

Slide 1 – Title Slide

Title: Customer Demographics & Behavior Analysis

Subtitle: Insights from Data.csv

Name :Shelomith Anyango

Slide 2: Team Details

Name: Shelomith Anyango

Members: none

Email: shelomith42@gmail.com

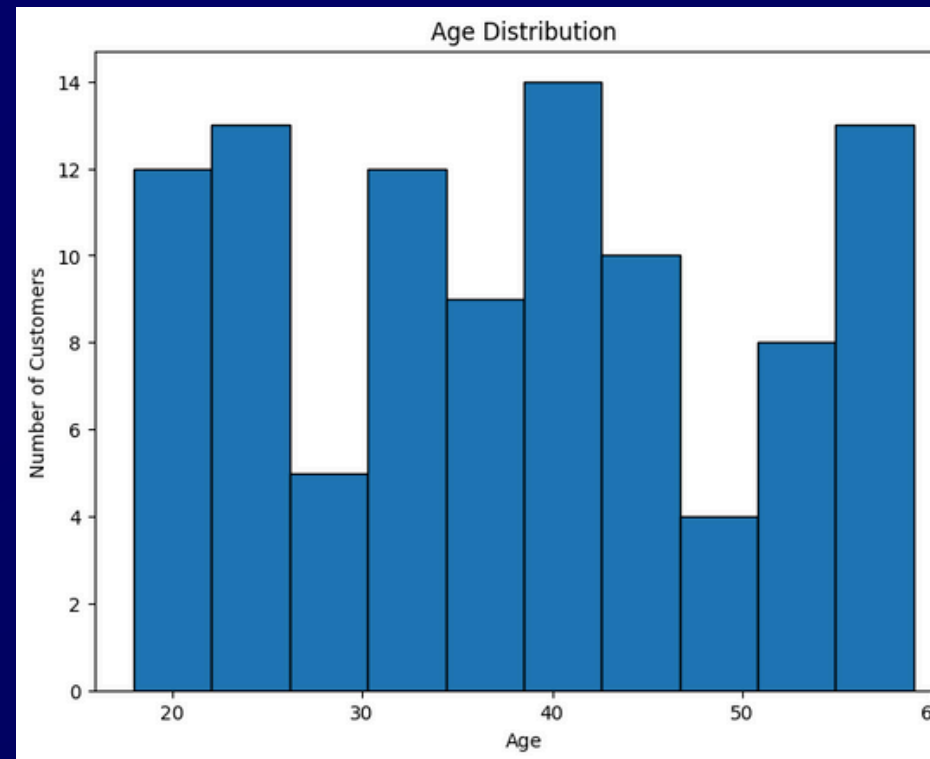
Country: Kenya

University: Kibabii University

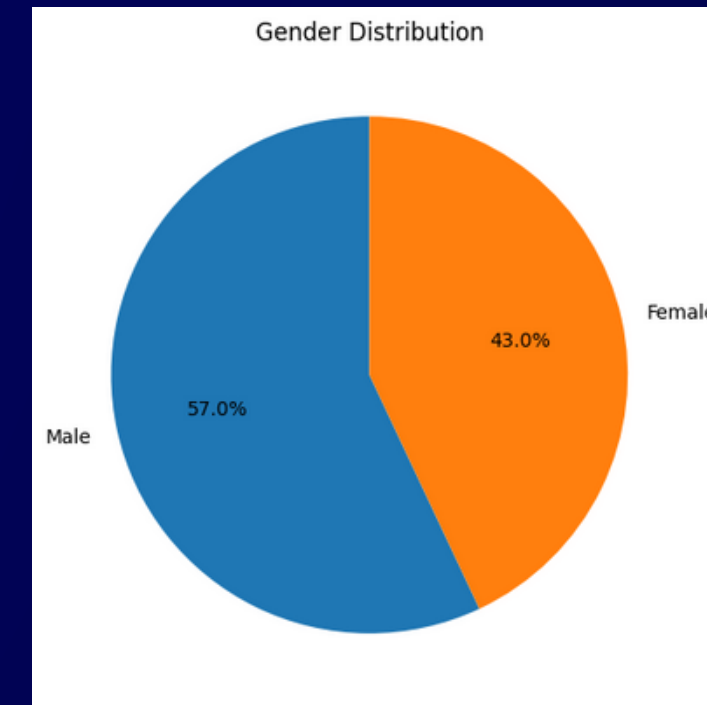
Specialization: Data Science

Slide 3 – Customer Demographics

Age distribution



Gender distribution



