# Customer Overview Report

12/3/2021

```
## ── Attaching packages ─────────────────────────────────────── tidyverse 1.3.1 ──
```

```
## ✓ ggplot2 3.3.3     ✓ purrr   0.3.4
## ✓ tibble  3.1.1     ✓ dplyr   1.0.5
## ✓ tidyr   1.1.3     ✓ stringr 1.4.0
## ✓ readr   1.4.0     ✓ forcats 0.5.1
```

```
## ── Conflicts ────────────────────────────────────────── tidyverse_conflicts() ──
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()    masks stats::lag()
```

```
## corrplot 0.90 loaded
```

```
## Warning: NAs introduced by coercion
```

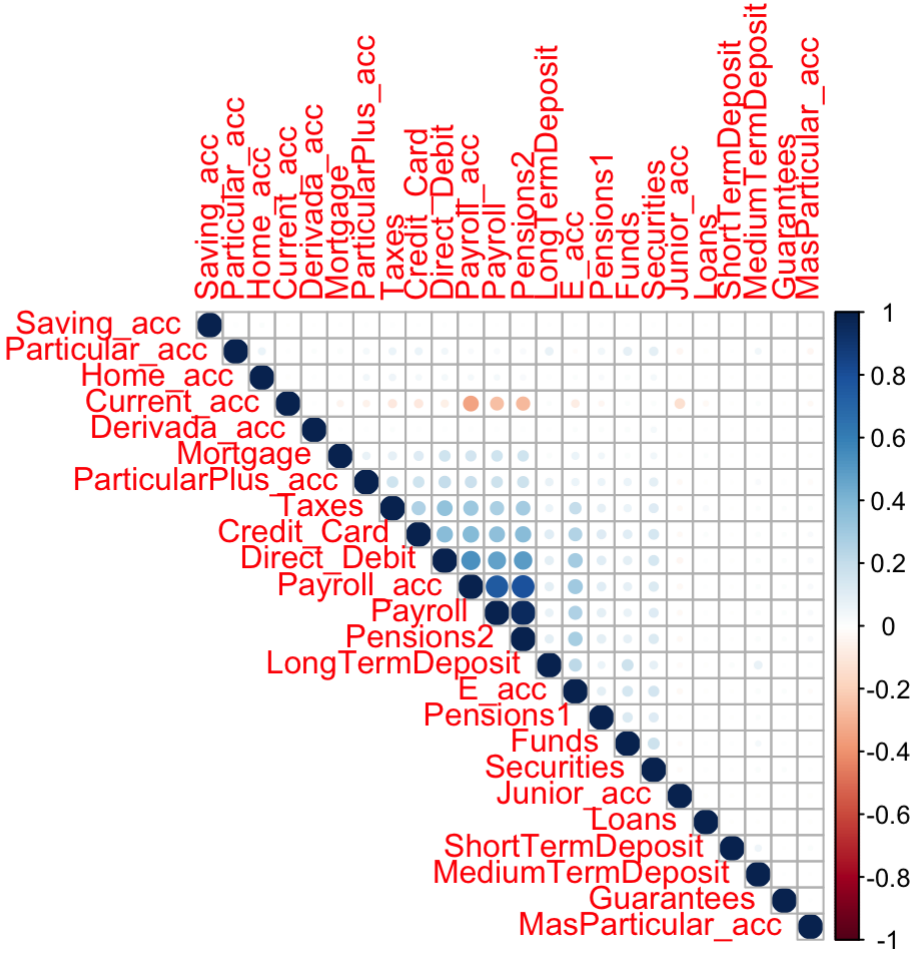
## Customer Insights Analytics

# 1. Product Correlation

#Statistics of Product Number Purchased by Customer

```
##    Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##   0.000   1.000   1.000   1.474   2.000  15.000
```

