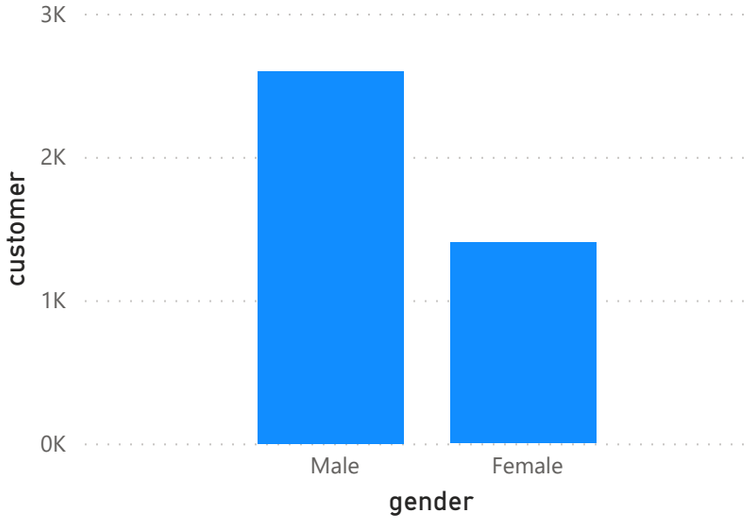
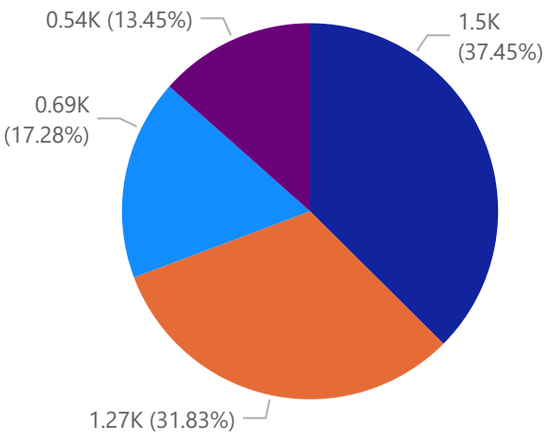
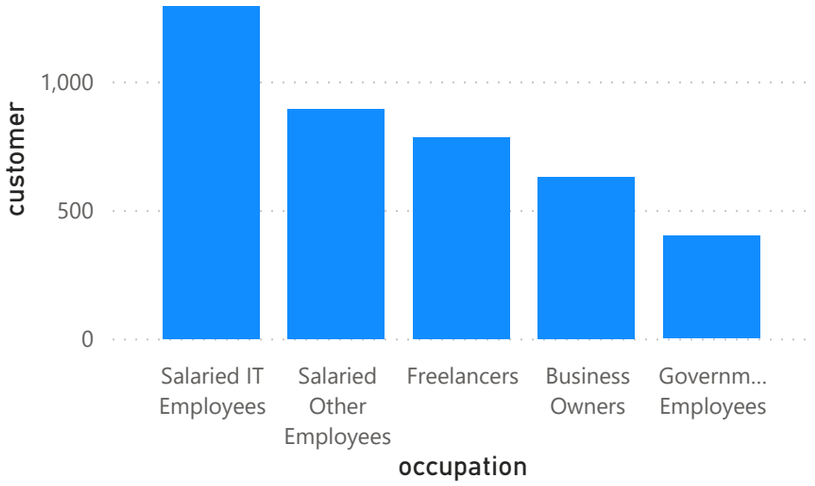
customer by gender



