Customer Overview Dashboard

Education Level
All

Marital_Status
All

Kids at home
All

Teens at home
All

Customer Ag...
All

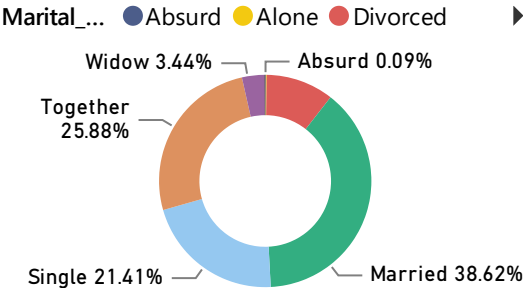**Customer Inc...**
All

Purchase Rec...
All

Overview

2237
Number of Customer

Number of Customer by Marital_Status

Marital_... ● Absurd ● Alone ● Divorced ▶

- Widow 3.44%
- Absurd 0.09%
- Together 25.88%
- Single 21.41%
- Married 38.62%

Number of Customer by Kids at home

Kids at ... ● 0 ● 1 ● 2

- 2 2.15%
- 1 40.14%
- 0 57.71%
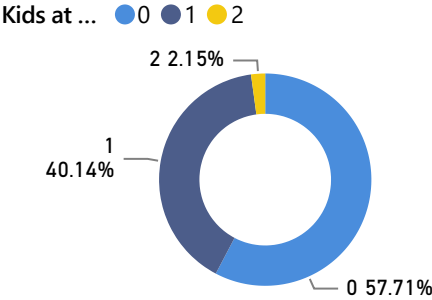
Number of Customer by Education Level

Educati... ● 2n Cycle ● Basic ● Graduation ▶

- 2n Cycle 8.99%
- PhD 21.68%
- Master 16.54%
- Graduation 50.38%
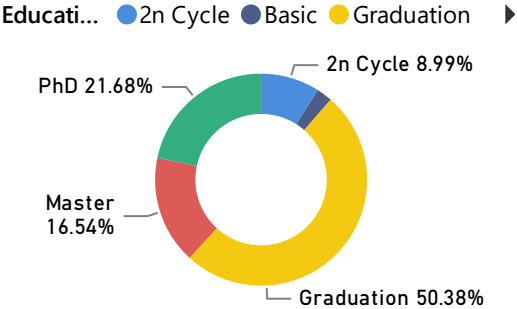
Details

Number of Customer by Purchase Recency Buckets and Customer Age Bucket

● Middle Aged Customer ● Old Customer ● Young Adults

Purchase Recency Bucket	Middle Aged Customer	Old Customer	Young Adults
0 - 30 Days	500	218	5
30 - 60 Days	446	203	4
60 - 90 Days	436	222	6
90 - 120 Days	144	53	
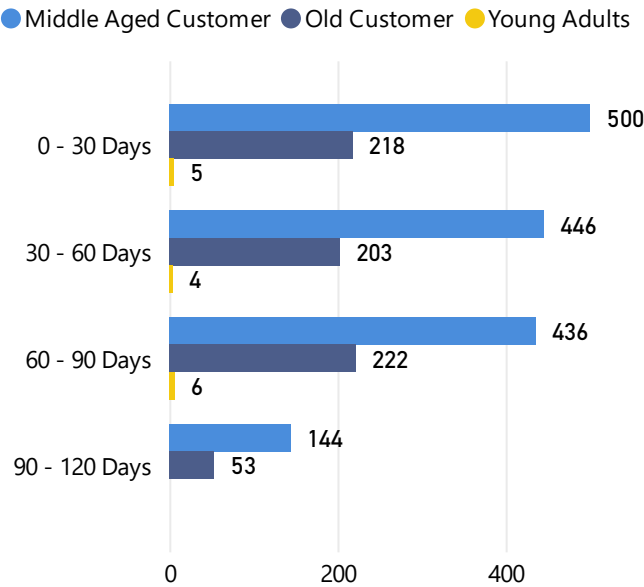
Number of Customer by Customer Income Bucket and Customer Age Bucket

● Middle Aged Customer ● Old Customer ● Young Adults

Income Bucket	Middle Aged Customer	Old Customer	Young Adults
0 - 50k	844	235	4
50k - 100k	671	459	11
100k+	11	2	
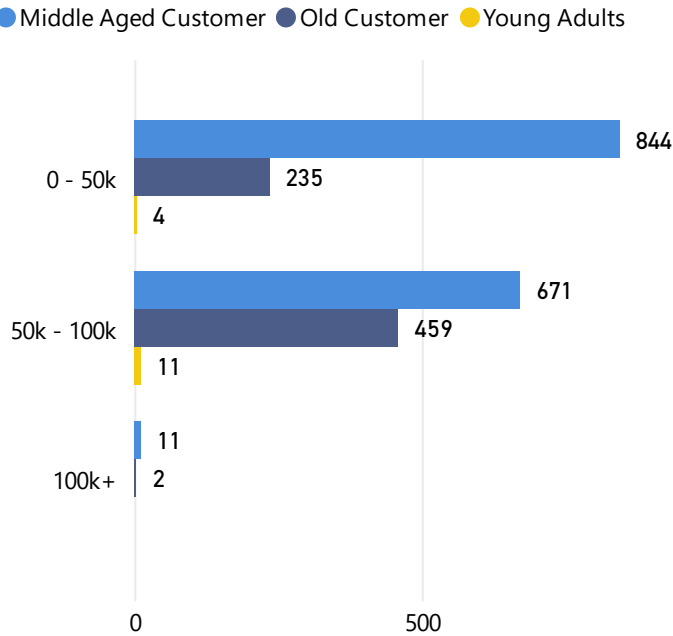
Number of Customer by Customer Age and Customer Age Bucket

● Middle Aged Customer ● Old Customer ● Young Adults

Customer Age Bucket	Number of Customer
Middle Aged Customer	1526
Old Customer	696
Young Adults	15
Total	**2237**