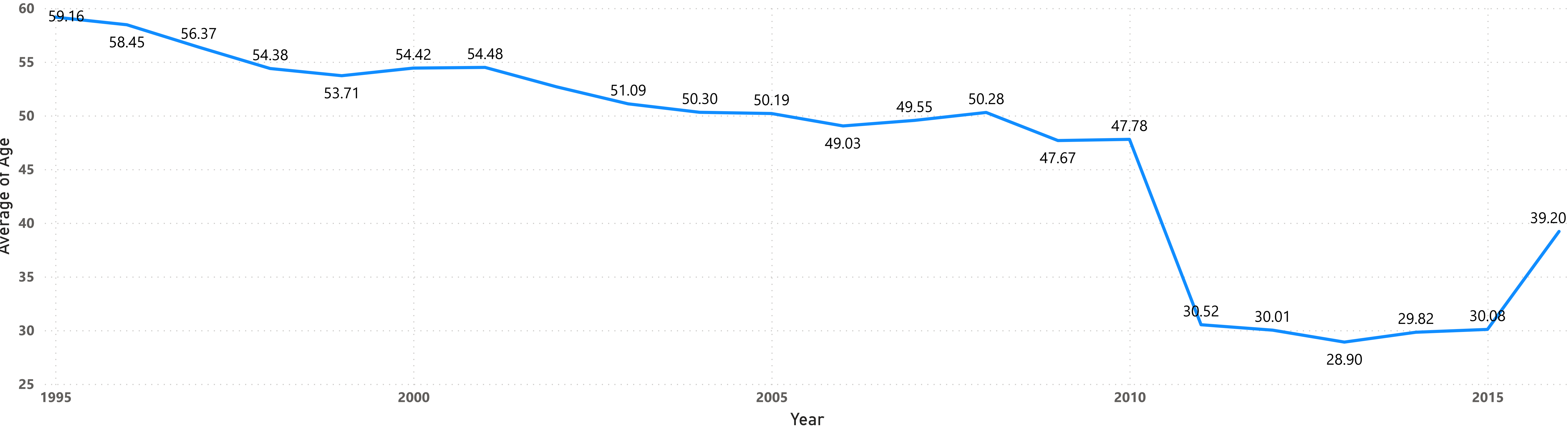

Customer Seniority group	Sum of Customer_code
0-2years	4.8T
2-4years	3.1T
4-6years	0.9T
8-10years	0.6T
6-8years	0.6T
10-12years	0.5T
12-14years	0.4T
14-16years	0.2T
16-18years	0.1T
18-above	0.0T

Age Group
All

Purchase_Group
All

Gender
All

Customer_type
All

Average of Age by Year

59.16, 58.45, 56.37, 54.38, 53.71, 54.42, 54.48, 51.09, 50.30, 50.19, 49.03, 49.55, 50.28, 47.67, 47.78, 30.52, 30.01, 28.90, 29.82, 30.08, 39.20

Count of Customer_code by Purchase_Group

Purchase_Group	
1_product	7.0M
More_than_1	3.9M
No_product	2.5M

Count of Customer_code

Customer_seniority and Product Sum

Product Sum vs Customer_seniority

Count of Customer_code by Year

0.08M, 0.13M, 0.19M, 0.27M, 0.29M, 0.41M, 0.72M, 0.66M, 0.43M, 0.49M, 0.53M, 0.55M, 0.49M, 0.23M, 0.53M, 1.24M, 1.47M, 1.51M, 1.72M, 1.07M, 0.06M

Sum of Product Sum by Age Group

Age Group	Sum of Product Sum
40-60	8.9M
20-40	7.8M
60-80	2.1M
80-100	0.5M
0-20	0.4M
(Blank)	0.0M

Count of Customer_code by Gender

Gender	Count of Customer_code
Female	7.3M
Male	6.1M
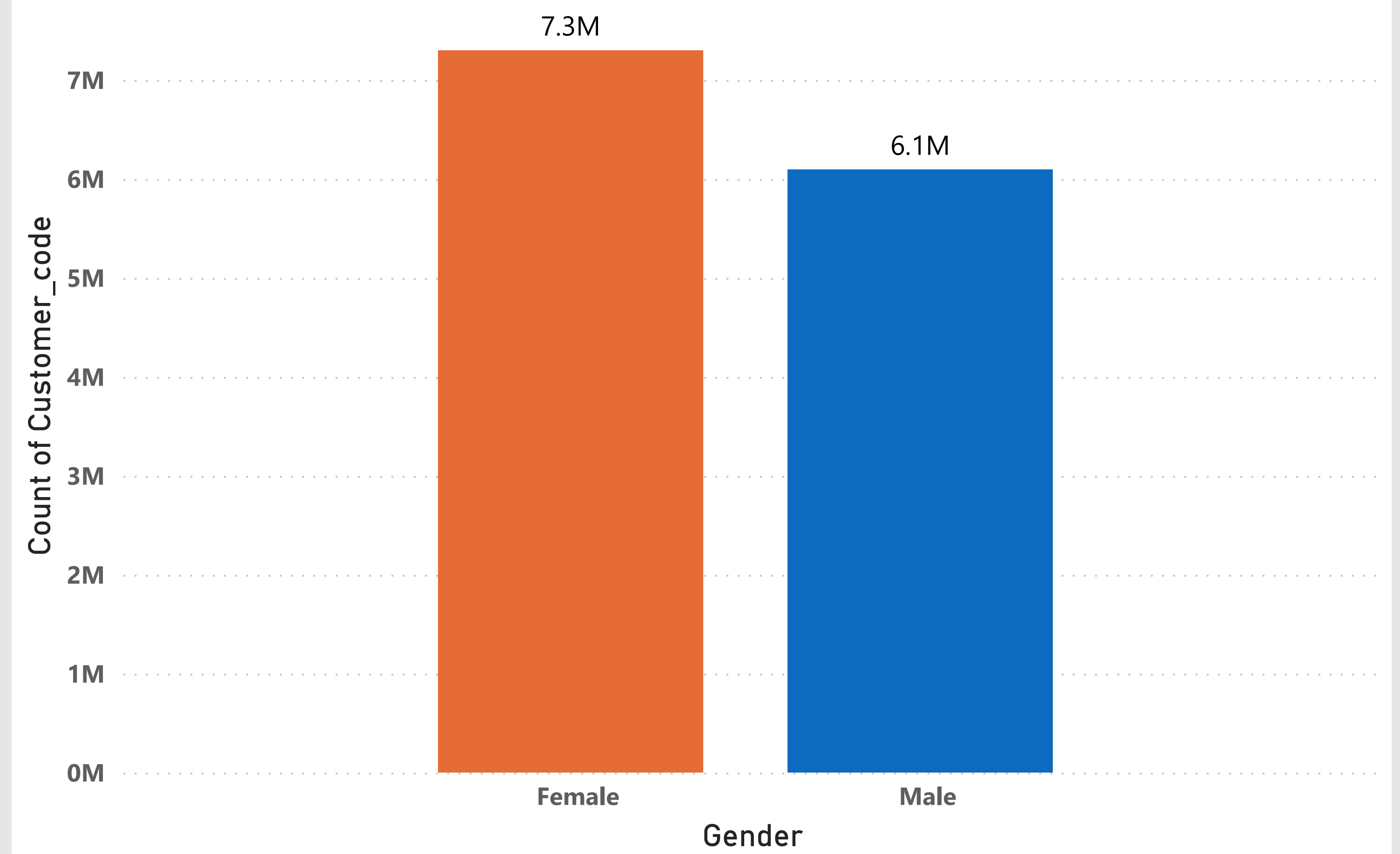
Sum of Product Sum by Purchase_Group and Gender

Gender ● Female ● Male

Purchase_Group	Female	Male
More_than_1	7.9M	4.8M
1_product	3.5M	3.5M
No_product	0.0M	0.0M
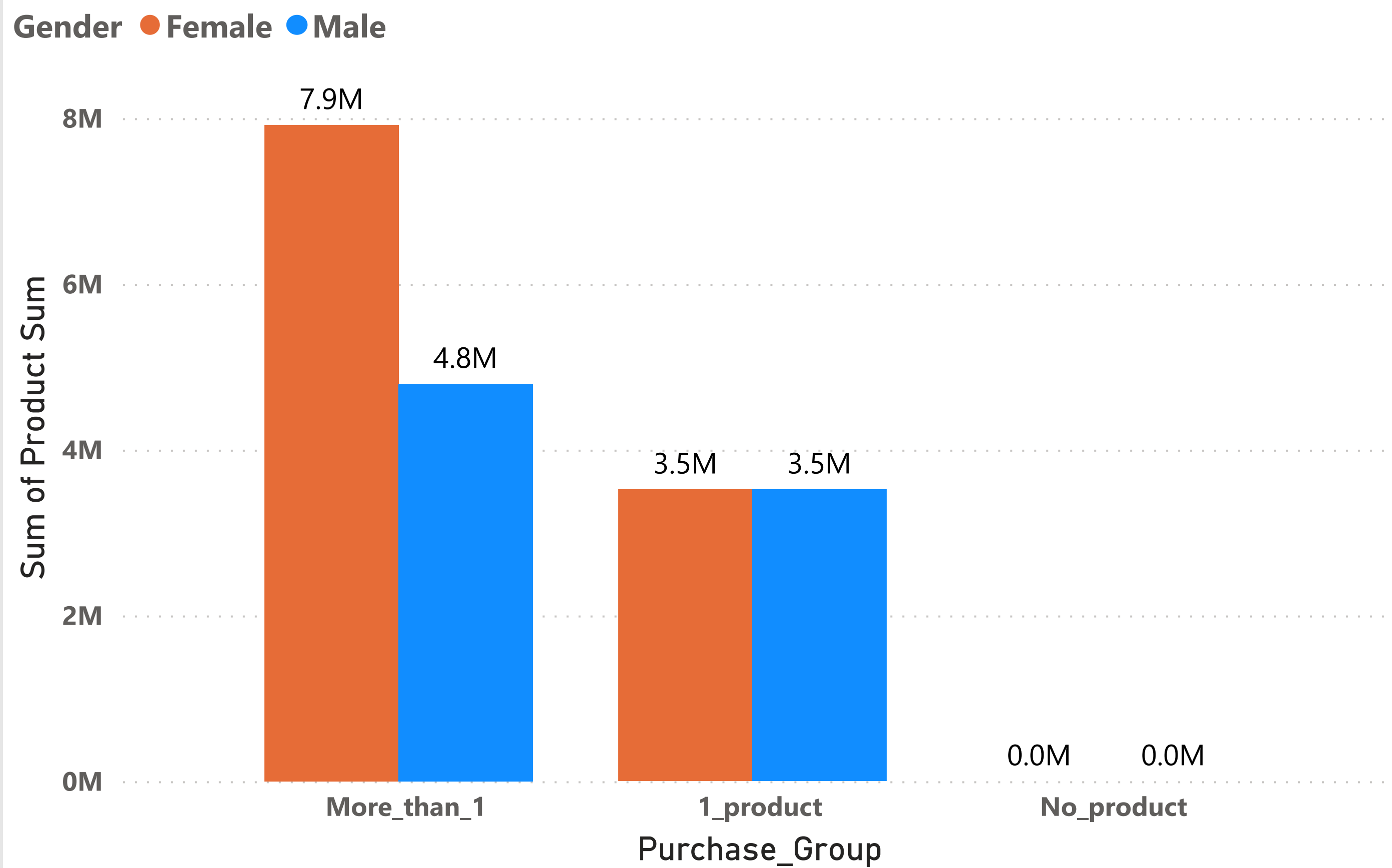
Count of Customer_code by Employee_index