#Relationship Among Product

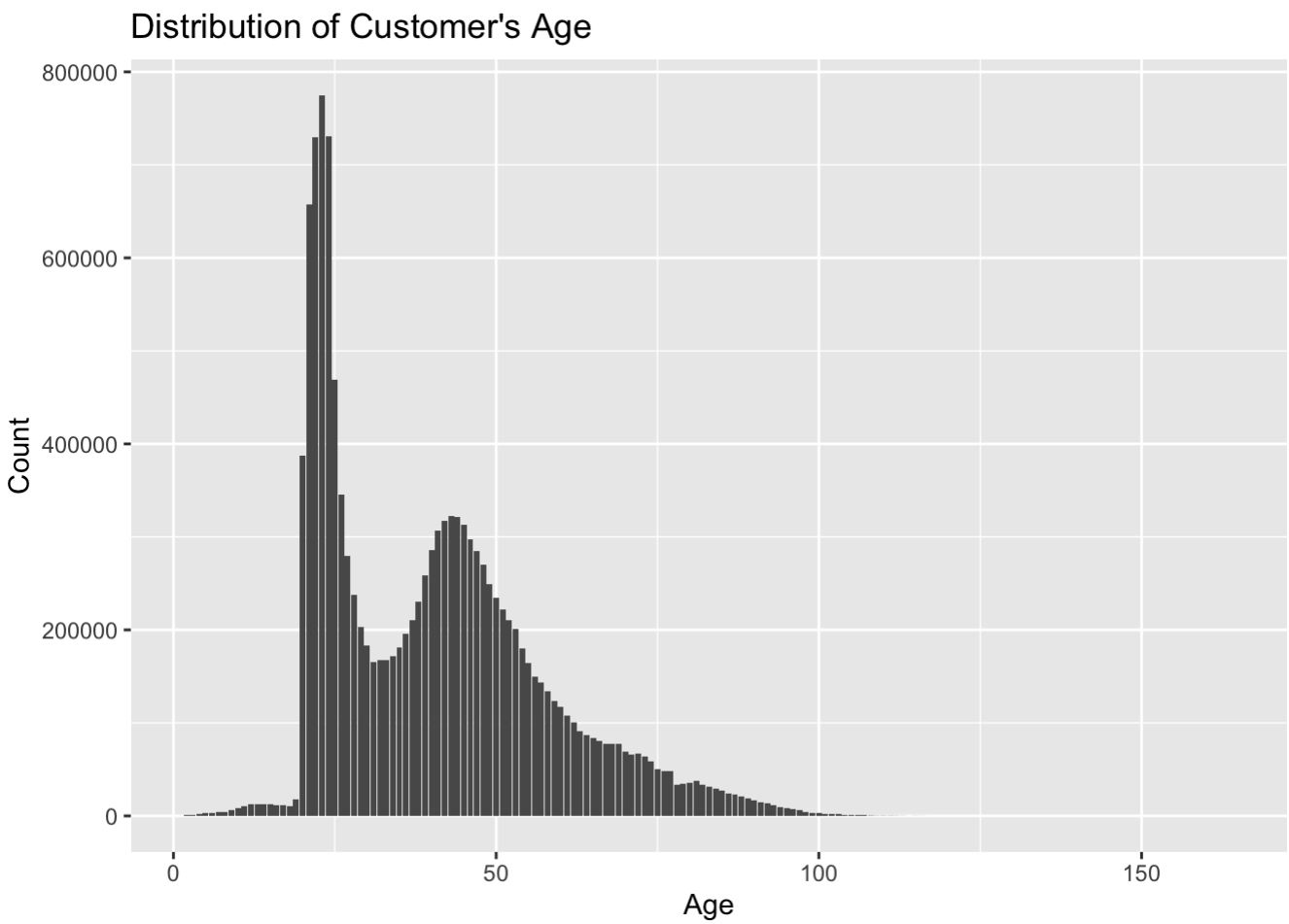



# 2. Age

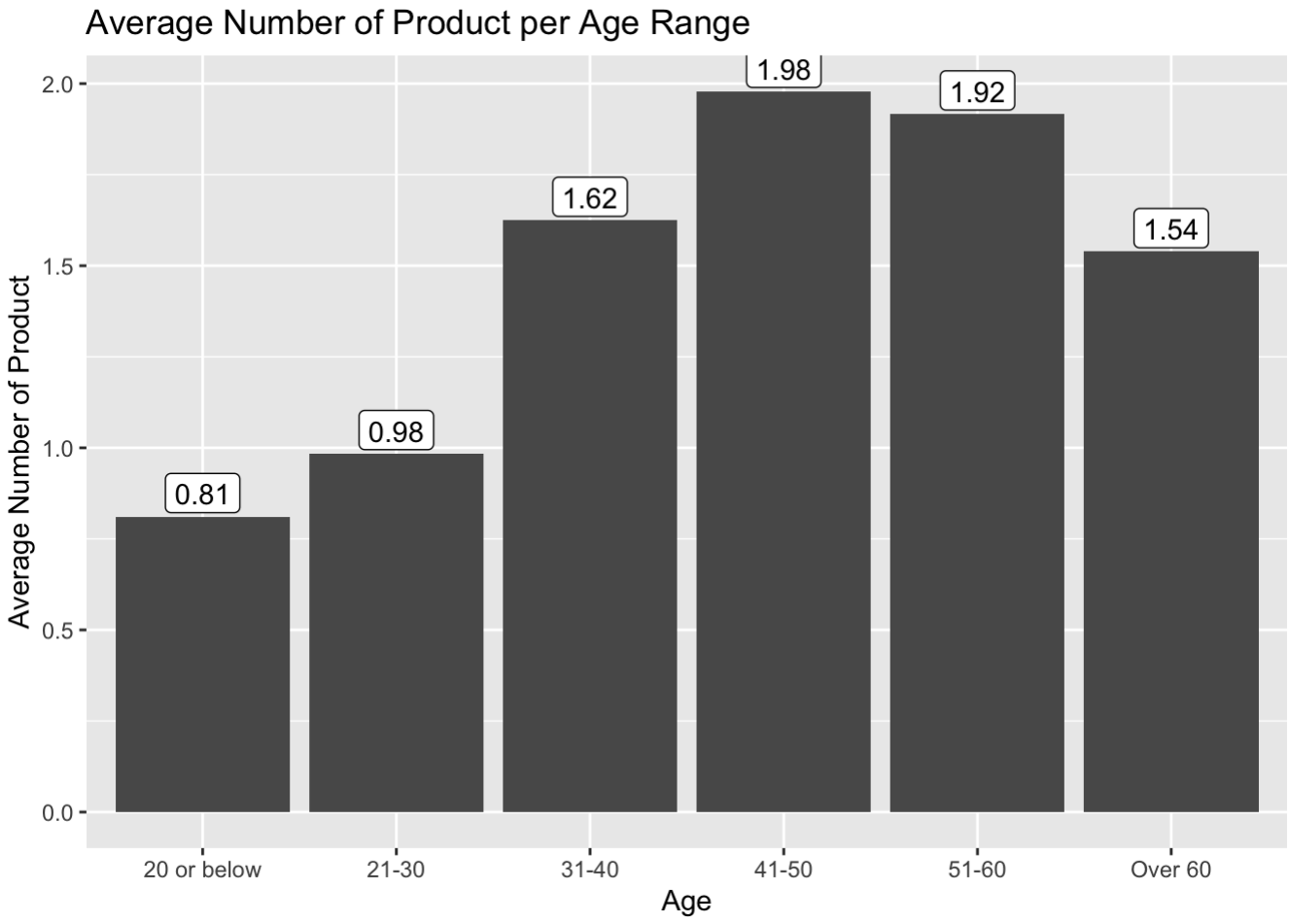
#Statistics of Customer Age

```
##    Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##     0.0    24.0    39.0    40.1    50.0   164.0
```