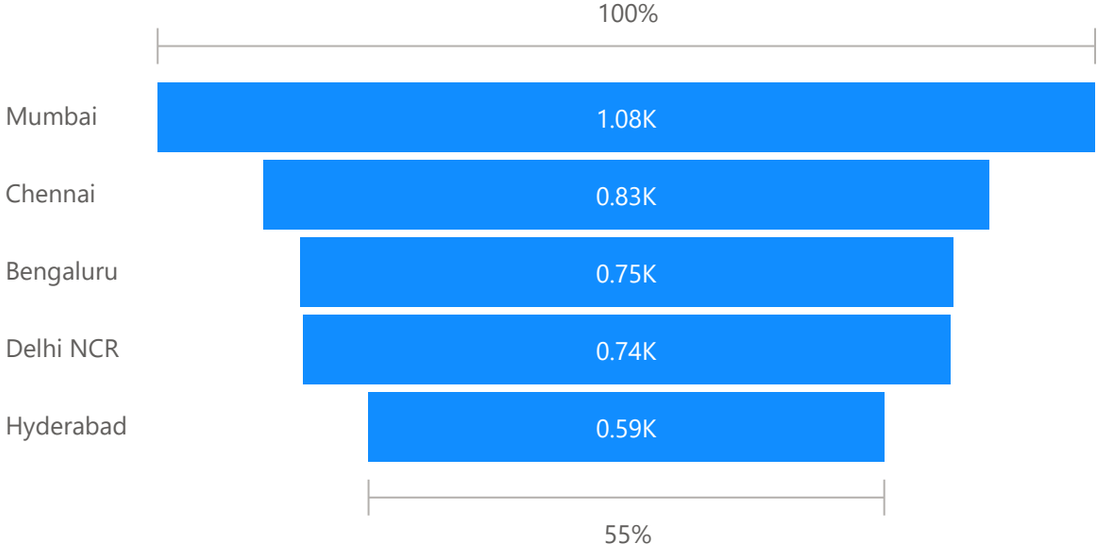
customer by age_group



customer by occupation



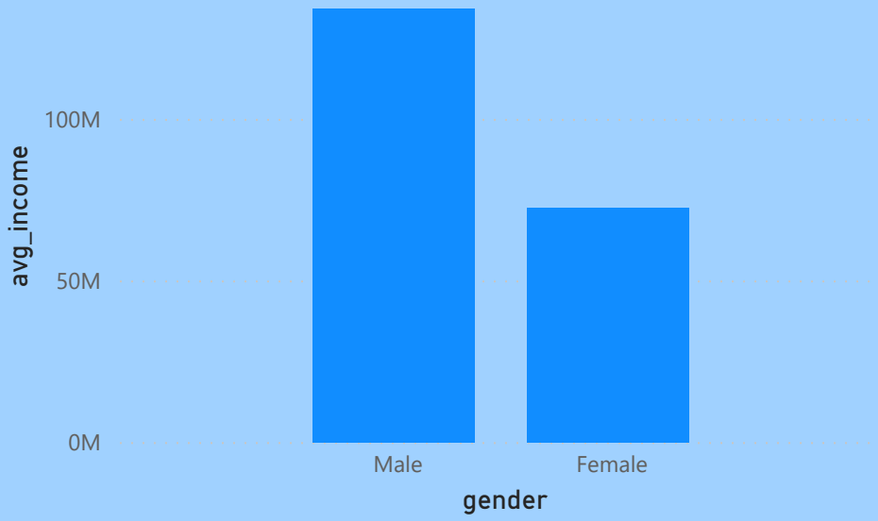
Count of customer_id by city



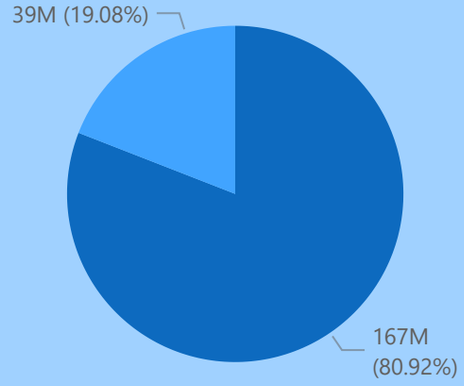
INSIGHTS

Male are more than female by 185%.
The age group between 25-34 has the majority of customer which is approx 37.45% after that age group 35-45 has the second highest customer proceeded by 21-24 (17.28%) and 45+ age has 13.45%.
The more customer occupation is Salaried IT Employees , Salaried other employees, Freelancers, Business Owners followed by Government Employees.
The most customer belongs from Mumbai, Chennai, Bengaluru, Delhi NCR, Hyderabad.