Key Insights :

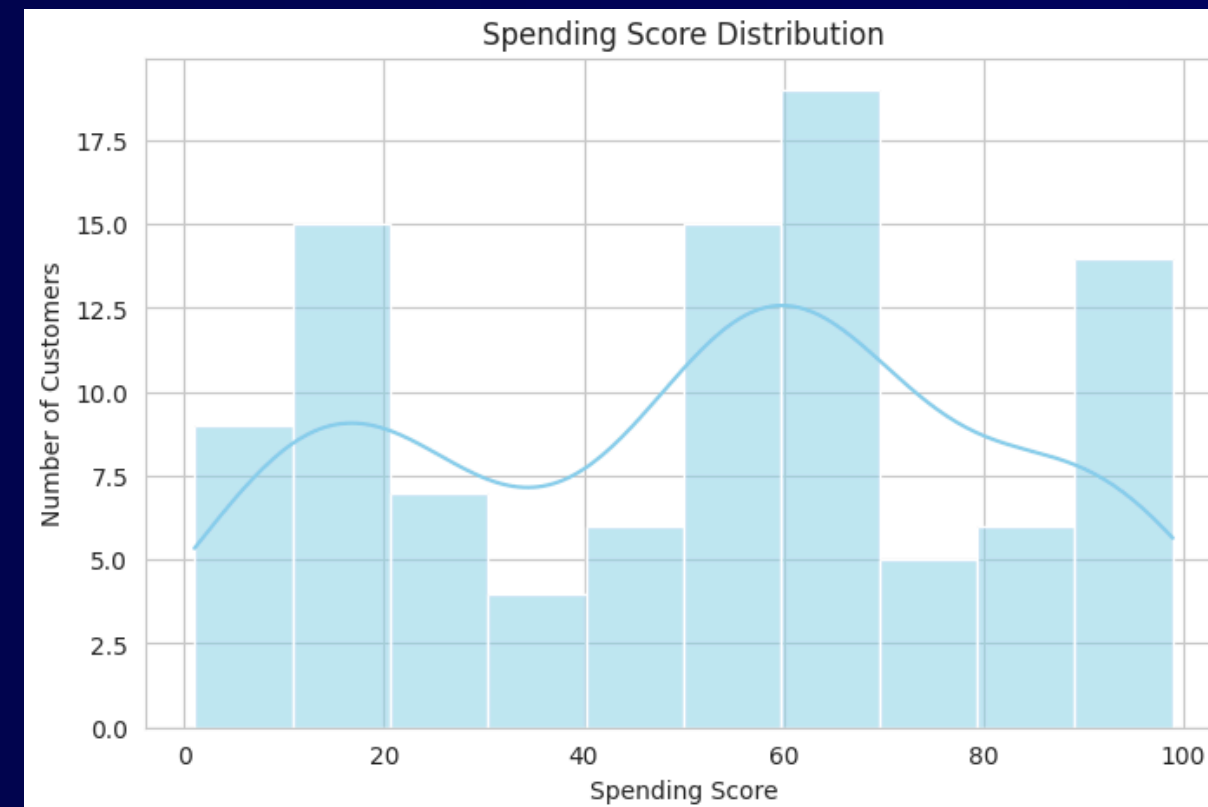
- **Average customer age is ~38 years**
- **Most common age group: 41 years**
- **Gender ratio: 57% Male, 43% Female**

Slide 4 – Spending Behavior

Average Spend per Age Group (Slide Text or Table):

- 18–25: 47.12
- 26–35: 47.32
- 36–45: 51.44
- **46+: 56.77**

Spending Distribution (Visual): histogram of Spending Score



This shows the spread of low, medium, and high spenders.