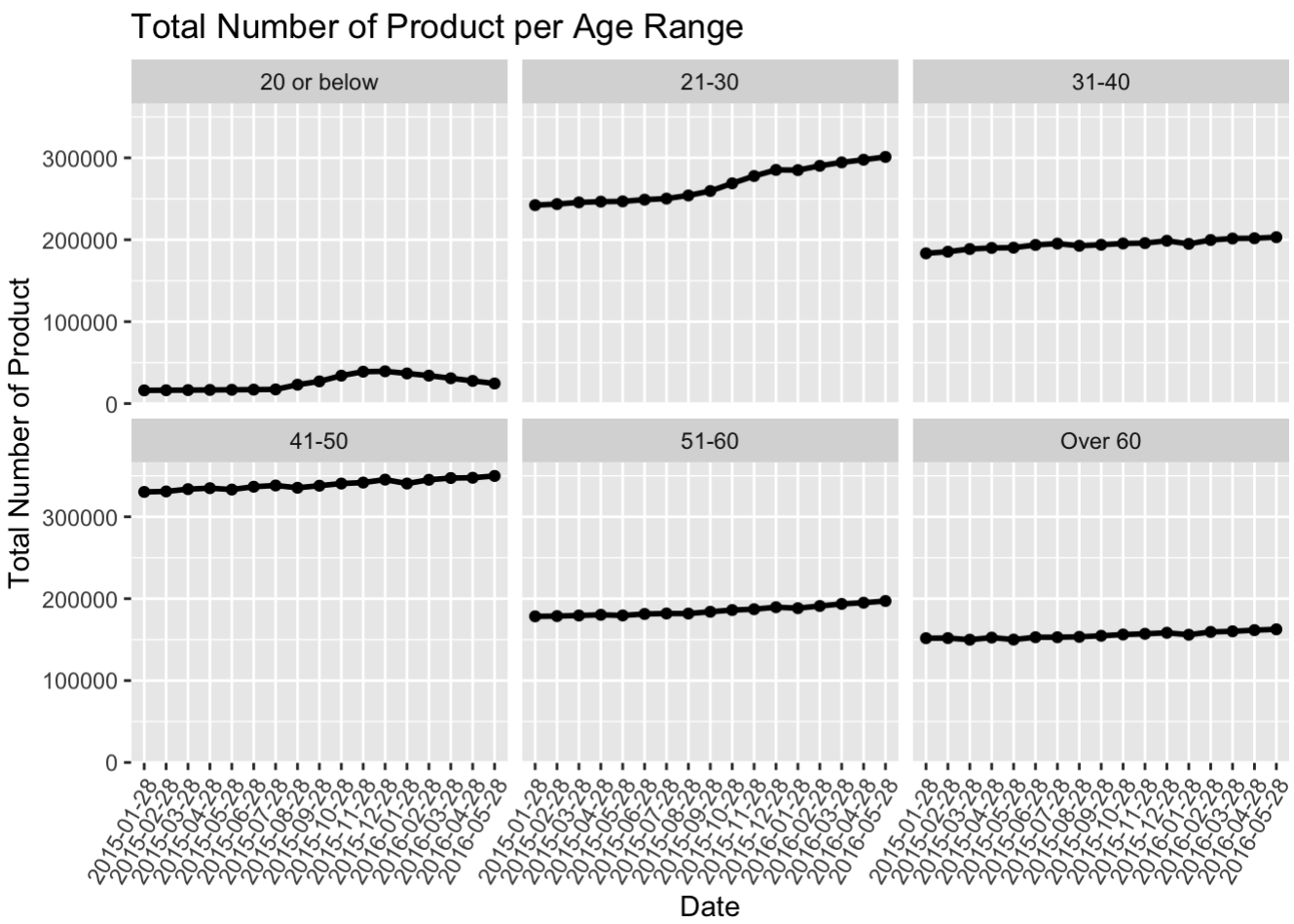
#Age Distribution




#Average Number of Product per Age




#Total Number of Product per Age




# 3. Gender

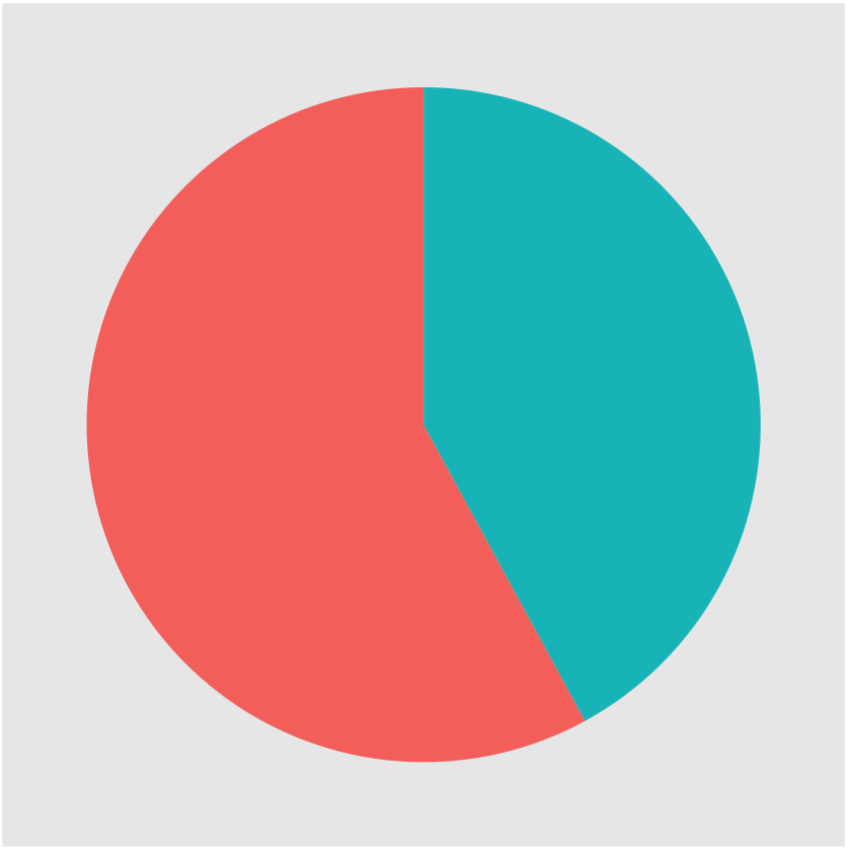
#Statistics of Customer Gender

| **Sex** | **Total_Product_No** |
|---|---|
| <chr> | <dbl> |
| Female | 11498043 |
| Male | 8344601 |

