

Customer Analysis For Marketing

Sum of Income by Marital Status and Education Level

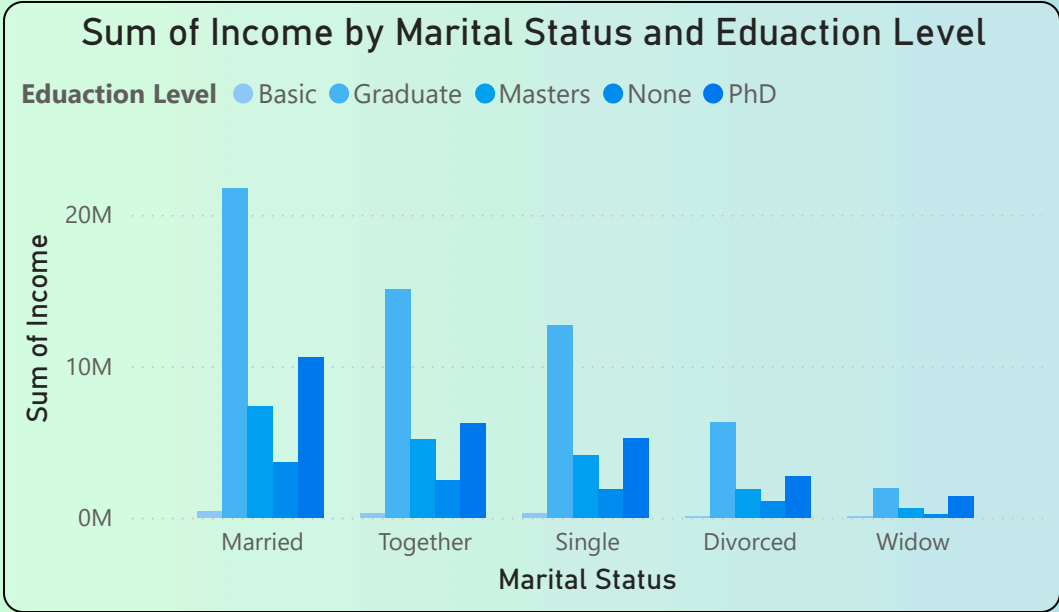
Education Level Basic Graduate Masters None PhD

Marital Status	Basic	Graduate	Masters	None	PhD
Married	0.5M	21.5M	7.5M	3.5M	10.5M
Together	0.5M	15.0M	5.0M	2.5M	6.5M
Single	0.5M	12.5M	4.0M	2.0M	5.0M
Divorced	0.5M	6.5M	2.0M	1.0M	3.0M
Widow	0.5M	2.0M	0.5M	0.5M	1.5M

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33K

Total Purchase

33K

Total Purchase

51.62K

Average of Income

51.62K

Average of Income

Means of Purchase

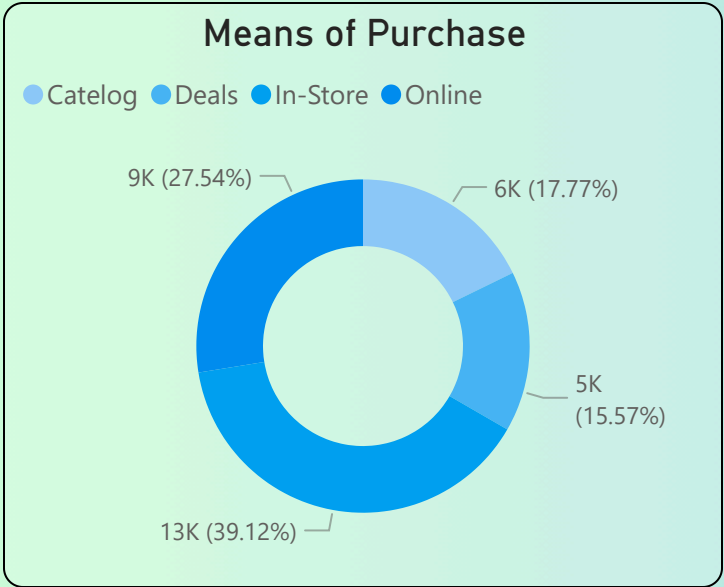
● Catalog ● Deals ● In-Store ● Online

Means of Purchase	Value	Percentage
Online	13K	39.12%
In-Store	9K	27.54%
Catalog	6K	17.77%
Deals	5K	15.57%

Means of Purchase

● Catalog ● Deals ● In-Store ● Online

Means of Purchase	Value	Percentage
Online	13K	39.12%
In-Store	9K	27.54%
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Product Sales