Employee_index	Count of Customer_code
Not-employee	13.4M
Ex-employee	0.0M
Filial	0.0M
Active	0.0M
Unknown	0.0M

Count of Age by Age Group

0.01M (0.09%)
0.53M (3.99%)
1.35M (10.08%)
6.62M (49.46%)
4.53M (33.81%)
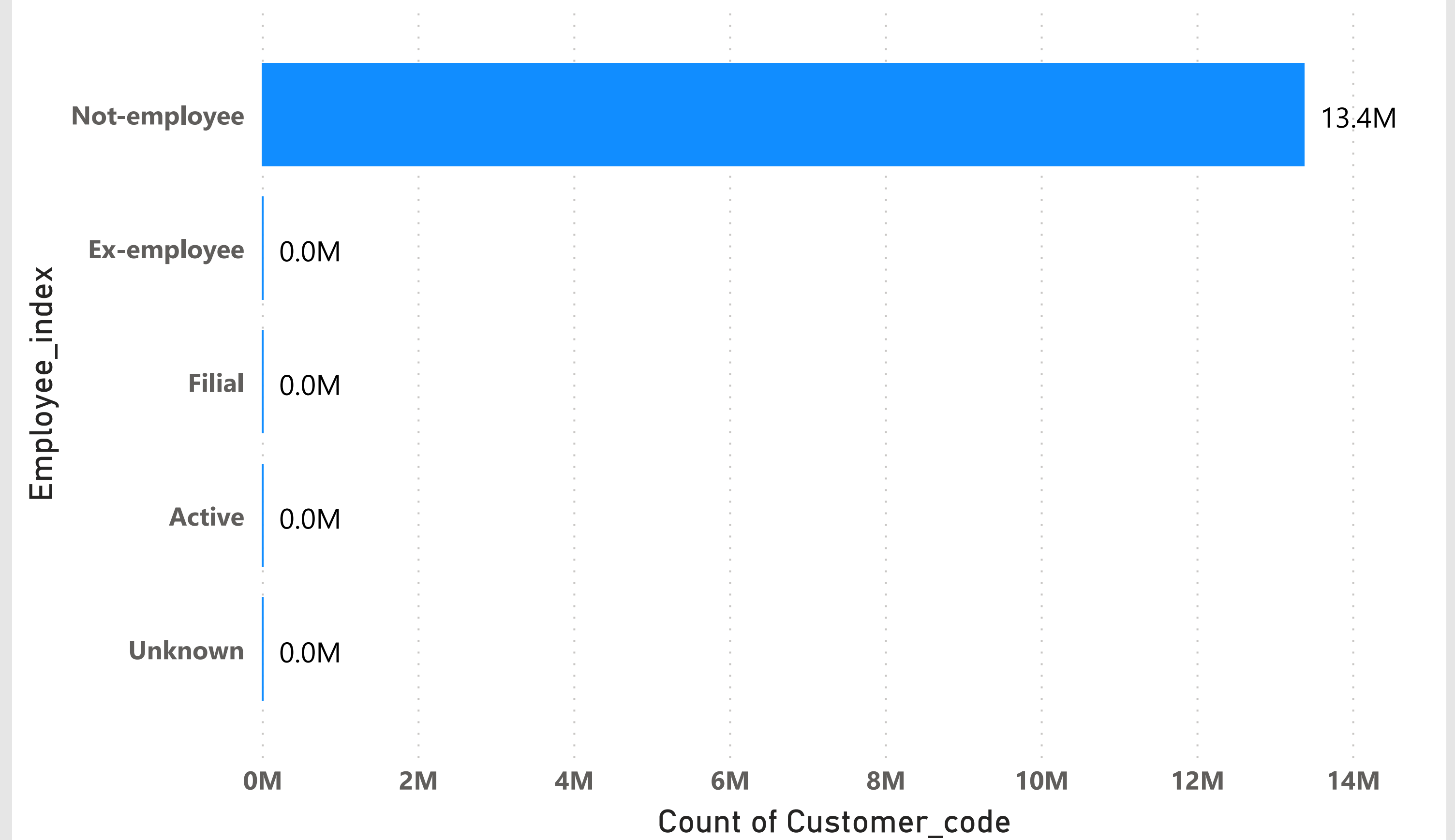
Age Group
- 20-40
- 40-60
- 60-80
- 0-20
- 80-100
- (Blank)
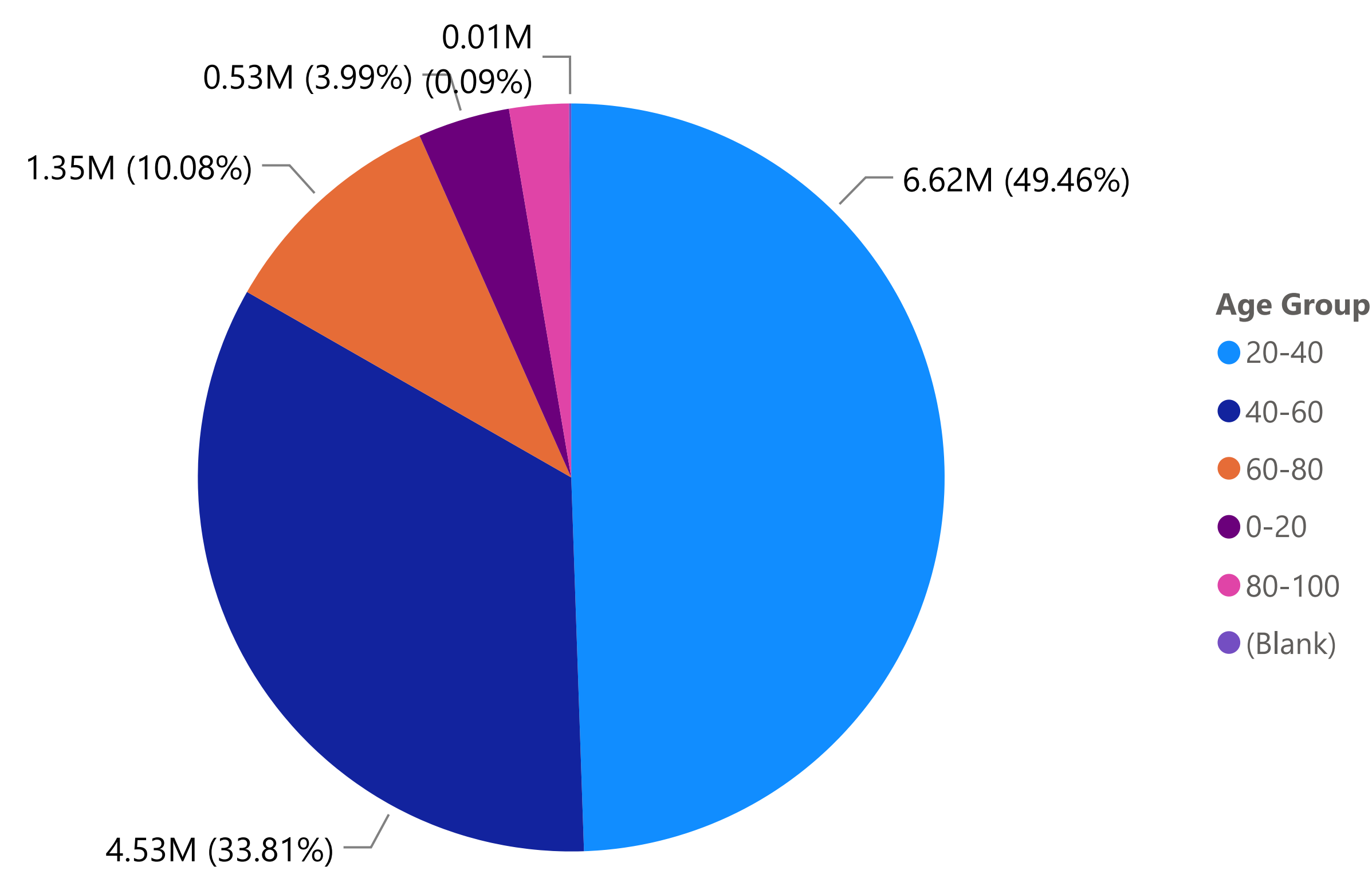
Count of Customer_code by Customer_relation

Customer_relation	Count of Customer_code
Inactive	7.3M
Active	6.1M
Former-customer	0.0M
Potential	0.0M
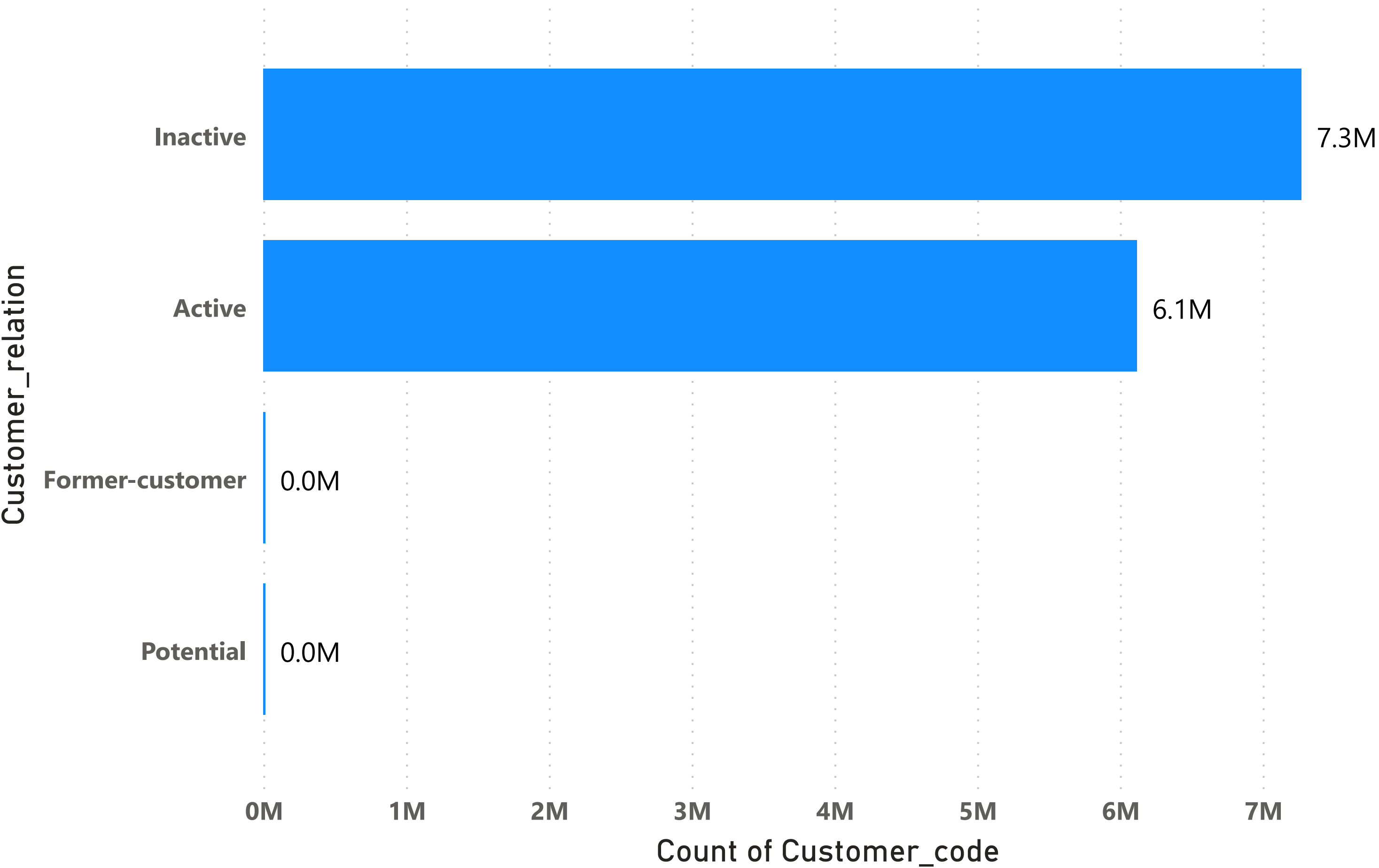
Count of Purchase_Group by Customer_type