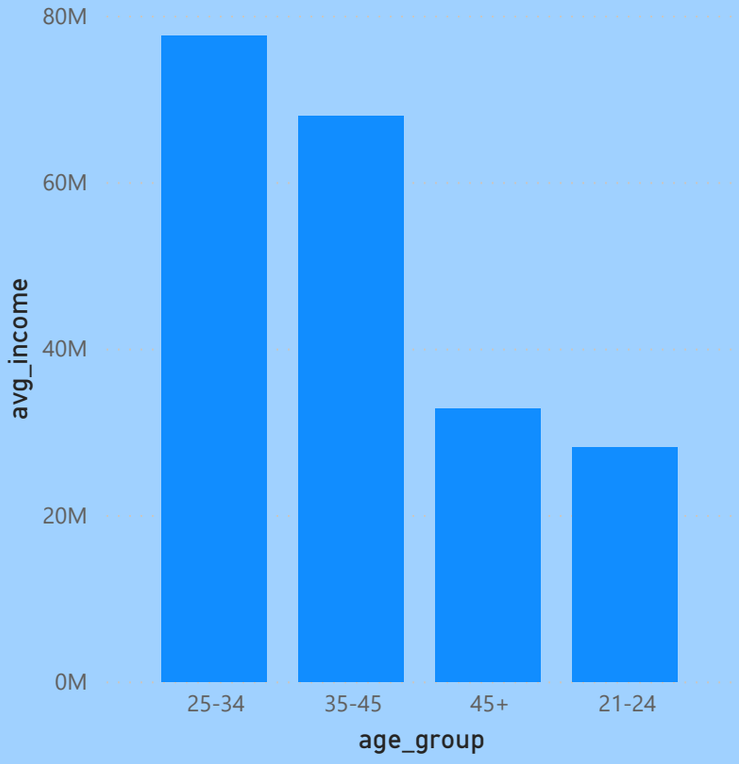
avg_income by gender



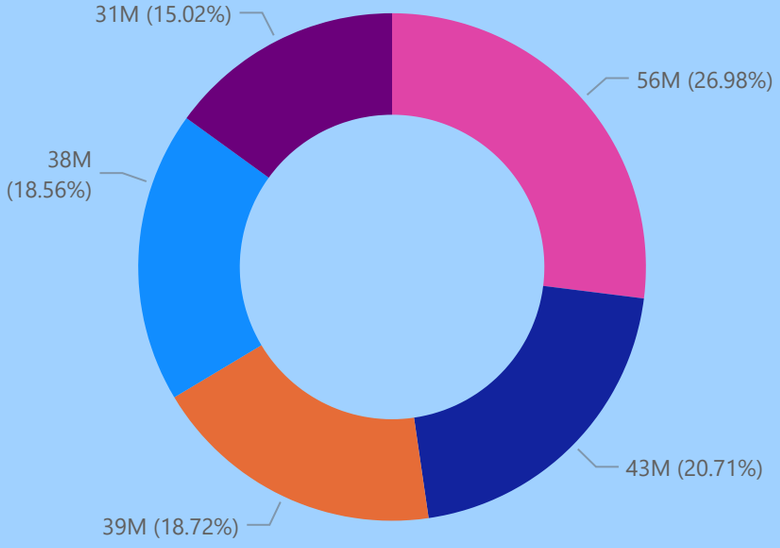
avg_income by marital status



avg_income by age_group



avg_income by city



Insights

Married People have More average income than unmarried people.
Male has More Average income than female.
Age group 25-34 has more income than all group.
People of Mumbai has more average income than other city.