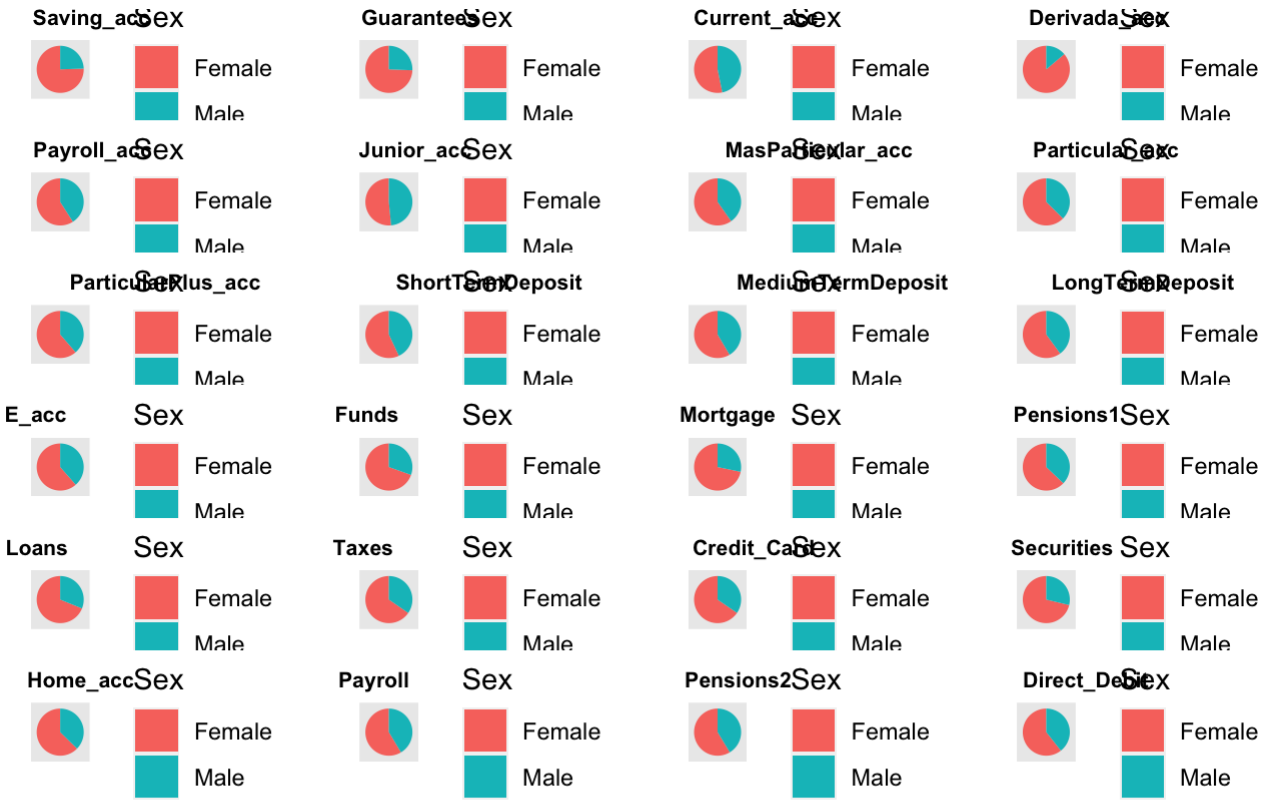
2 rows

#Gender Distribution

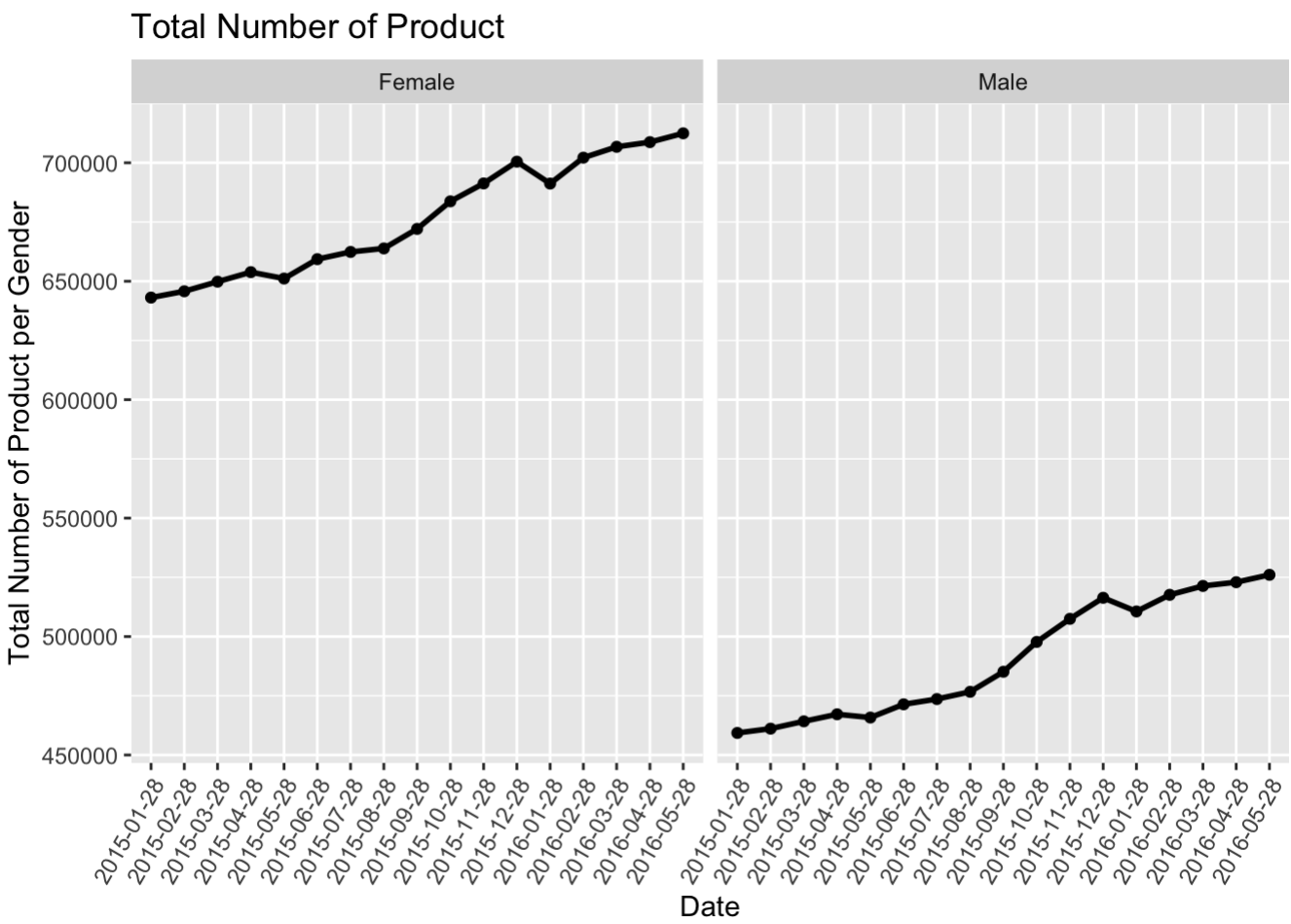
Total Number of Product




#Age Distribution in Each Product