Customer_type	Count of Purchase_Group
Primary-customer	13.4M
Co-owner	0.0M
Former-primary	0.0M
Former-co-owner	0.0M
Potential	0.0M
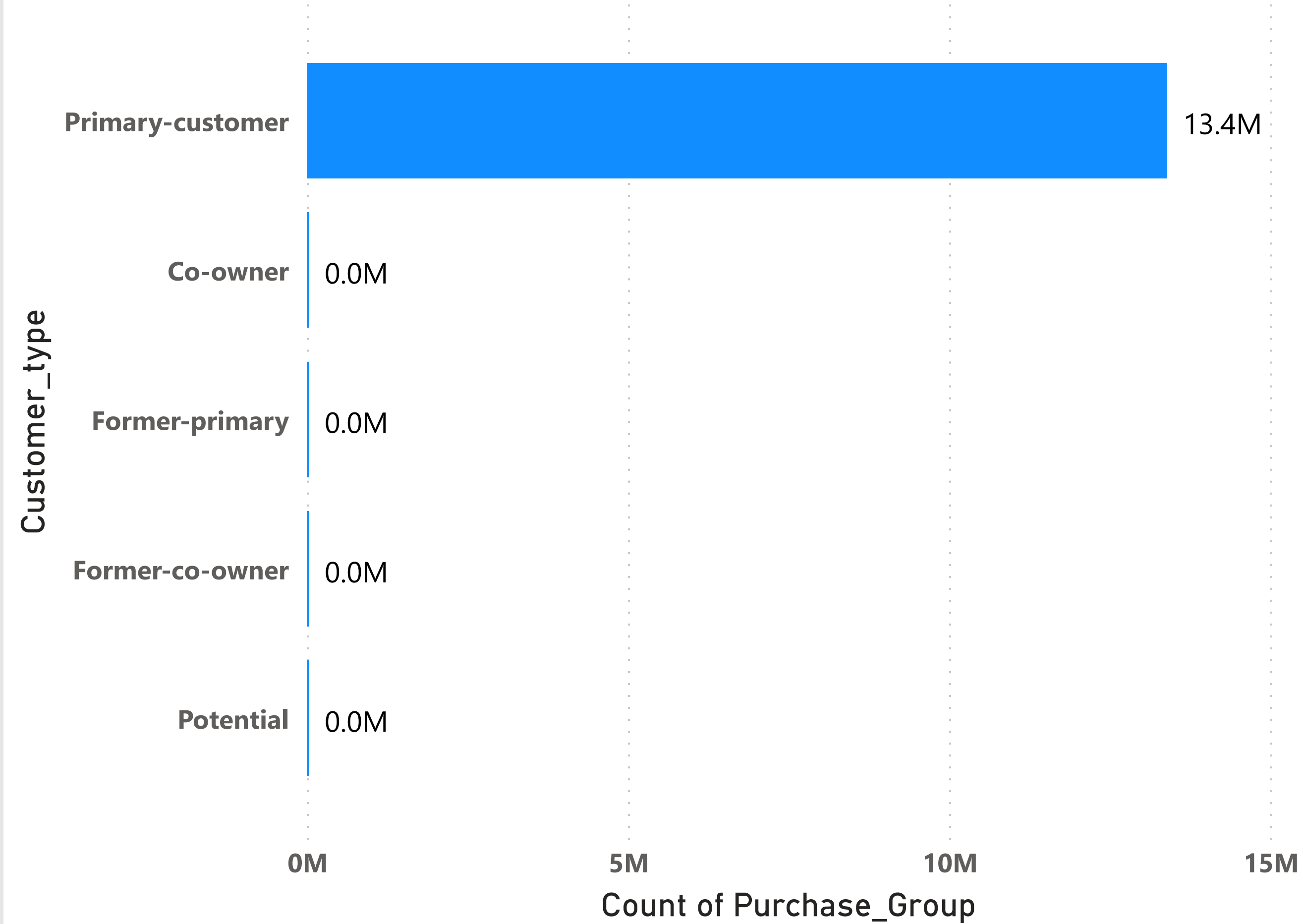
Count of Customer_code by Residence_index

