

# CUSTOMER SEGMENTATION AND OFFERS DASHBOARD

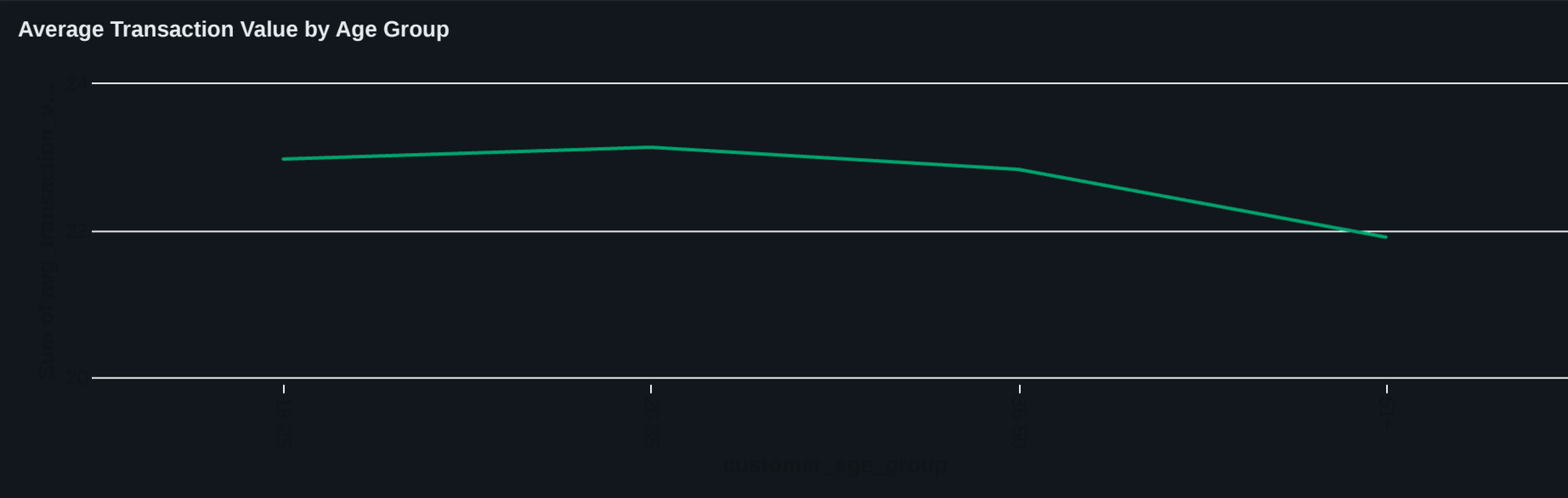
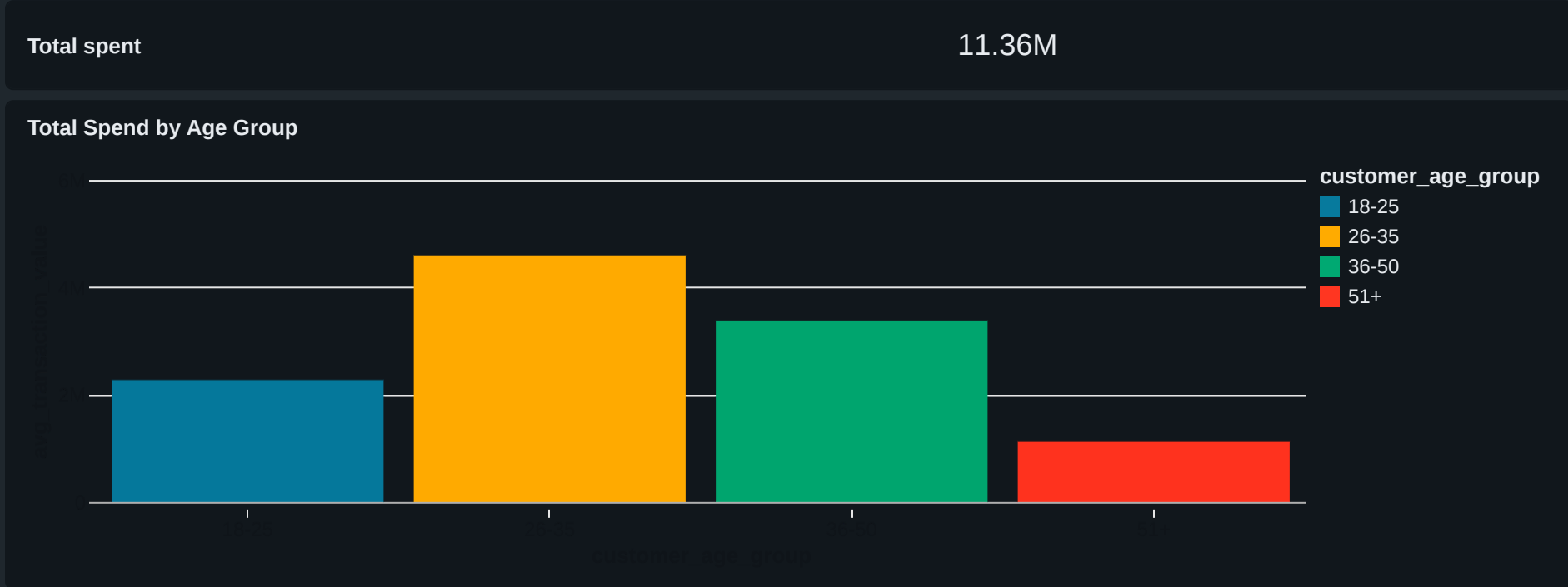
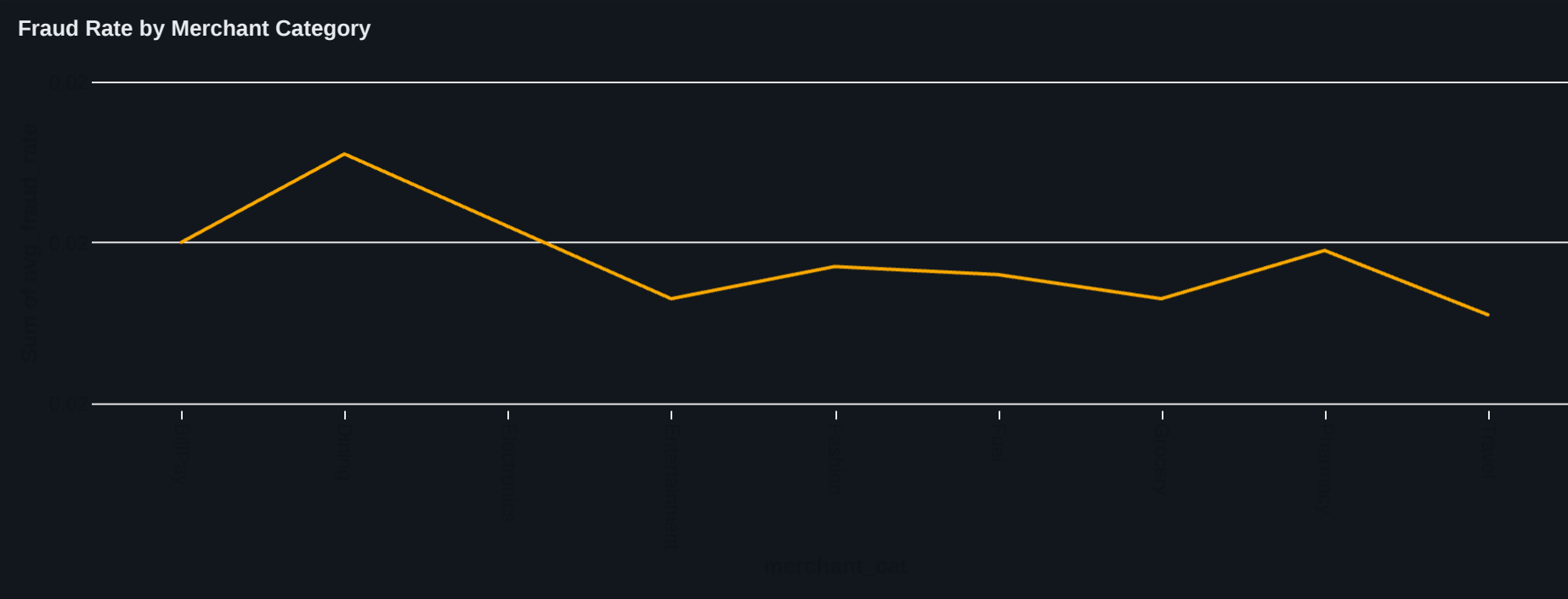
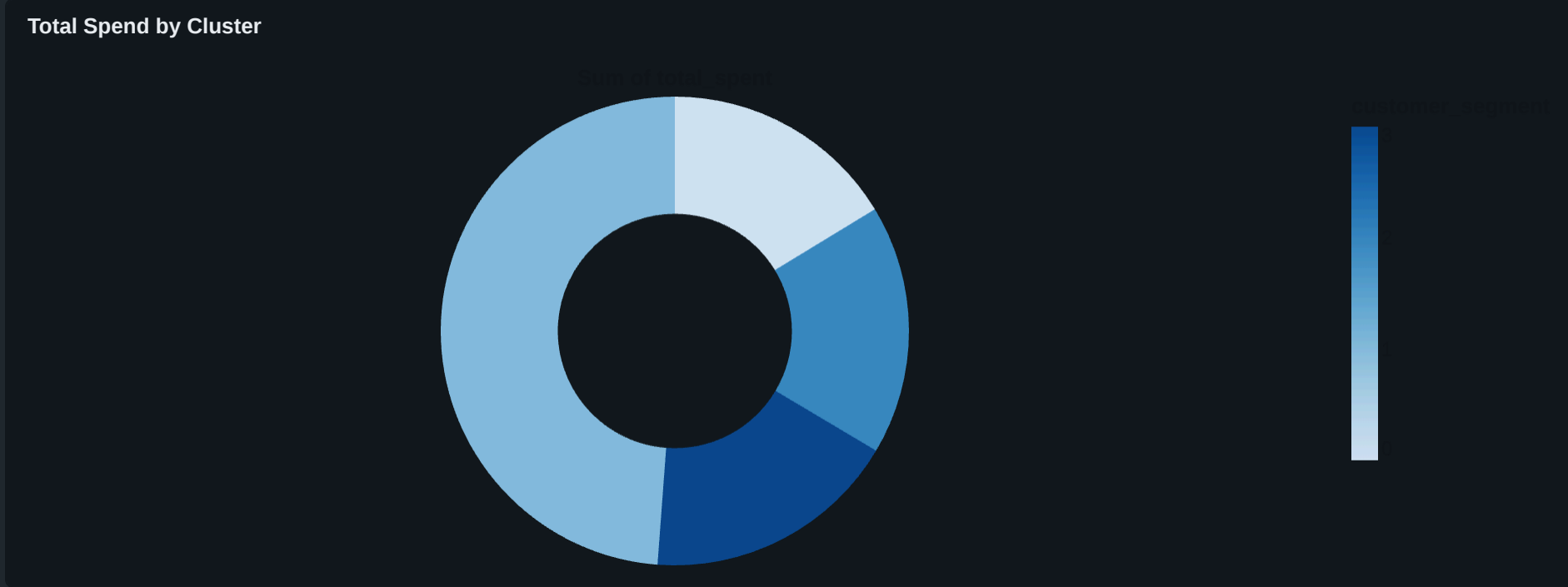
