

Credit Card Customer Analytics

Total_Customer

10K

Avg_CLV

45K

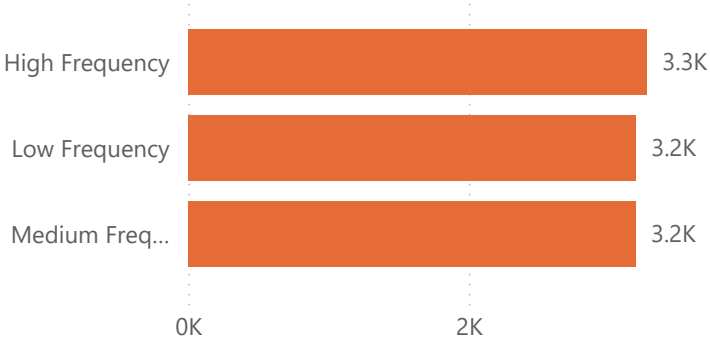
Avg_Utilization

50%

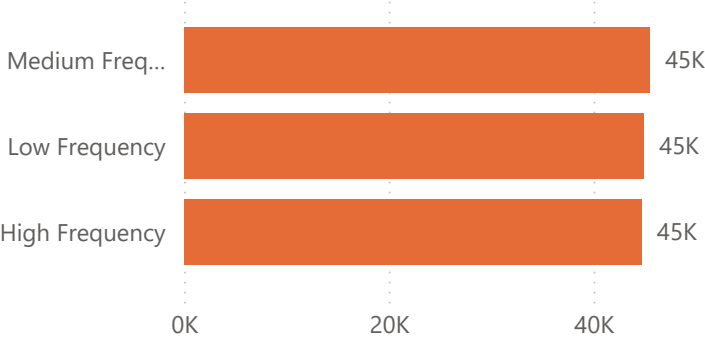
Avg_Tran._Frequency

14

transaction_frequency_category by counts



Avg_CLV by Transaction_Frequency_Category



Slicer

Education_Level

- ☐ Bachelor
- ☐ High School
- ☐ Master
- ☐ PhD

Customer_Segment

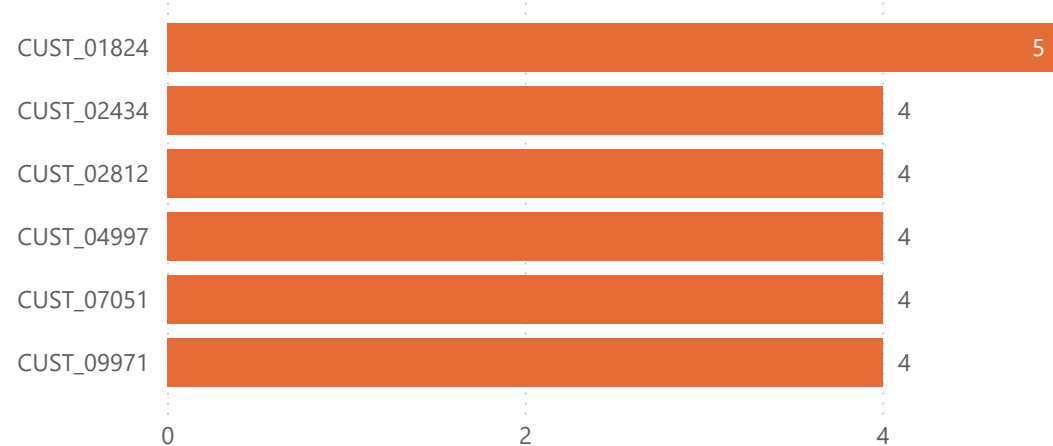
- ☐ Low Income
- ☐ Mid Income
- ☐ Upper Mid

