Customer Demographic Report
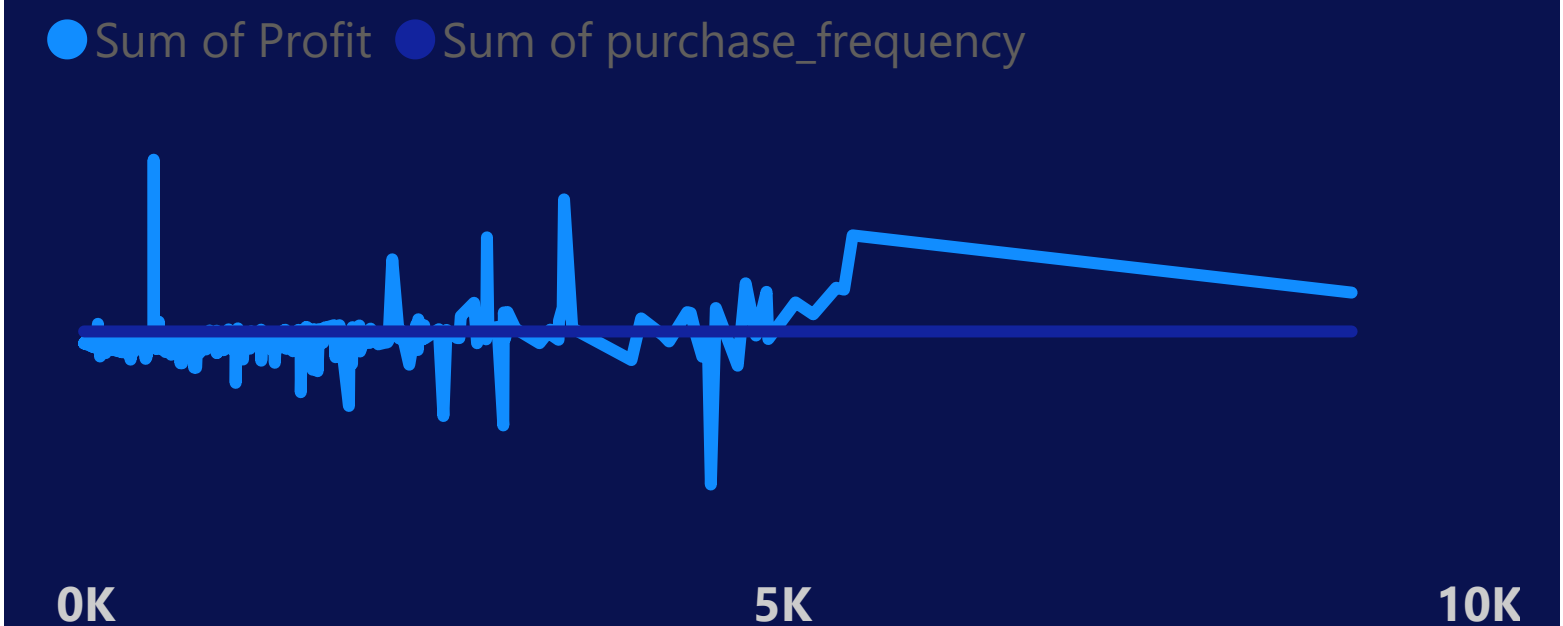
Sum of Sales by Category
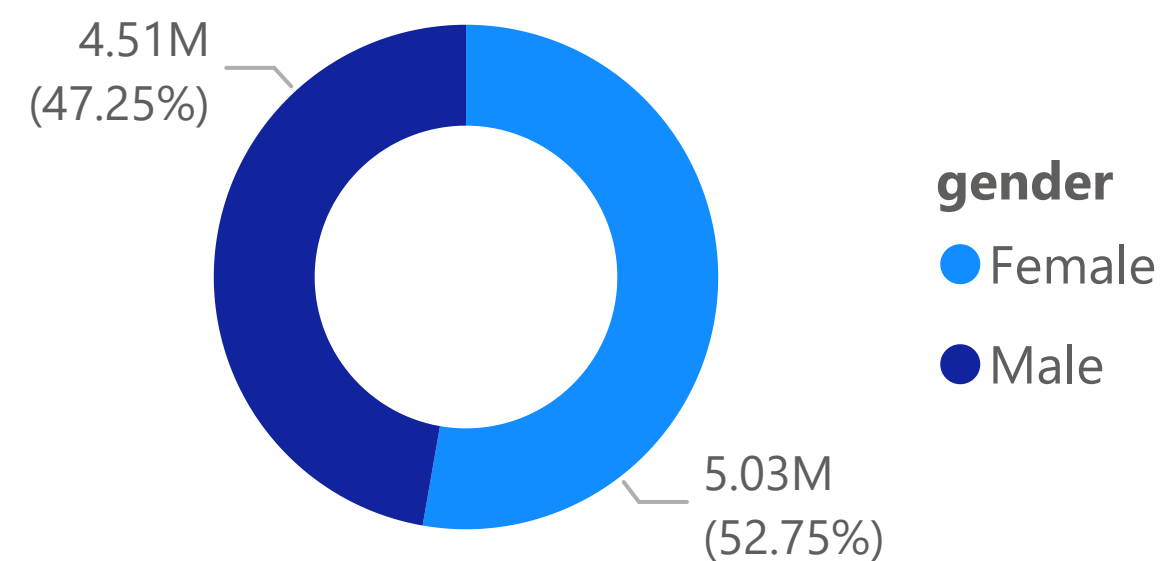
Category	Sales
Office Supplies	0.64M
Technology	0.47M
Furniture	0.45M
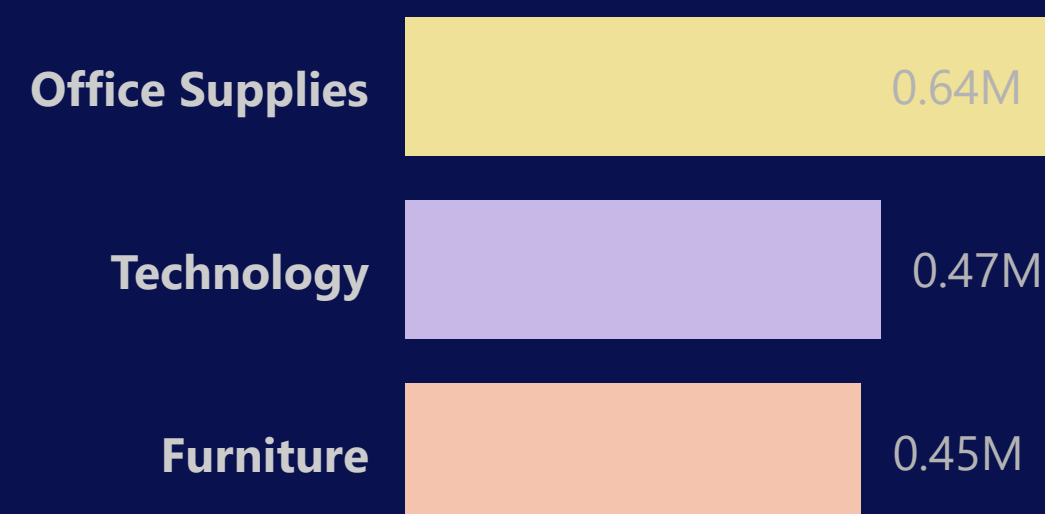
Sum of spending by income