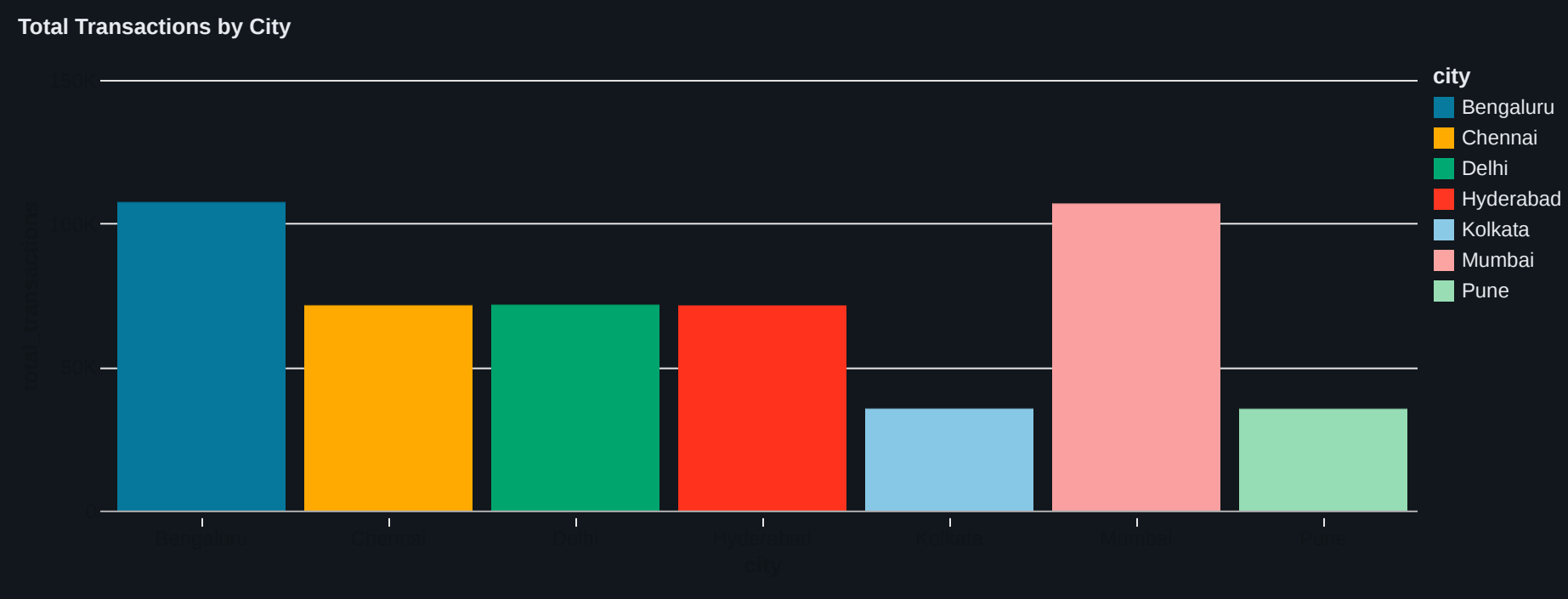


Table of customer data

customer_age_group	merchant_cat	avg_transaction_value	fraud_rate	city	customer_type	total_transactions
36-50	Electronics	20.61	0.03	Pune	Occasional	5
36-50	Pharmacy	30.38	0.02	Chennai	Premium	5
51+	Entertainment	19.25	0.02	Mumbai	Regular	5
18-25	Pharmacy	20.29	0.03	Bengaluru	Premium	5
26-35	Grocery	19.76	0.03	Bengaluru	Premium	5
51+	Fuel	20.91	0.02	Pune	Regular	31

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