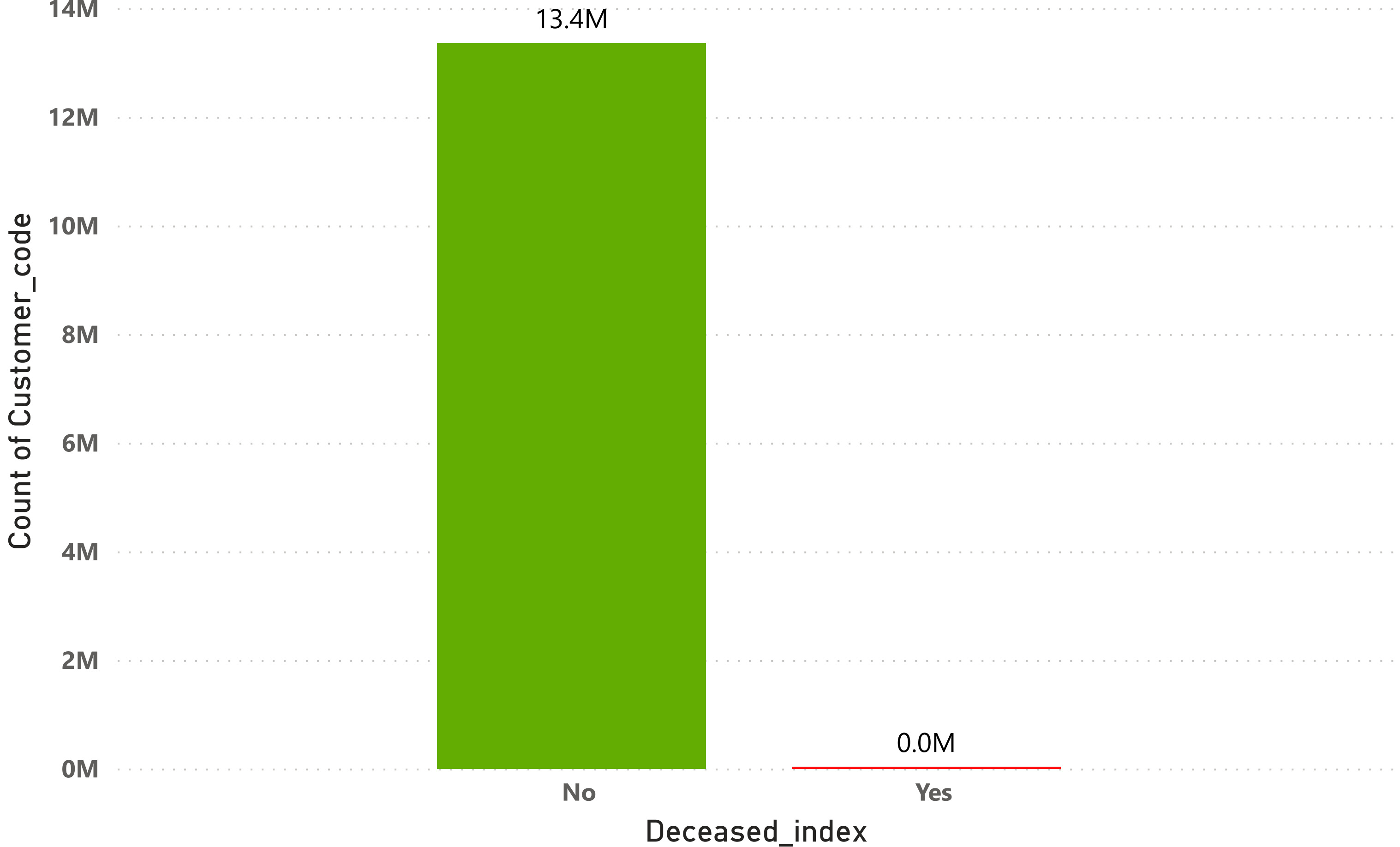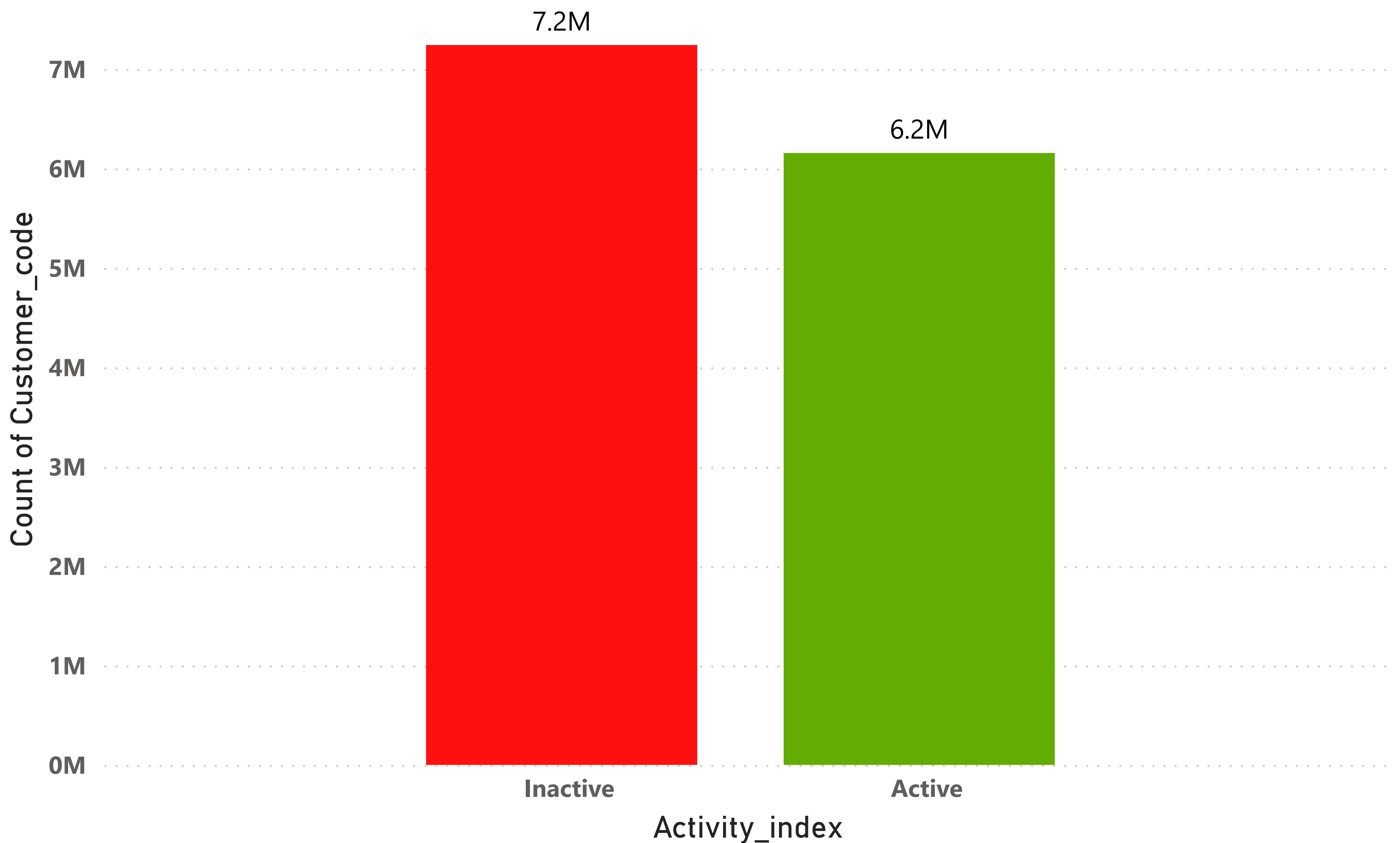| Residence_index	Count of Customer_code
Yes	13.4M
No	0.0M
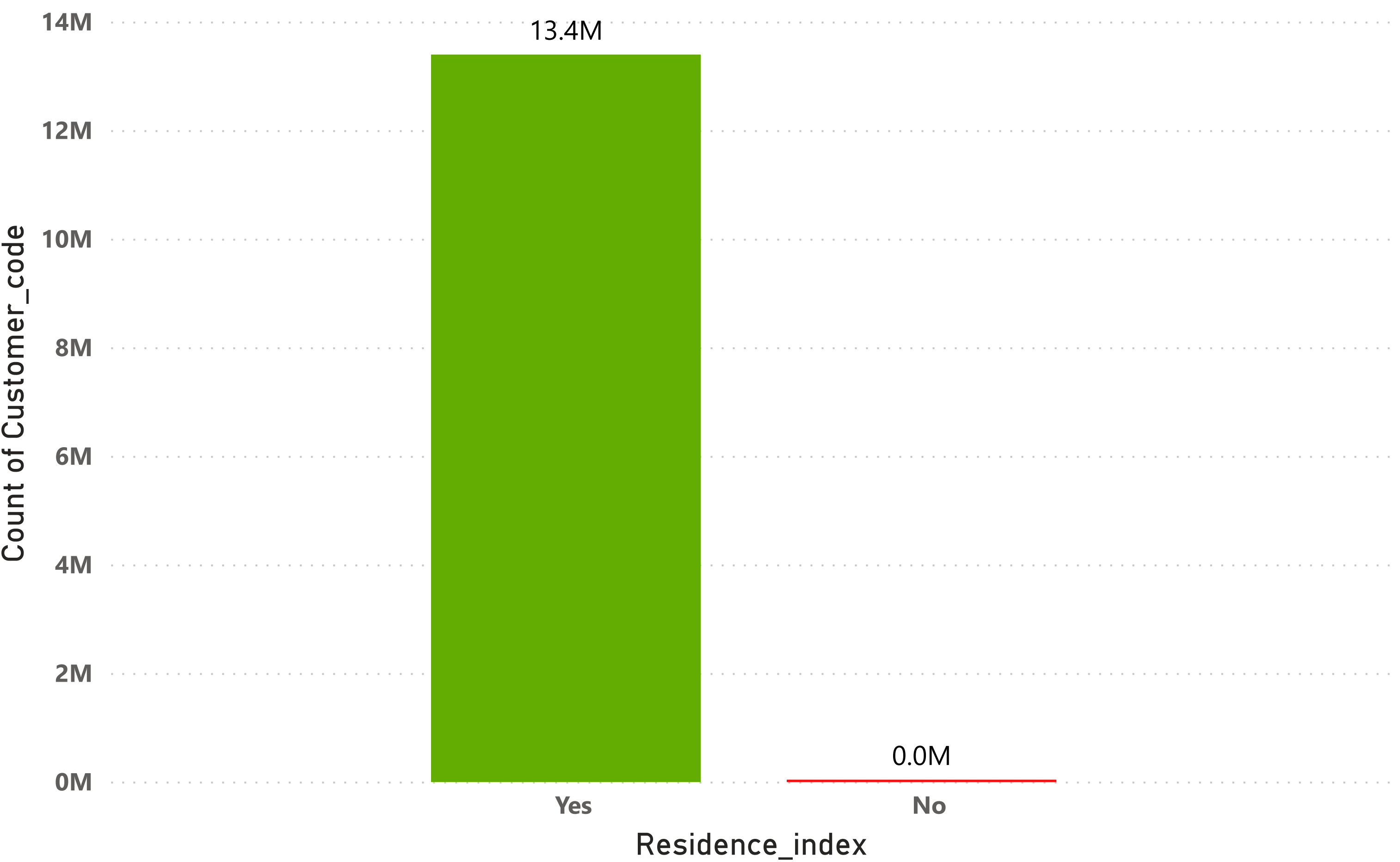
Count of Customer_code by Foreigner_index
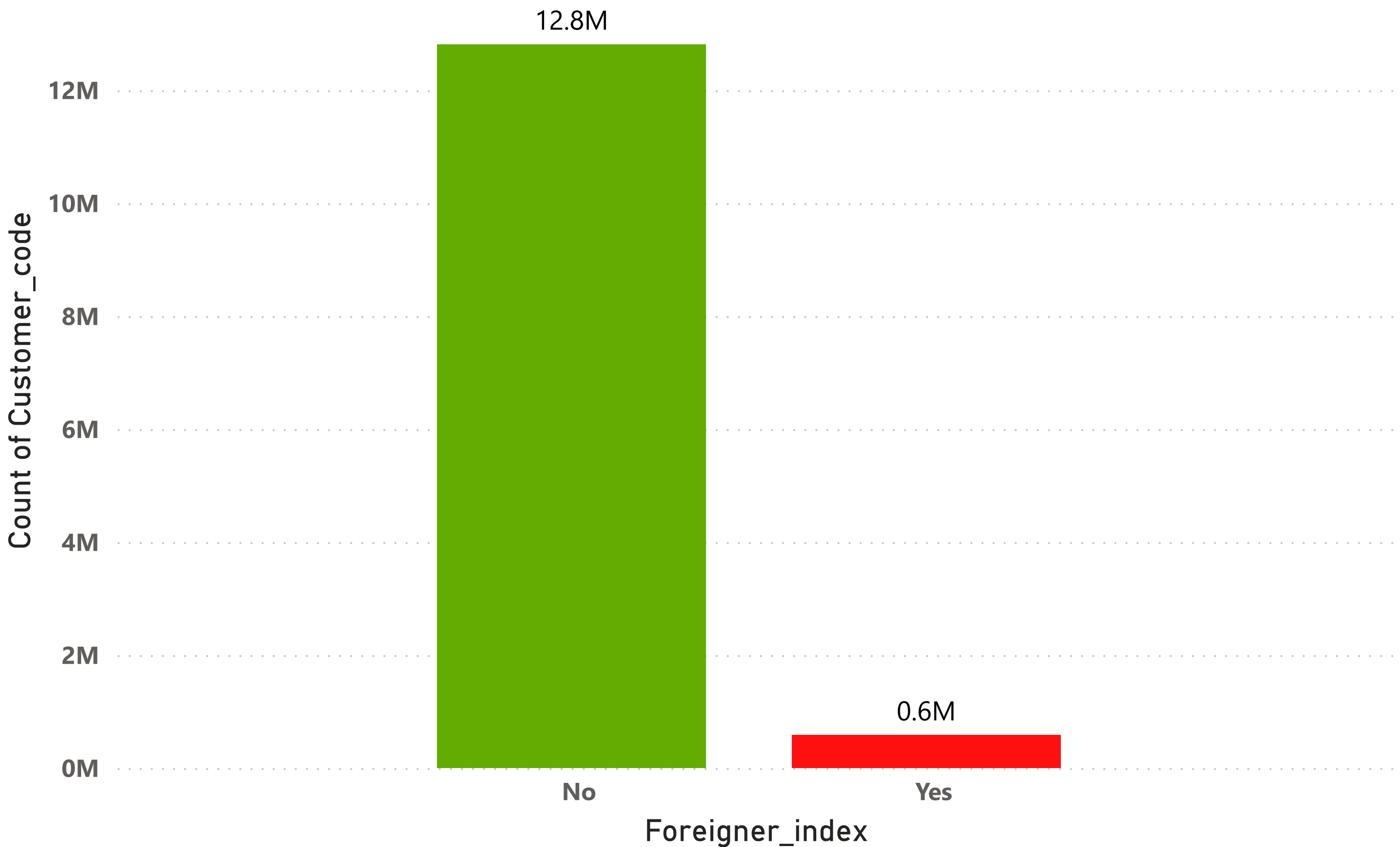
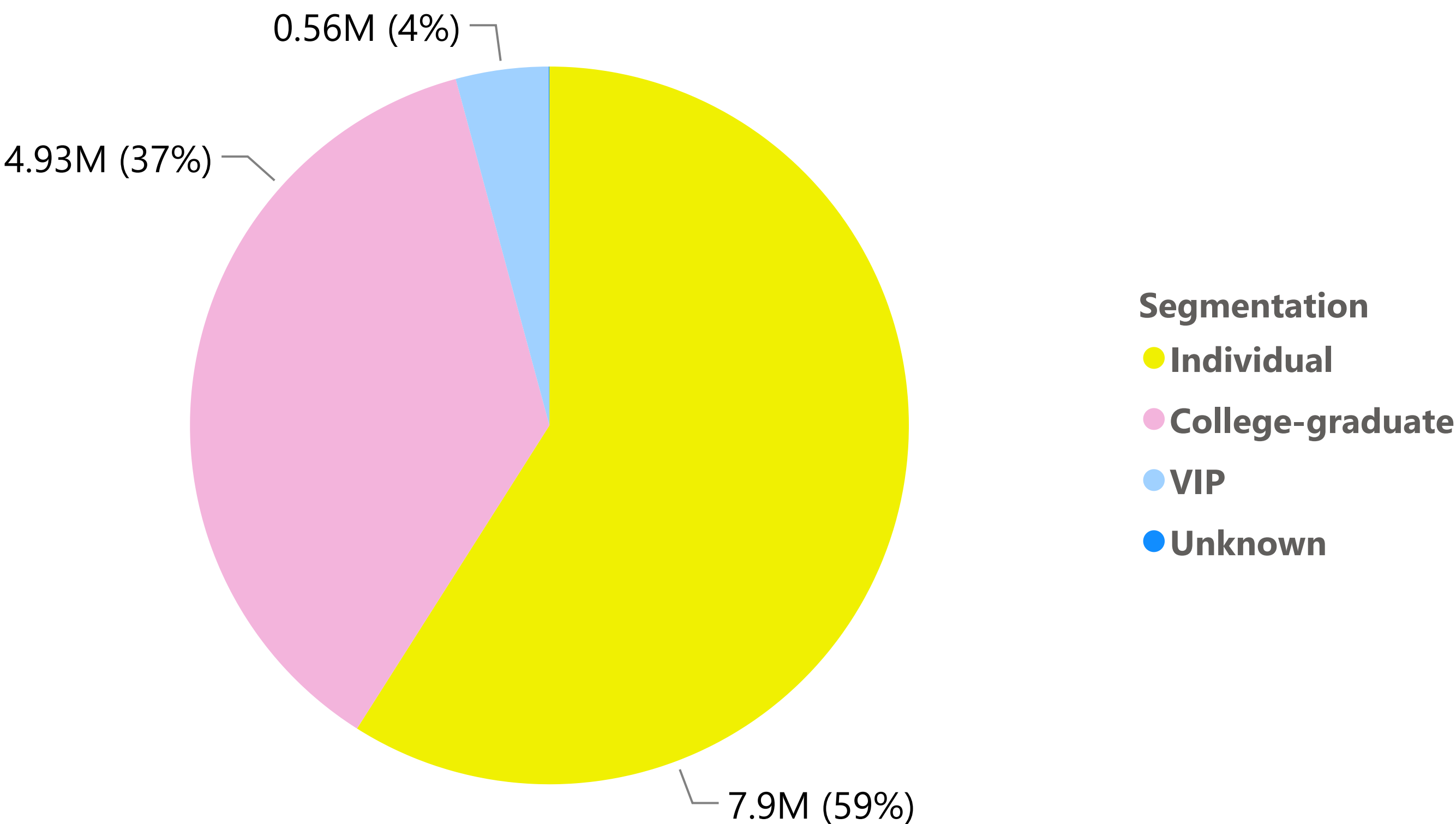**Count of Customer_code by Spouse_index**
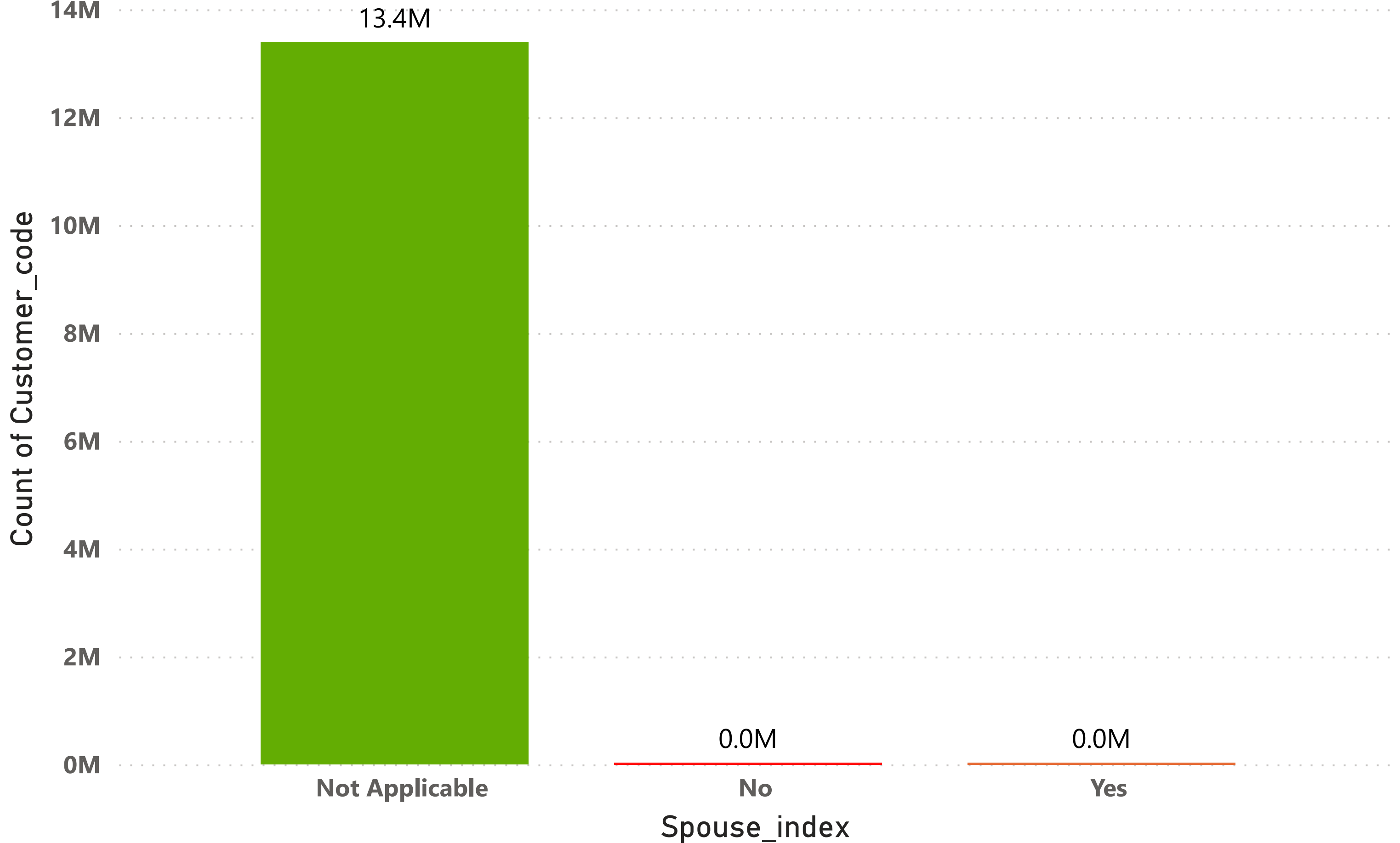
Count of Customer_code by Deceased_index