20K — 40K — 60K — 80K — 100K
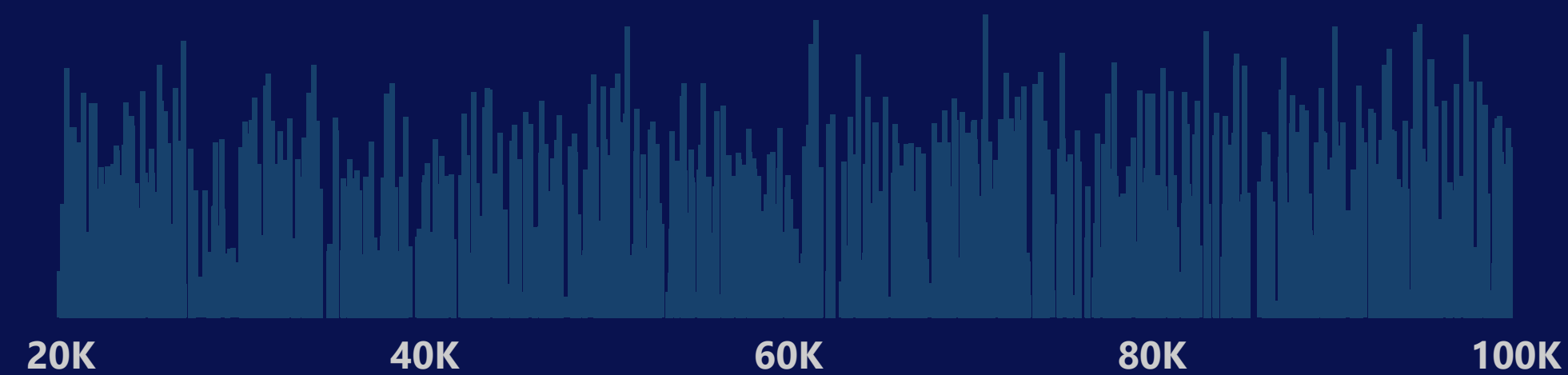
Sum of Profit and purchase_frequency by Sales