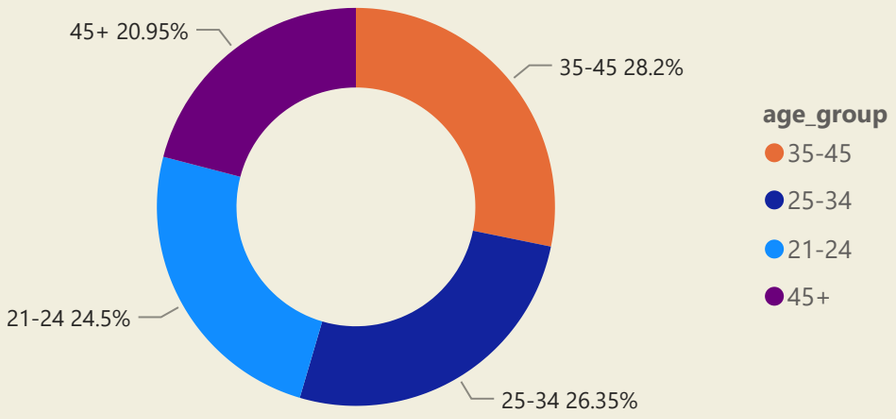
Average Income Utilisation By Demographics

marital status
All

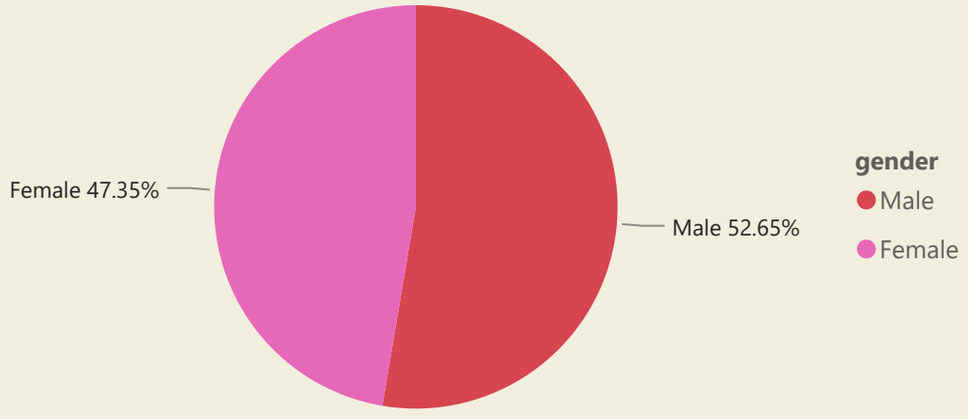
month
All

payment_type
All

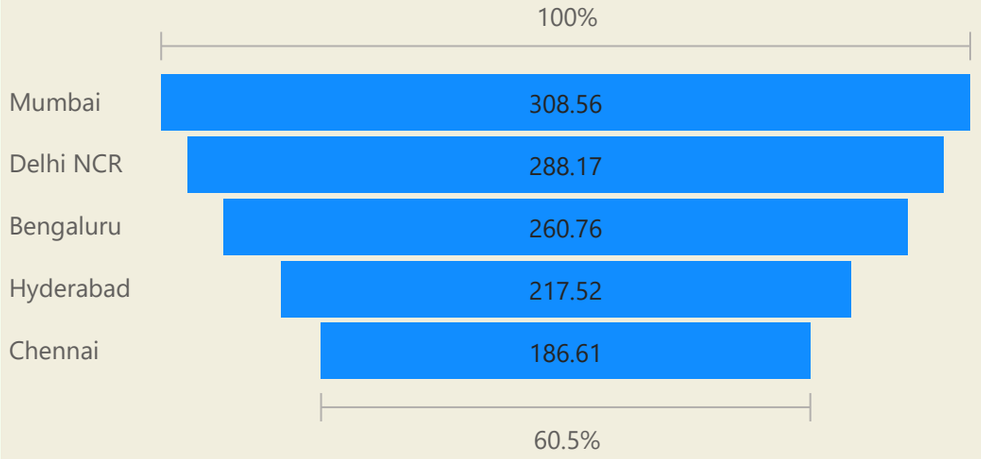