#Total Number of Product per Gender

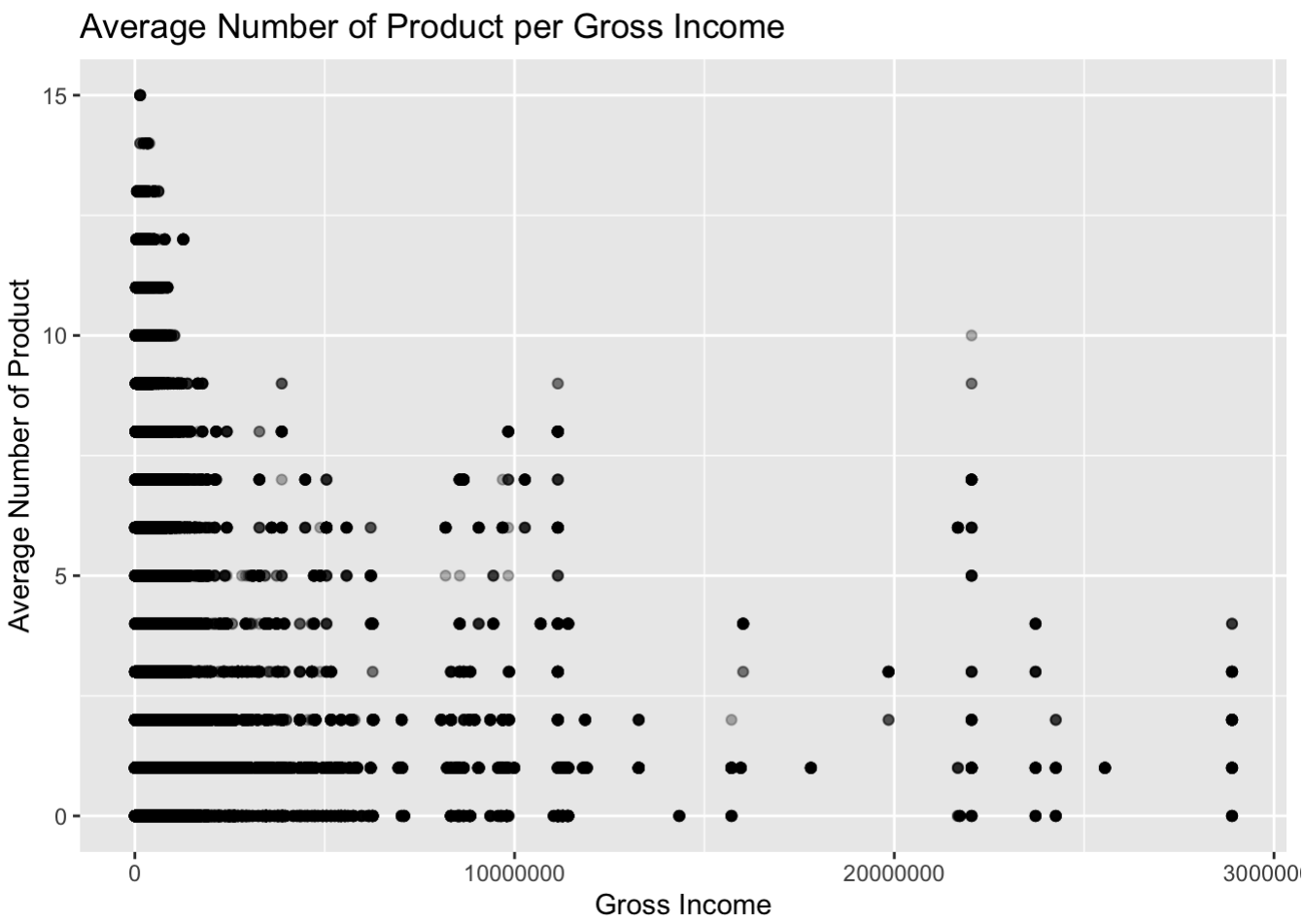



# 4. Gross Income

#Statistics of Customer Gross Income