● Sum of Profit   ● Sum of purchase_frequency

0K — 5K — 10K

Sum of spending by gender

4.51M (47.25%)
5.03M (52.75%)

gender
● Female
● Male

Sum of income by gender

29M (49.64%)
30M (50.36%)
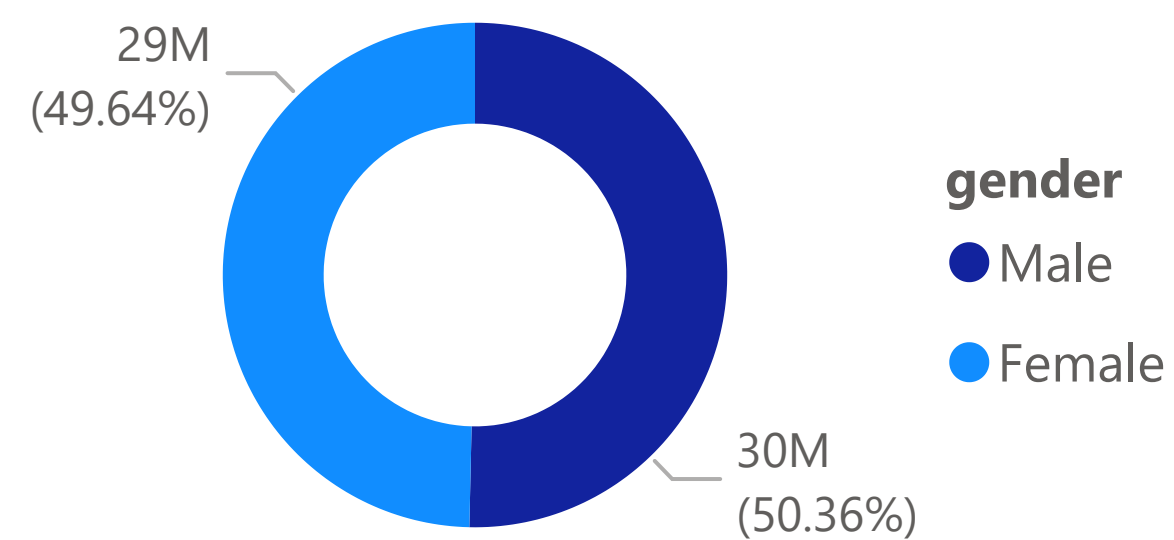
gender
● Male
● Female

Sum of Sales and Profit by gender

● Sum of Sales   ● Sum of Profit

2M

1.6M   1.6M

1M

0.2M   0.2M

0M

Female   Male

gender