Avg income utilisation % by age_group



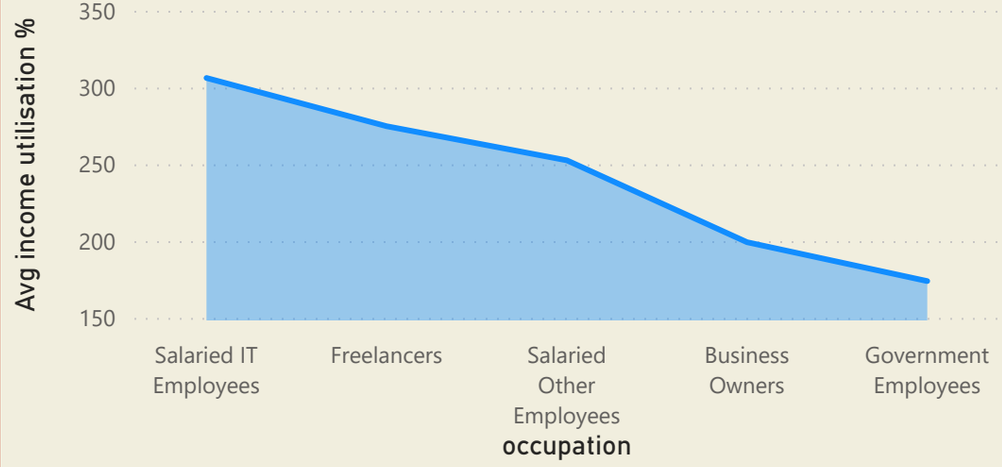
Avg income utilisation % by gender



Avg income utilisation % by city

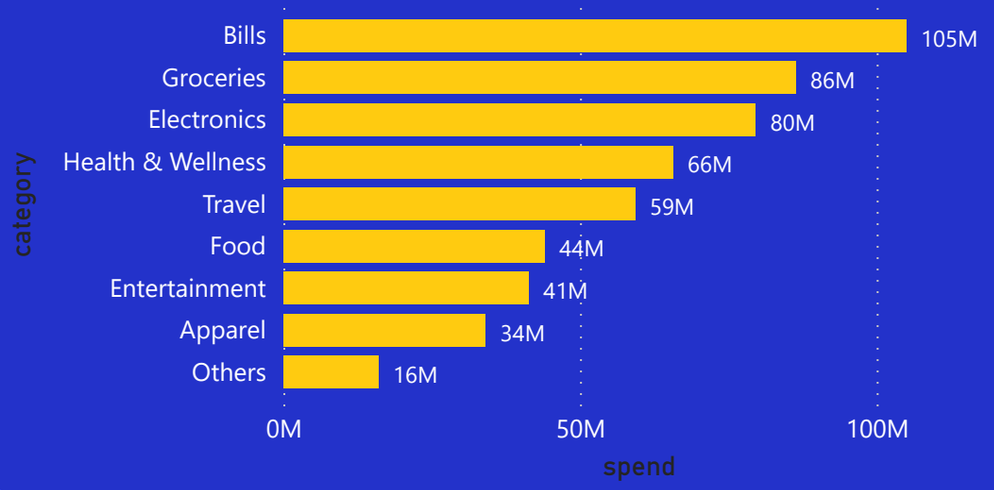


Avg income utilisation % by occupation