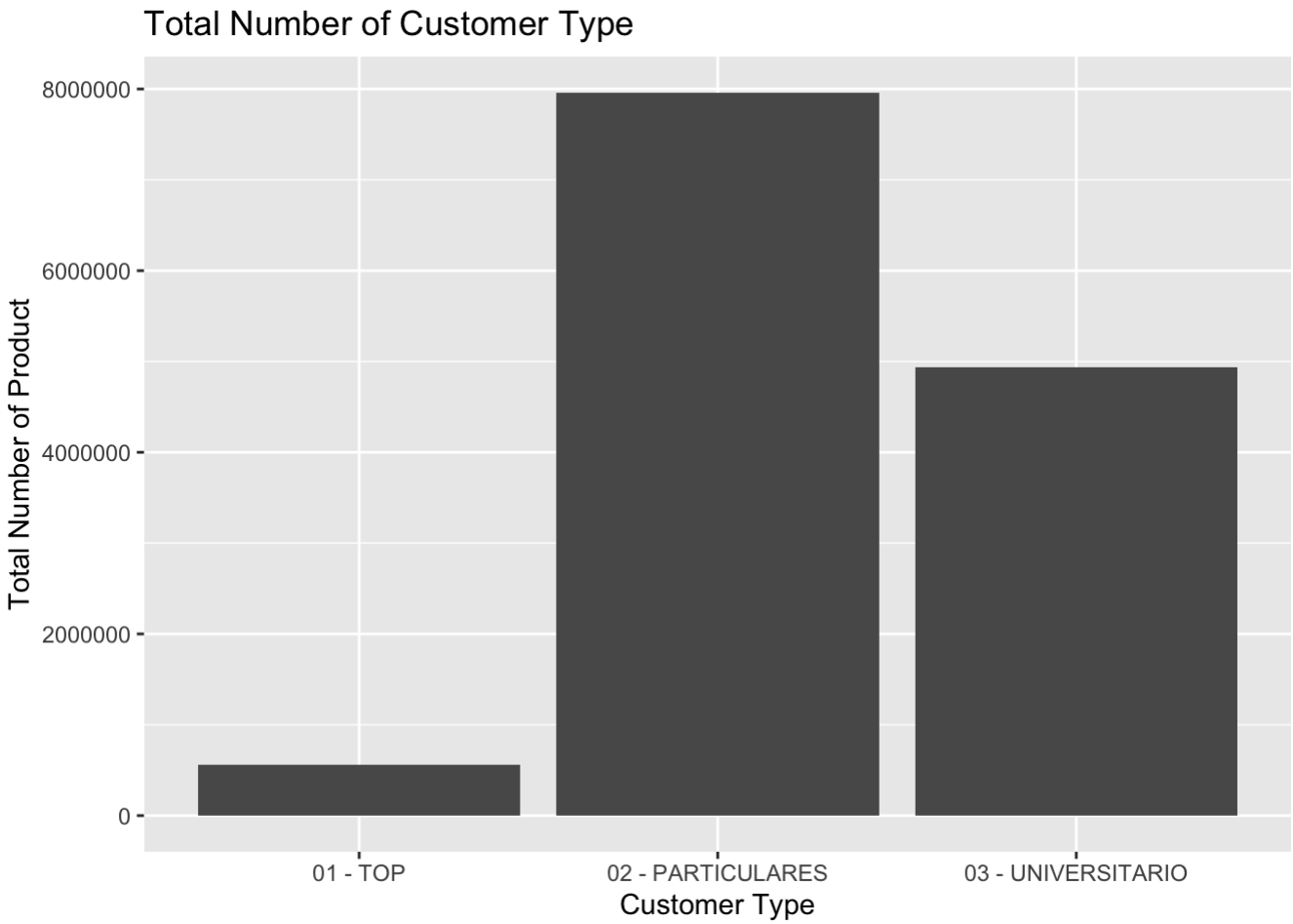
```
##      Min.  1st Qu.   Median     Mean  3rd Qu.     Max.
##         0    43237    84373   107700   138148 28894396
```