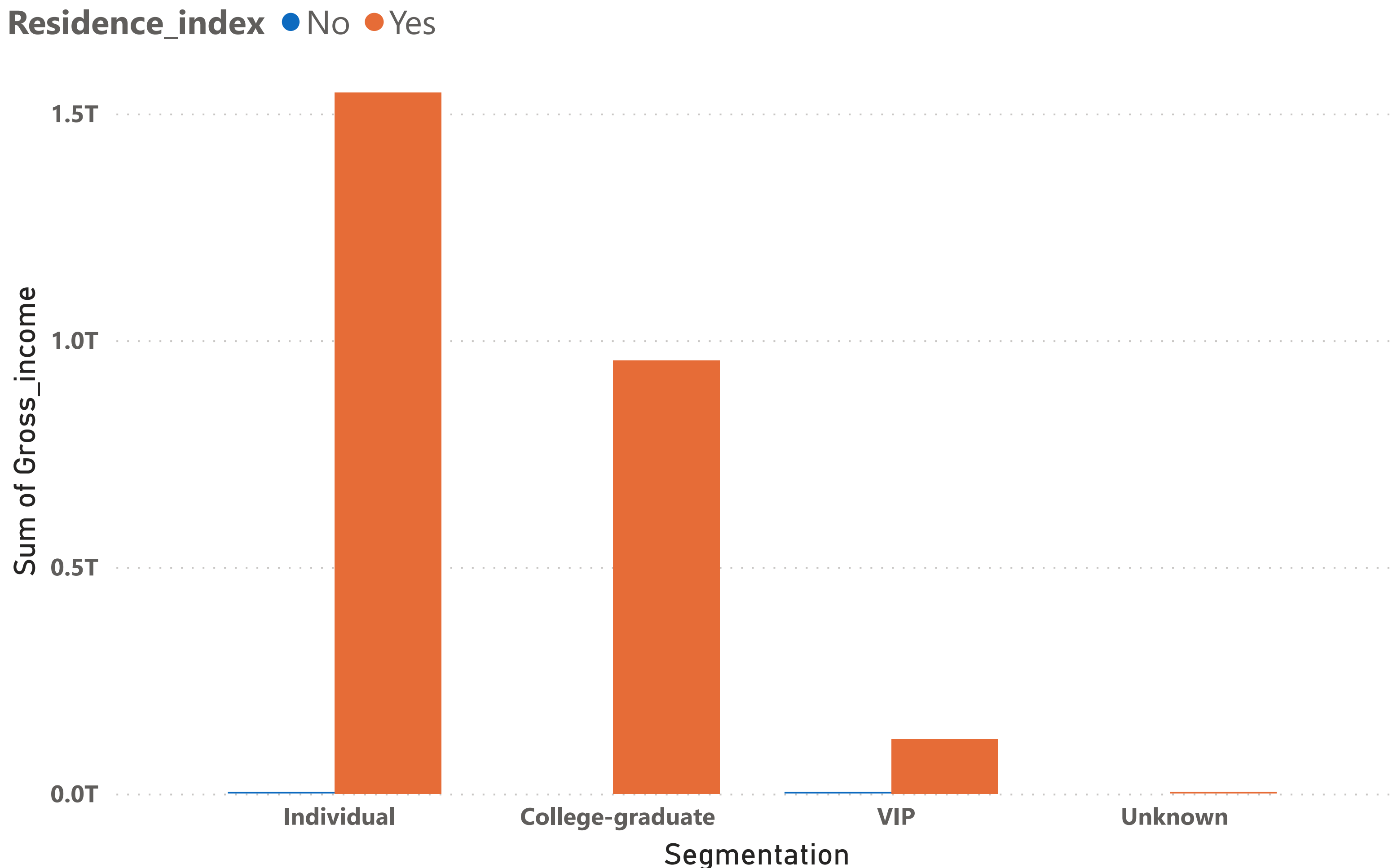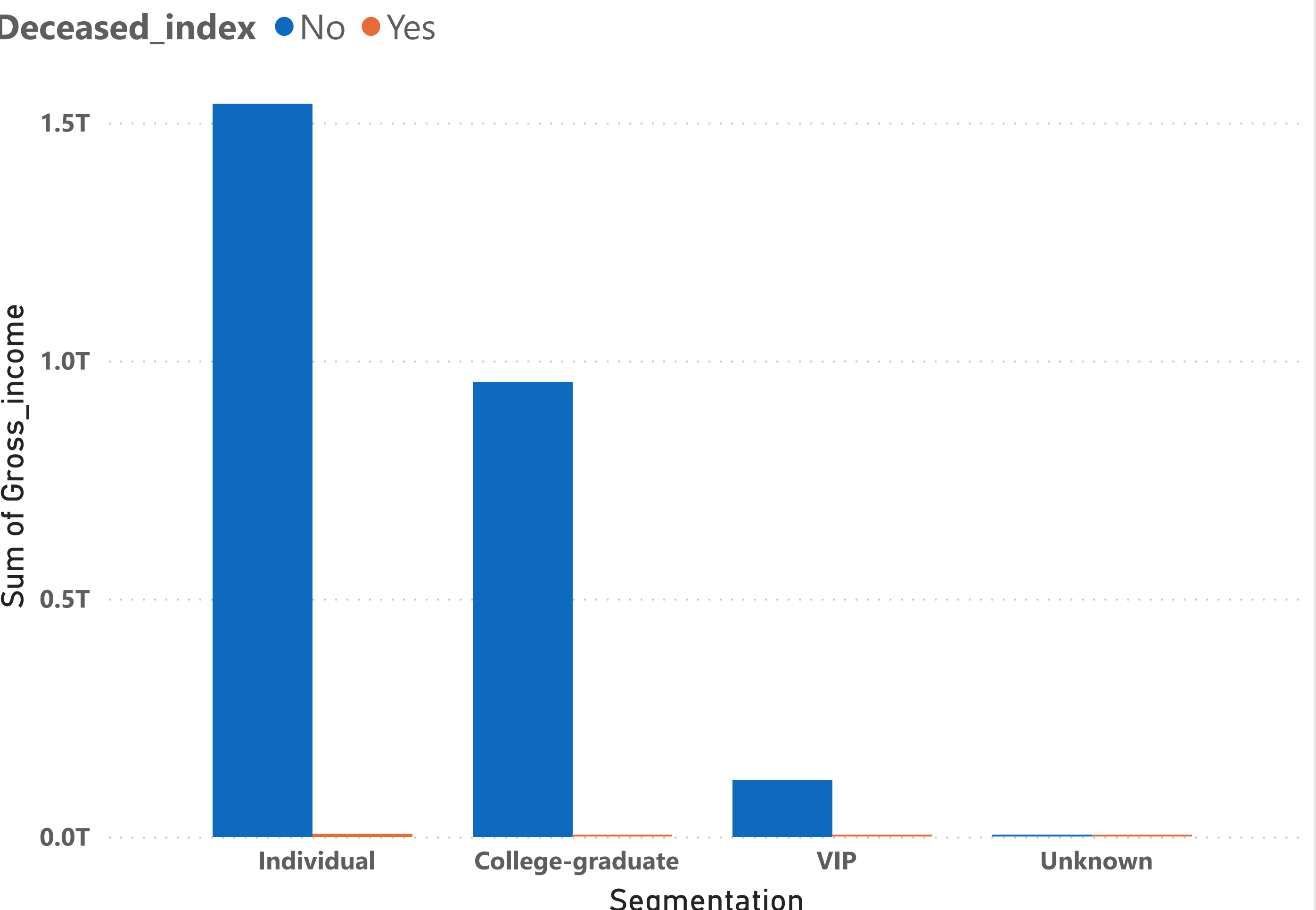**Count of Customer_code by Activity_index**