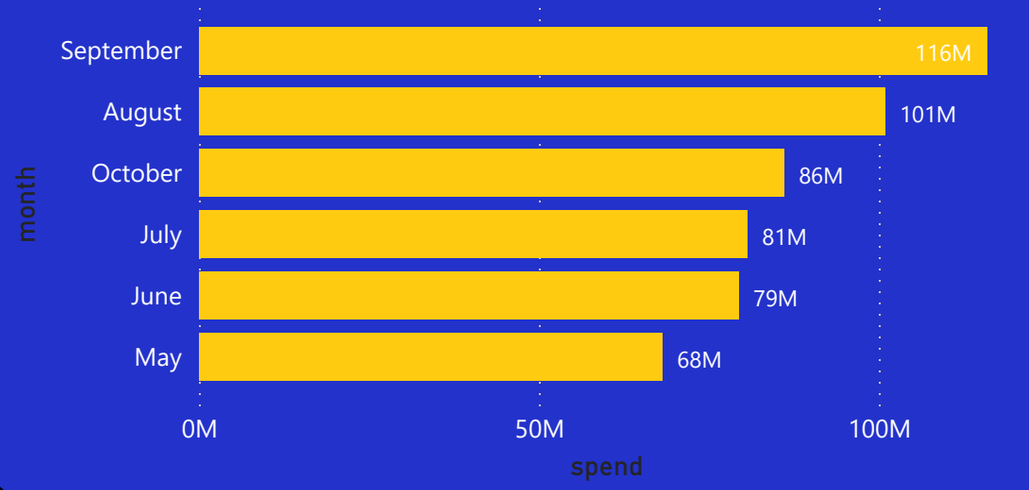


city: All | occupation: All | payment_type: All

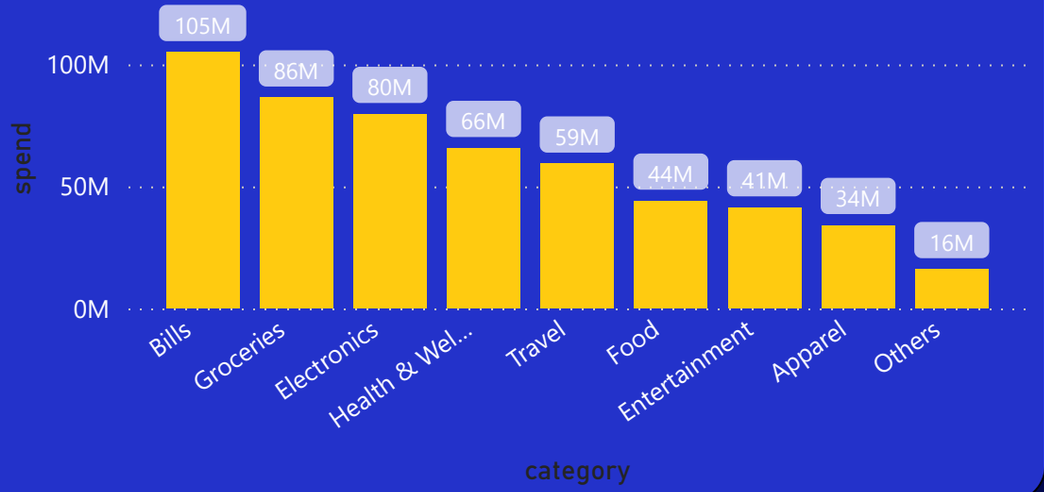
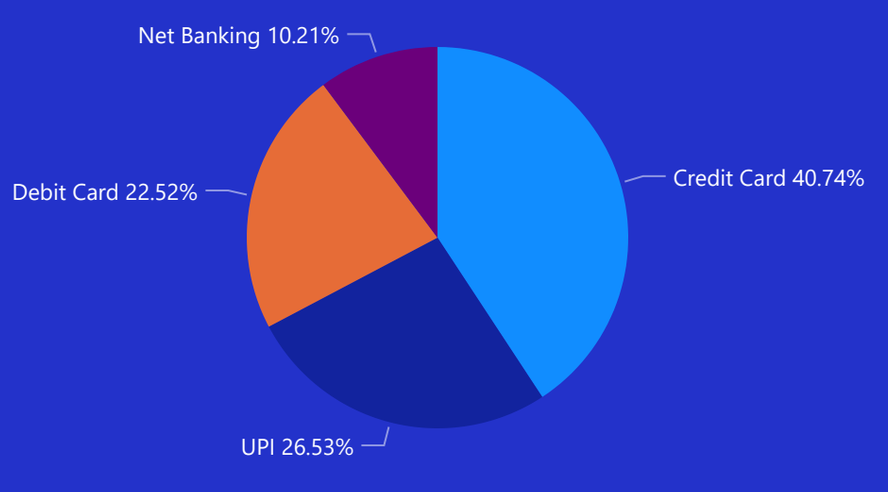
spend by category



spend by month



spend by category



spend by payment_type