

E-commerce Customers Segmentation Overview

5000

Total_Transactions

2516

Total_Burned_Coupons

2484

Total_Claimed_Coupons

1000

Total_Customers

10

Total_Merchants

Gender

gender_name

Female

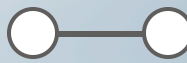
Male

Transaction Date

transaction_d...

8/5/2021

7/14/2024



City Name

city_name

Alexandria

Aswan

Asyut

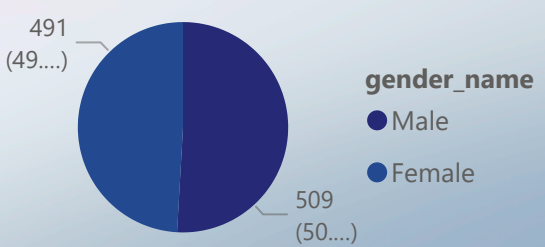
Transaction State

transaction_st...

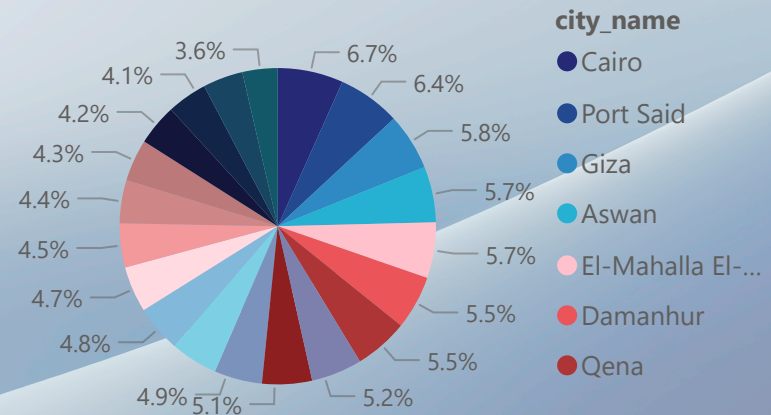
burned

subscrib...

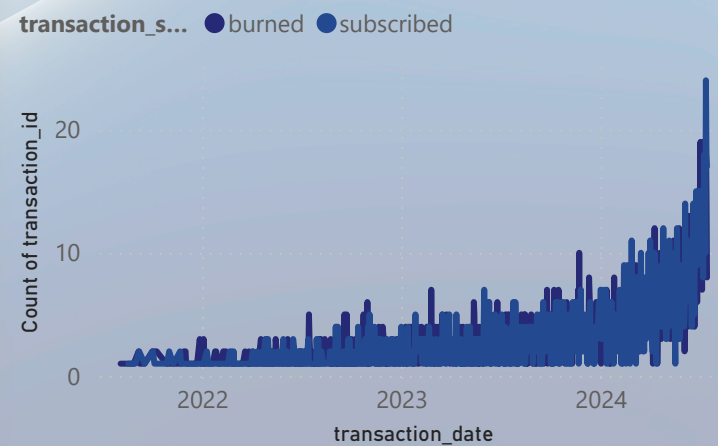
Customer per gender



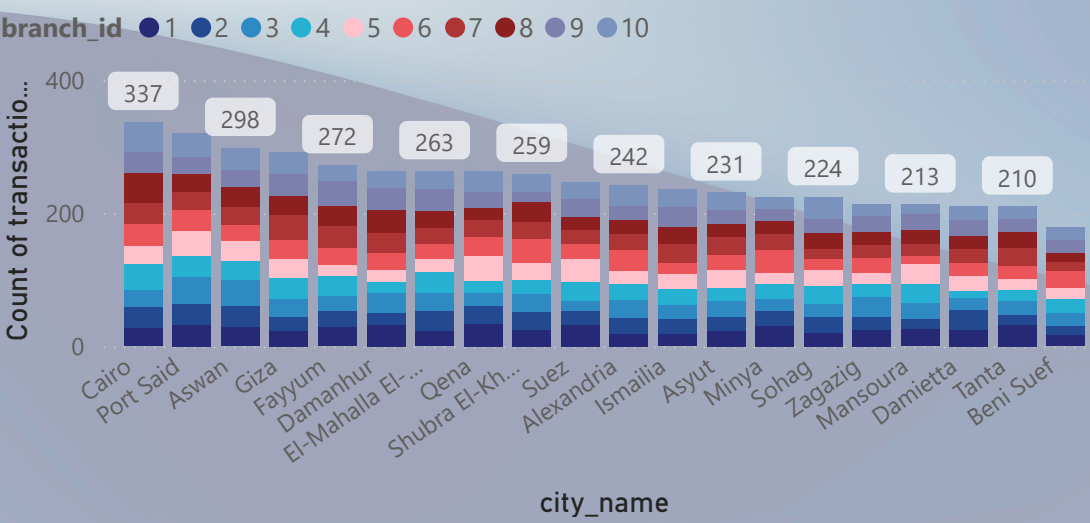
Customer per city



Coupon Usage over Time



Top-performing Cities and Branches



Customer Retention and Loyalty