Count of Segmentation by Segmentation

0.56M (4%)
4.93M (37%)
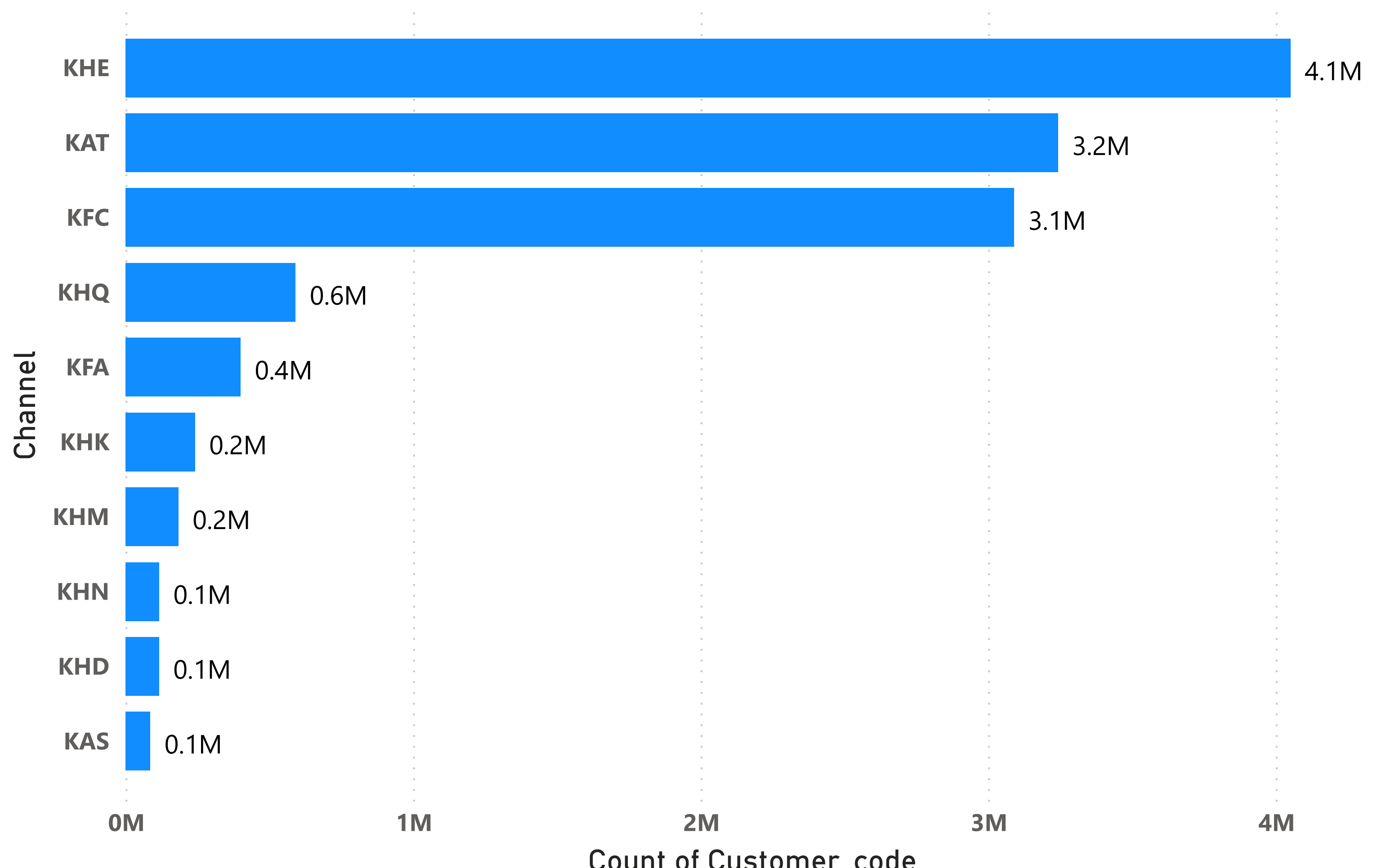7.9M (59%)

Segmentation
- Individual
- College-graduate
- VIP
- Unknown

Sum of Gross_income by Segmentation and Residence_index

Residence_index ● No ● Yes

Sum of Gross_income by Segmentation and Deceased_index

Deceased_index ● No ● Yes

Count of Customer_code by Channel

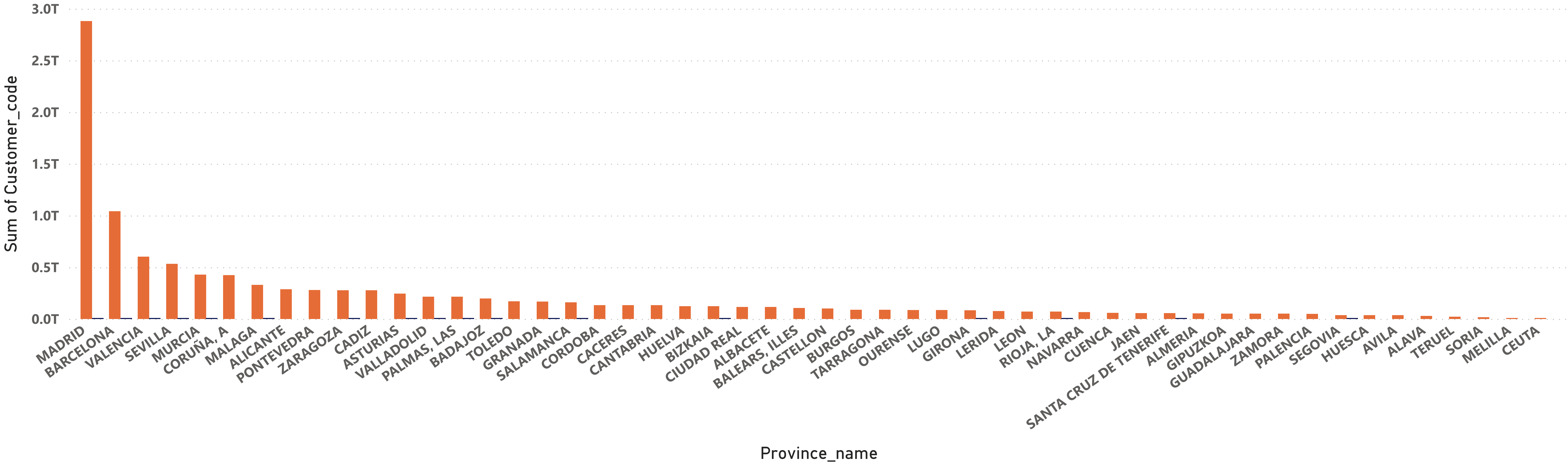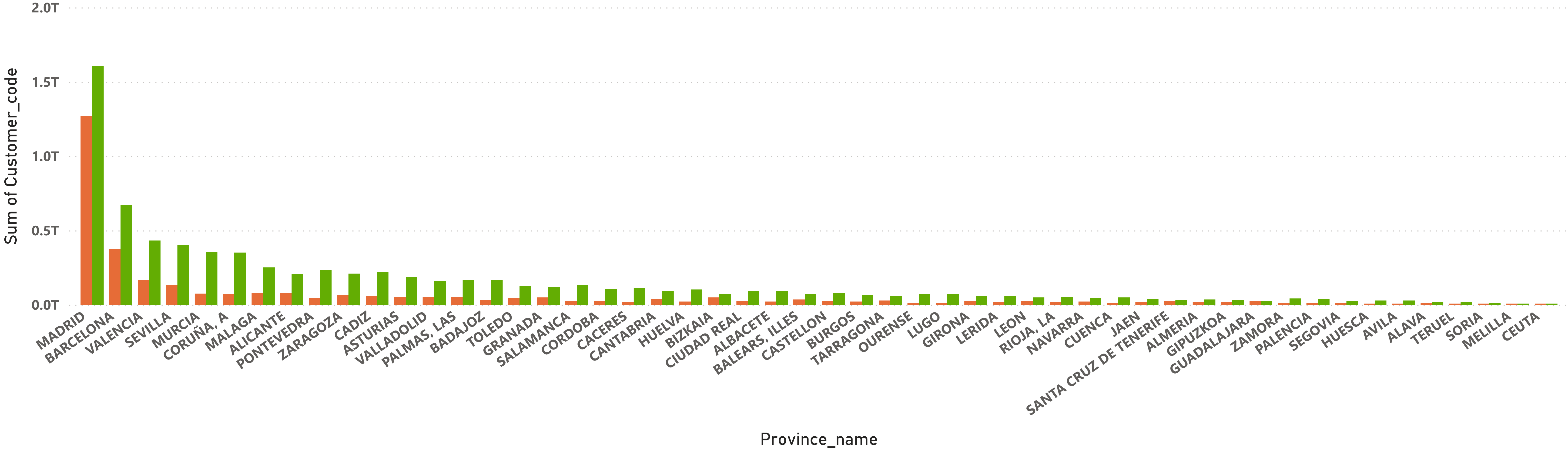| Channel	Count
KHE	4.1M
KAT	3.2M
KFC	3.1M
KHQ	0.6M
KFA	0.4M
KHK	0.2M
KHM	0.2M
KHN	0.1M
KHD	0.1M
KAS	0.1M