Gender

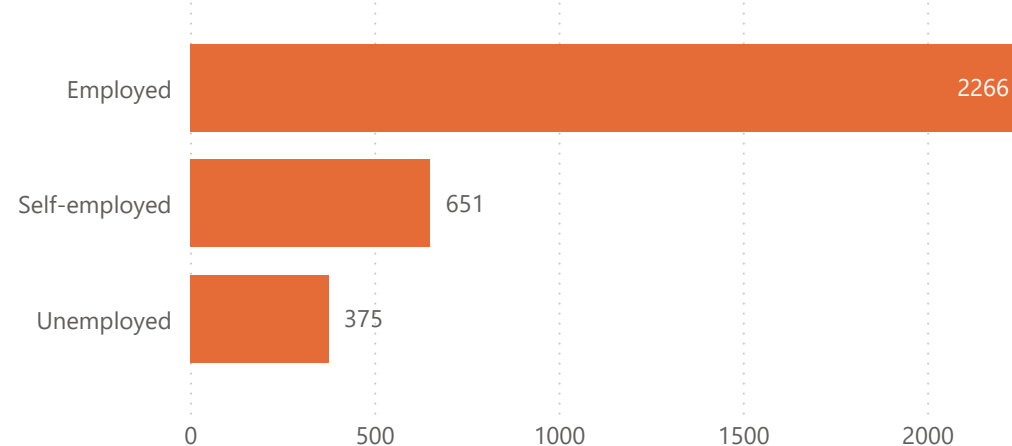
- ☐ Female
- ☐ Male

CLV_Category	Transaction_Frequency_Category	Total_Customer	Avg_CLV	Avg_Utilization	High_Spenders_Count	Avg_Spend_to_Income	Avg_Transaction_Frequency
High CLV	High Frequency	1099	76084	51%	660	30.9	32
High CLV	Low Frequency	1074	76603	50%	587	30.3	3
High CLV	Medium Frequency	1094	76263	50%	625	30.7	7
Low CLV	High Frequency	1087	18995	51%	136	19.5	34
Low CLV	Low Frequency	1060	18827	50%	119	19.2	3
Low CLV	Medium Frequency	1046	19386	50%	131	19.4	7
Mid CLV	High Frequency	1082	38561	49%	301	24.4	32
Mid CLV	Low Frequency	1055	38766	51%	293	24.7	3
Mid CLV	Medium Frequency	1047	39319	49%	313	25.0	7
Total		9644	45001	50%	3165	25.0	14

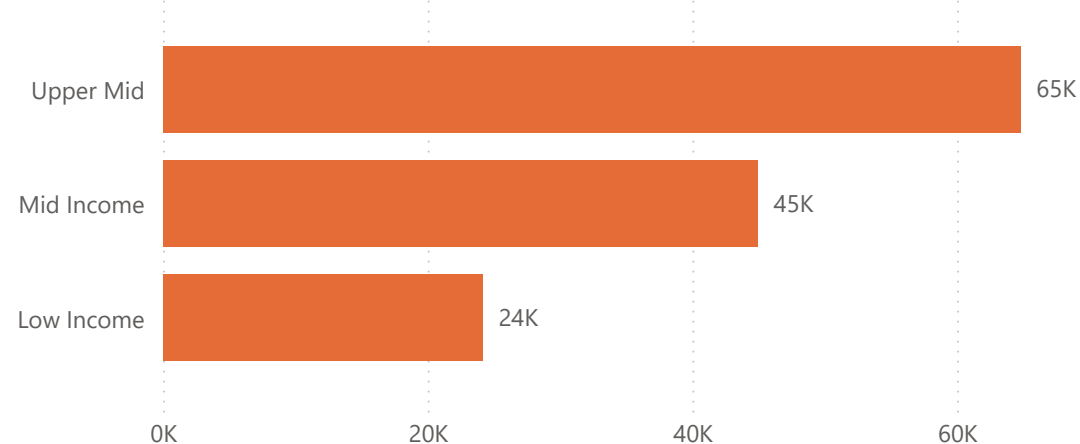
Sum of Fraud_Transactions by Customer_ID



Sum of Fraud_Transactions by Employment_Status



Avg_CLV by Customer_Segment



Sum of Debt_To_Income_Ratio by Education_Level