#Average Number of Product versus Gross Income

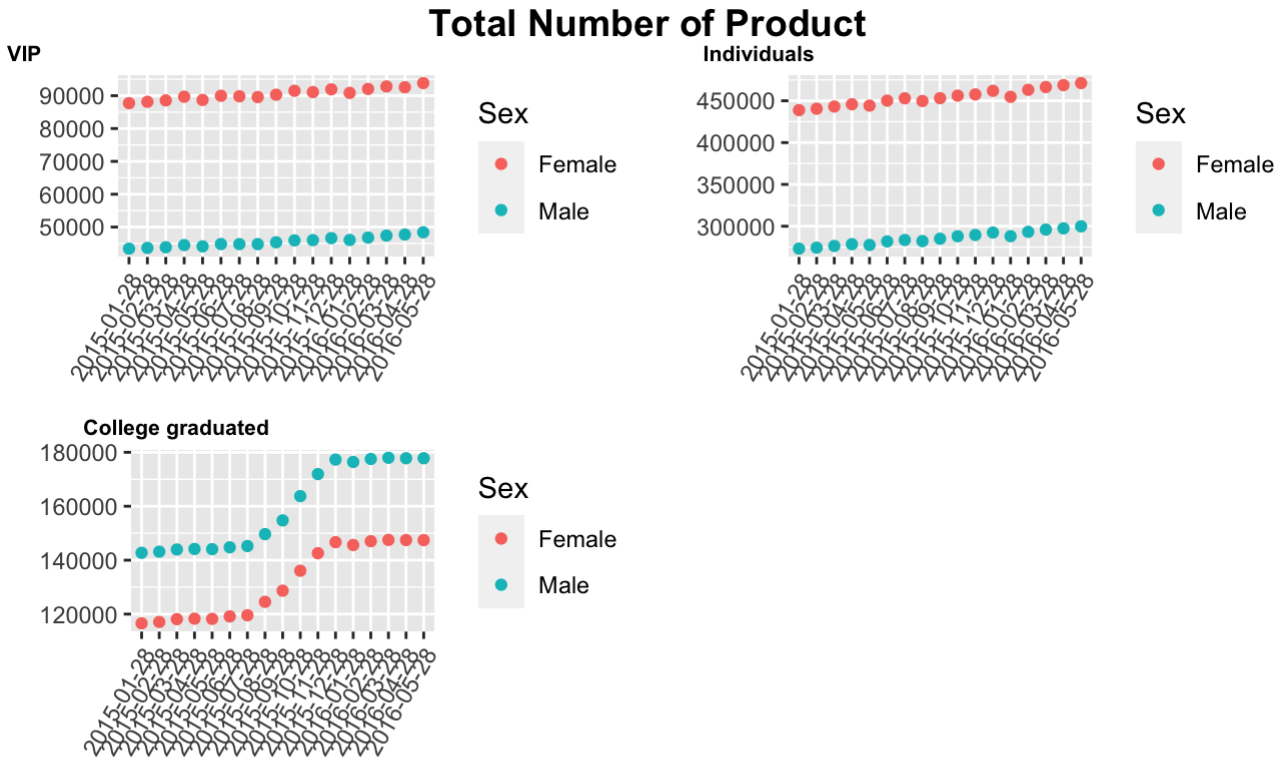



# 5. Customer Type

#Statistics of Customer Type




#Total Number of Product per Customer Type




#Range of Product Number per Customer Type