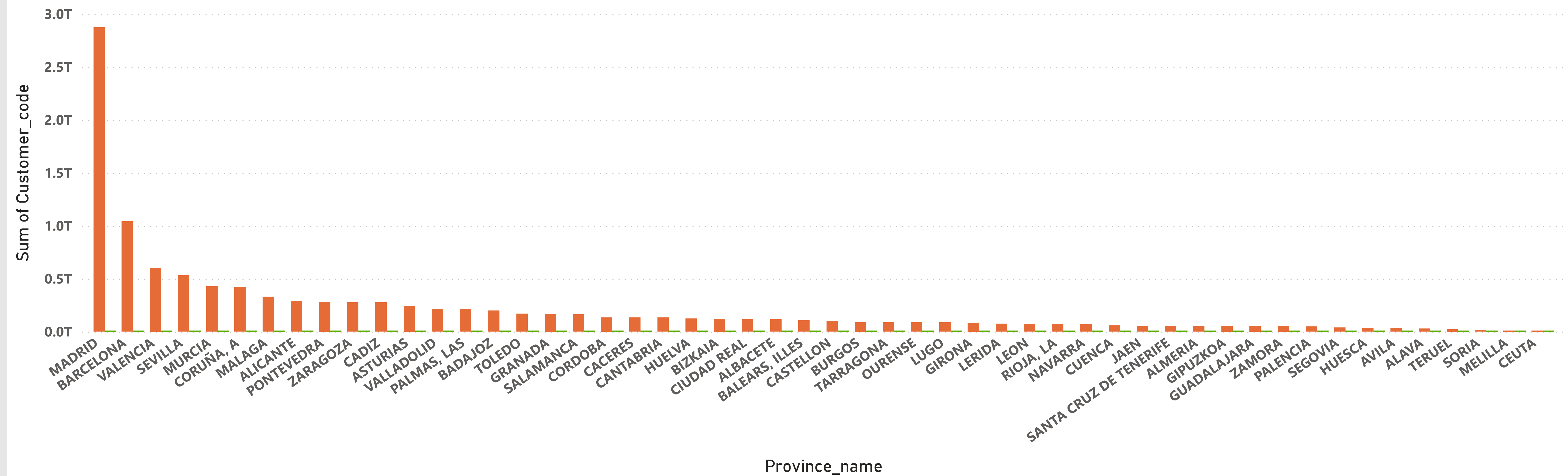**Sum of Customer_code by Province_name and Saving_account**

Saving_account ● 0 ● 1

Sum of Customer_code by Province_name and Current_accounts
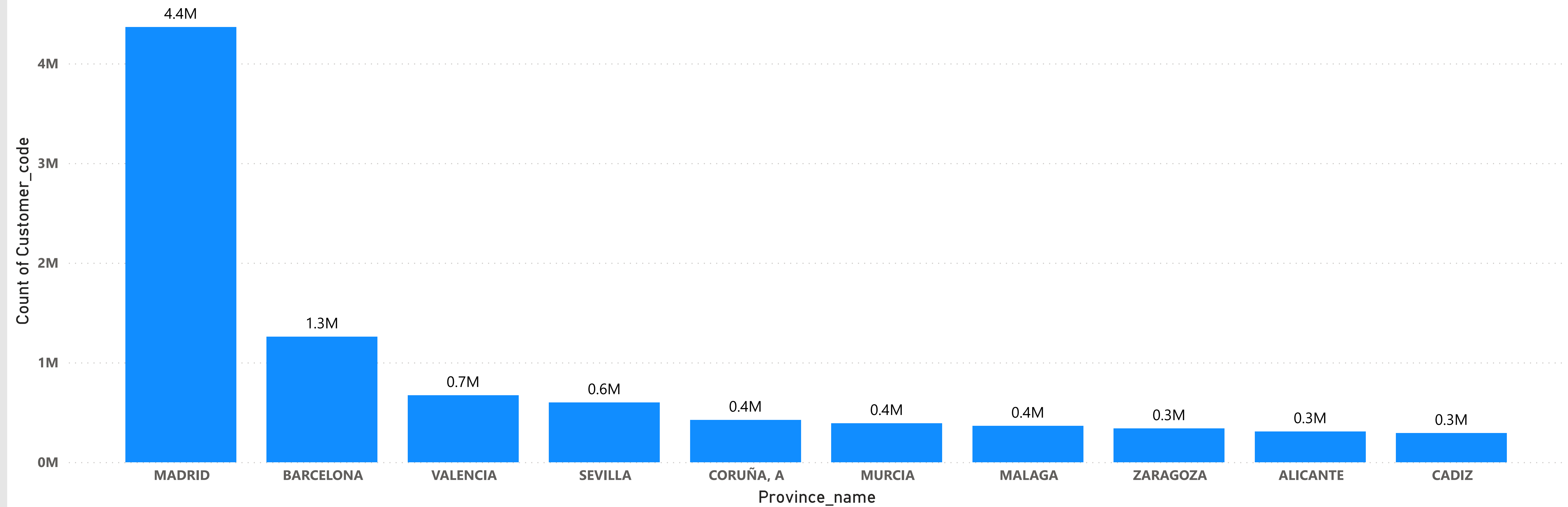
Current_accounts ● 0 ● 1

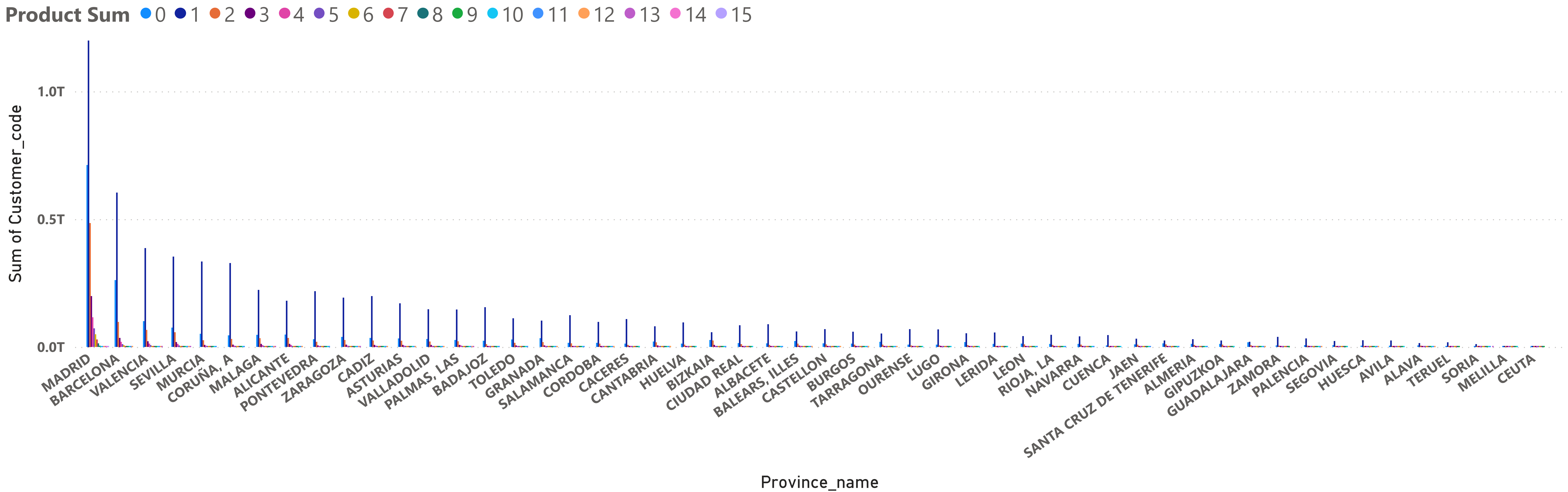**Sum of Customer_code by Province_name and Short_term_deposits**
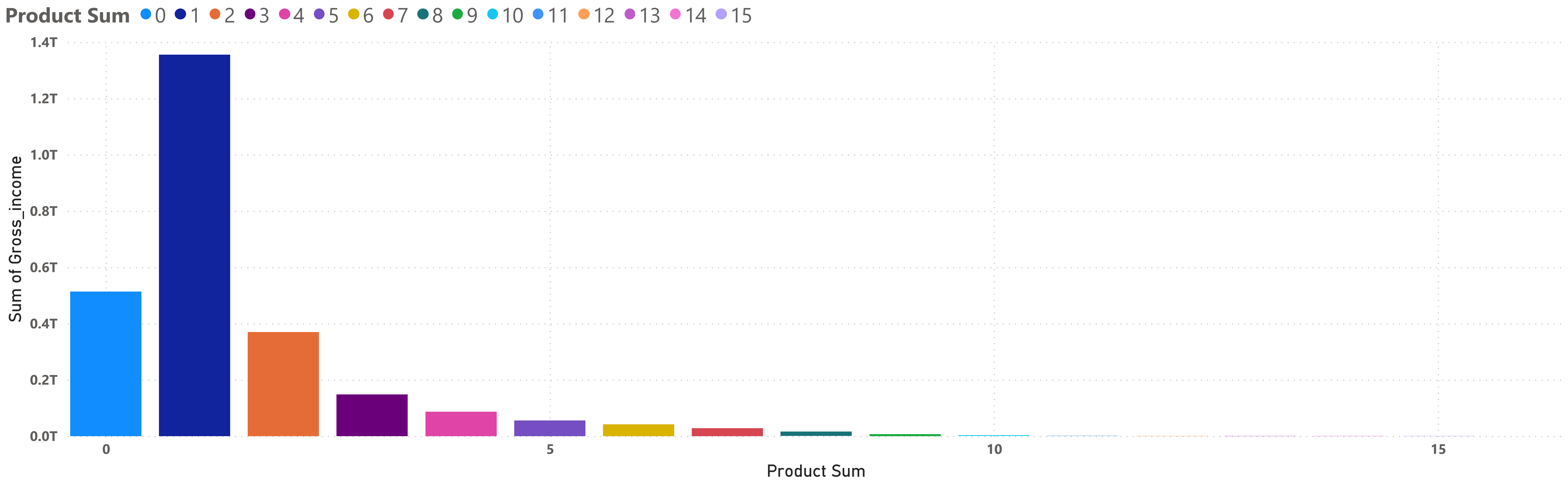
Short_term_deposits ● 0 ● 1