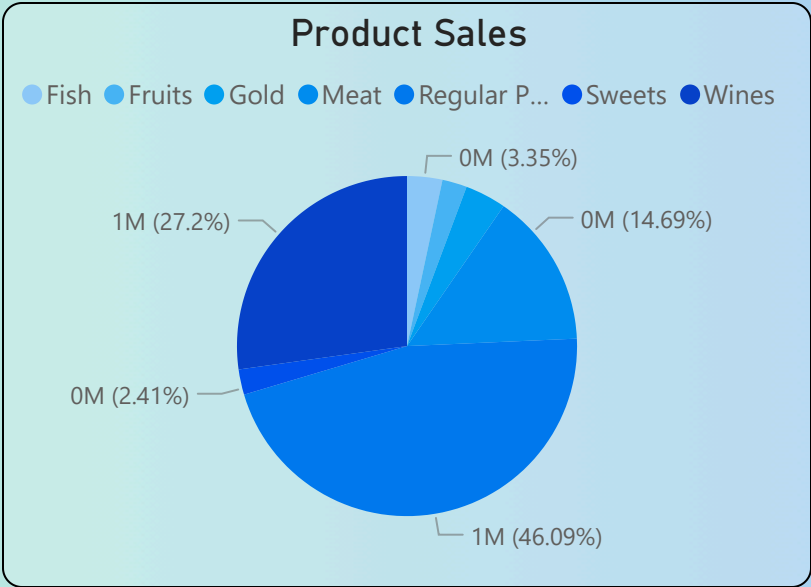
A pie chart titled "Product Sales" showing the distribution of sales across six categories. The categories and their percentages are: Regular P... (46.09%), Wines (27.2%), Meats (14.69%), Fish (3.35%), Sweets (2.41%), and Fruits (0M). The chart uses a color-coded legend to identify each category.

Product Category	Sales Amount	Percentage
Regular P...	1M	46.09%
Wines	1M	27.2%
Meats	0M	14.69%
Fish	0M	3.35%
Sweets	0M	2.41%
Fruits	0M	0%

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Fish	0M	3.35%
Sweets	0M	2.41%
Fruits	0M	0%



Products by Marital Status

This horizontal stacked bar chart displays the distribution of product categories across five marital statuses: Married, Together, Single, Divorced, and Widow. The x-axis represents the quantity in millions (M), ranging from 0.0M to 1.0M. The y-axis lists the marital statuses. Each bar is composed of segments representing different product categories: Fish (lightest blue), Fruits (light blue), Gold (medium blue), Meat (darker blue), Regular Products (dark blue), Sweets (very dark blue), and Wines (darkest blue). Numerical values are provided for specific segments: Married (0.13M, 0.43M, 0.26M), Together (0.30M, 0.18M), Single (0.25M, 0.14M), Divorced, and Widow.

Marital Status	Fish	Fruits	Gold	Meat	Regular Products	Sweets	Wines
Married	0.05M	0.05M	0.13M	0.20M	0.43M	0.26M	0.00M
Together	0.02M	0.03M	0.25M	0.00M	0.30M	0.18M	0.00M
Single	0.02M	0.03M	0.20M	0.00M	0.25M	0.14M	0.00M
Divorced	0.02M	0.03M	0.15M	0.00M	0.00M	0.00M	0.00M
Widow	0.02M	0.03M	0.05M	0.00M	0.00M	0.00M	0.00M

Products by Marital Status

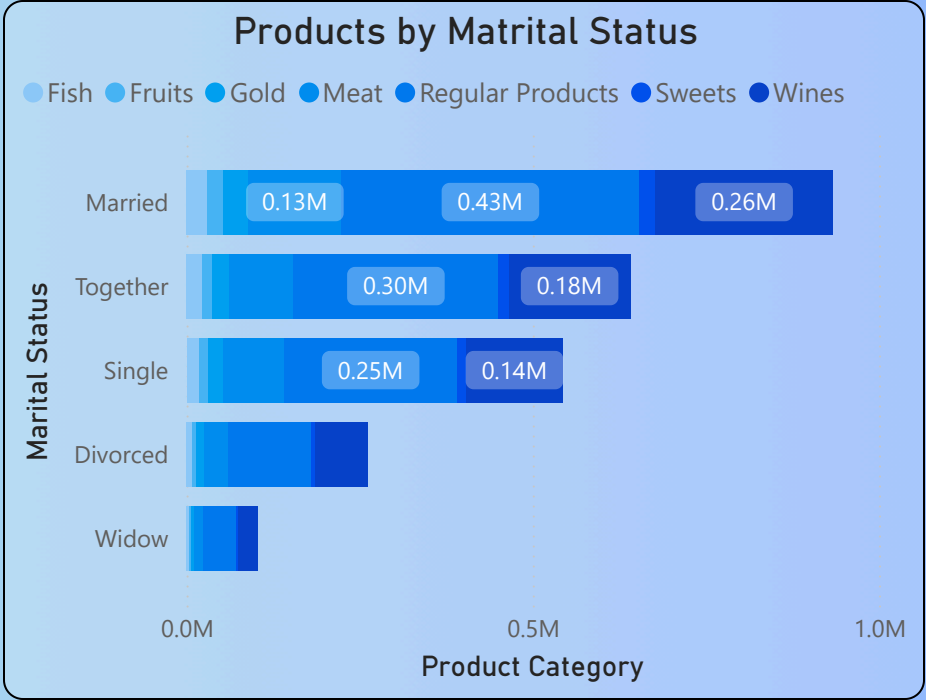
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Marital Status	Fish	Fruits	Gold	Meat	Regular Products	Sweets	Wines
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Single					0.25M		0.14M
Divorced							
Widow							



Age VS Expenditure

Sum of Amount_Total

Sum of Income

Age

0K 50K

0M 5M

20 40 60 80

Age VS Expenditure

Sum of Amount_Total

Sum of Income

Age

0K 50K

0M 5M

20 40 60 80