Count of Customer_code by Province_name
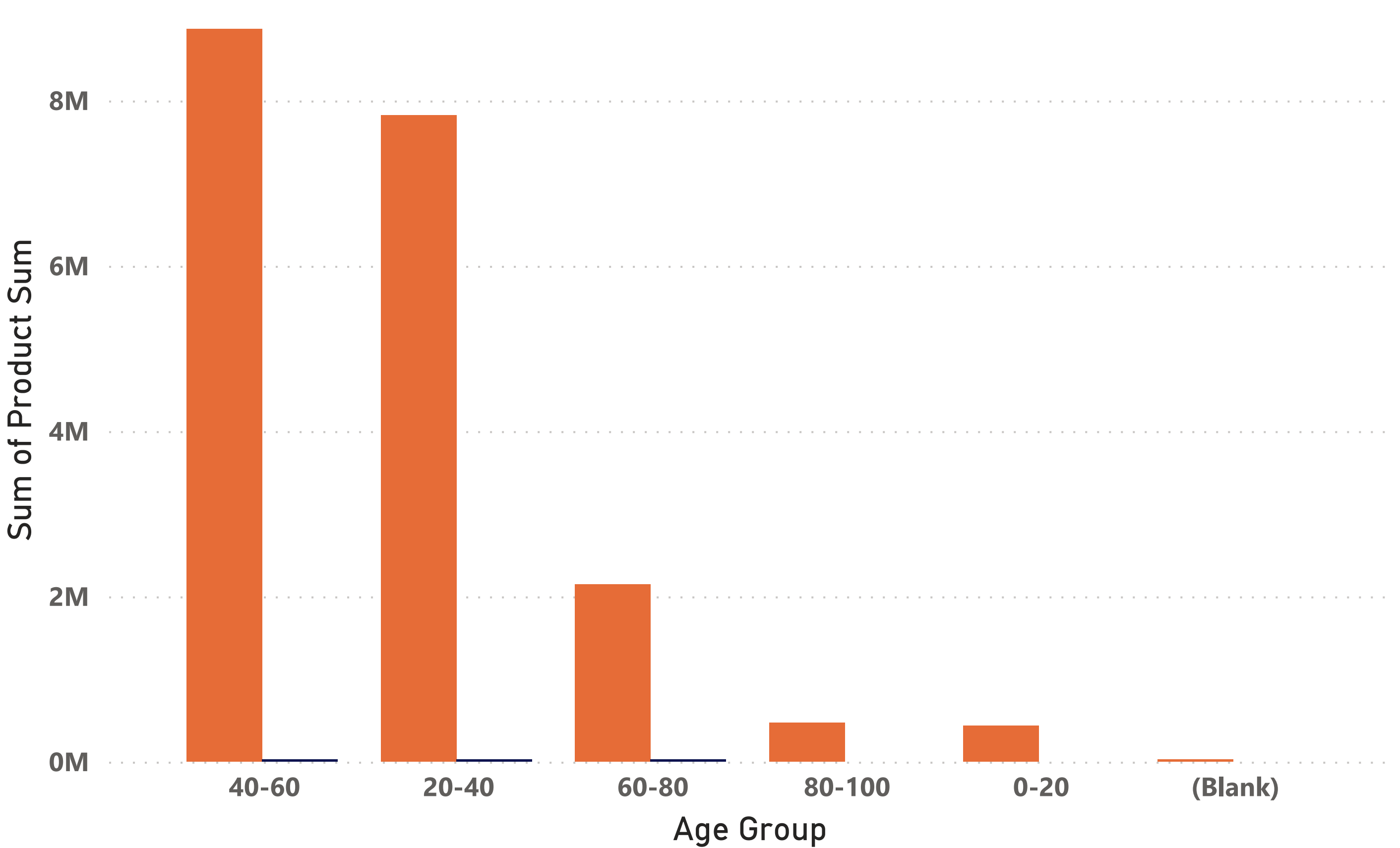
Sum of Customer_code by Province_name and Product Sum

Product Sum ● 0 ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10 ● 11 ● 12 ● 13 ● 14 ● 15

Sum of Gross_income by Product Sum and Product Sum

Product Sum ● 0 ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10 ● 11 ● 12 ● 13 ● 14 ● 15
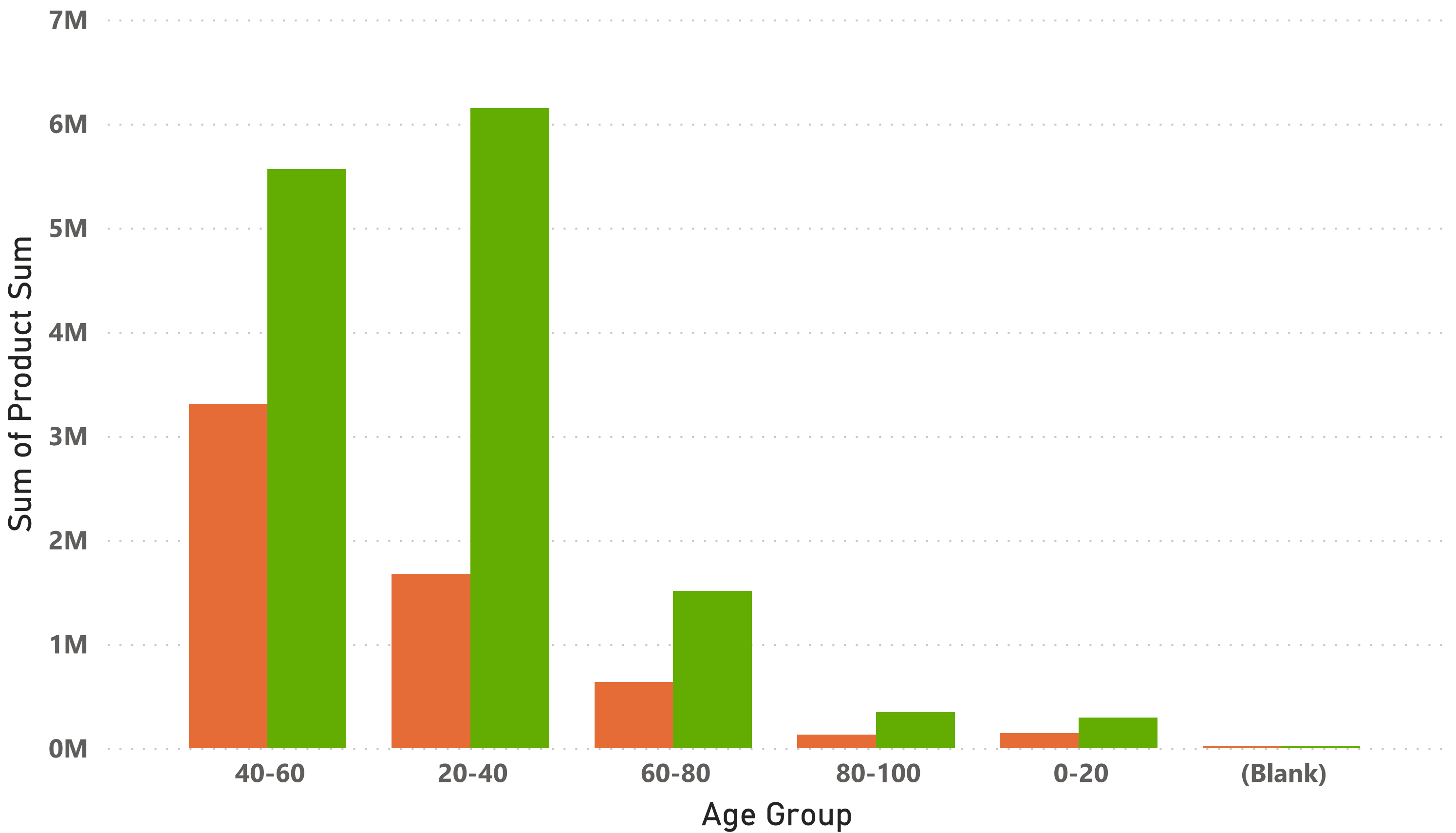
Sum of Product Sum by Age Group and Saving_account
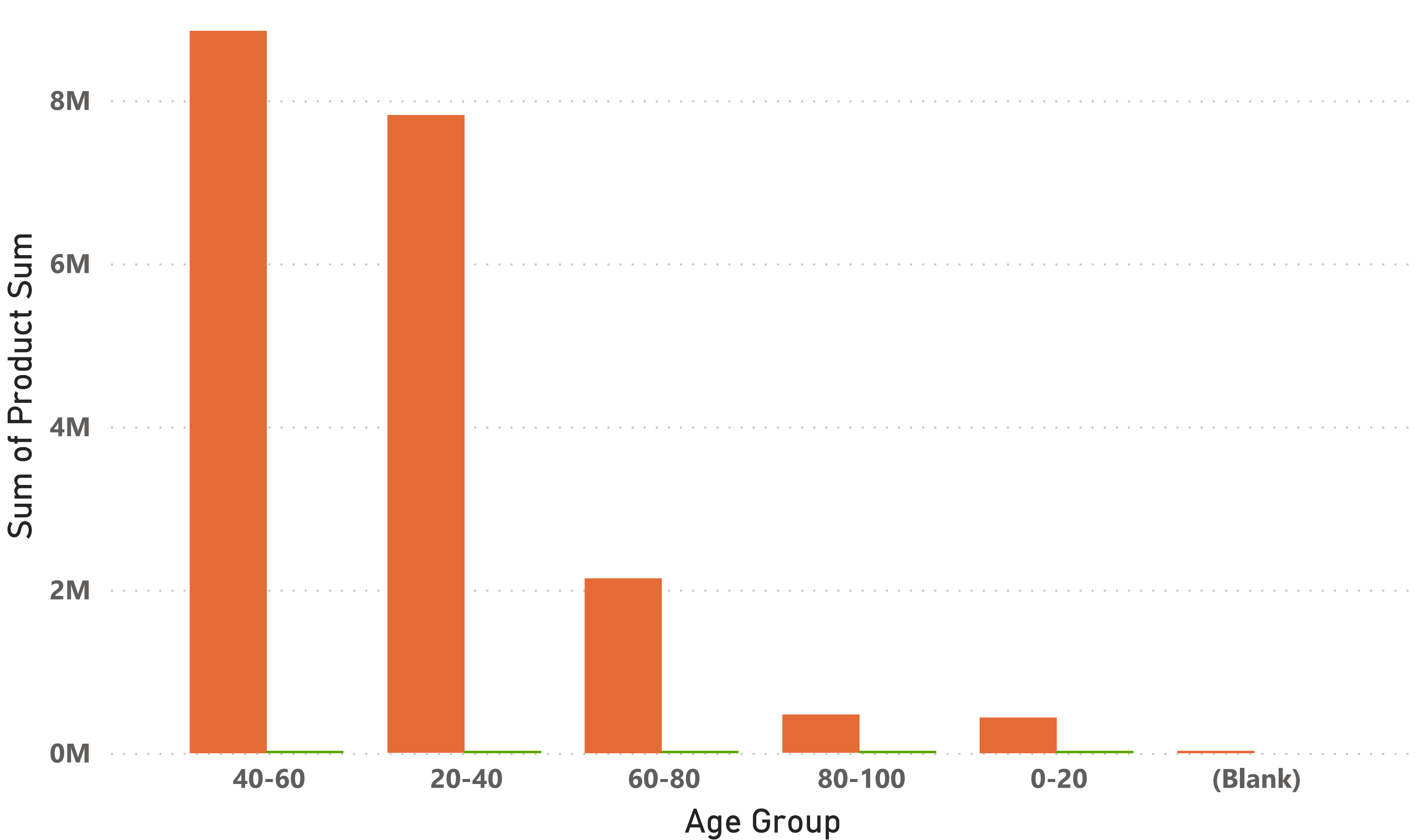
Saving_account ● 0 ● 1

Sum of Product Sum by Age Group and Current_accounts

Current_accounts ● 0 ● 1

Sum of Product Sum by Age Group and Derivative_account

Derivative_account ● 0 ● 1

Sum of Product Sum by Age Group and Derivative_account

Derivative_account ● 0 ● 1

Sum of Product Sum by Age Group and Pensions

Pensions ● 0 ● 1

Sum of Product Sum by Age Group and Mortgage

Mortgage ● 0 ● 1