Key Insights:

High spenders are mostly in age group 46+.

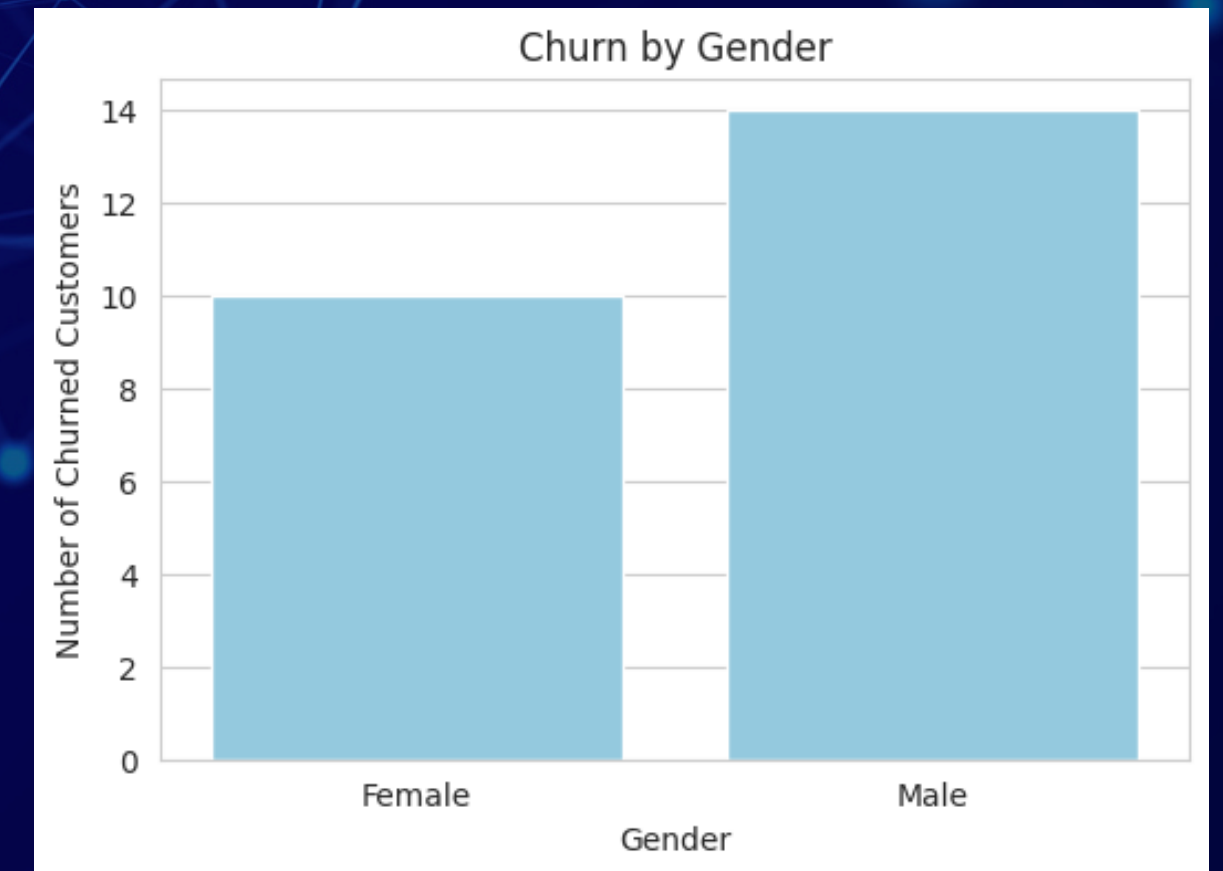
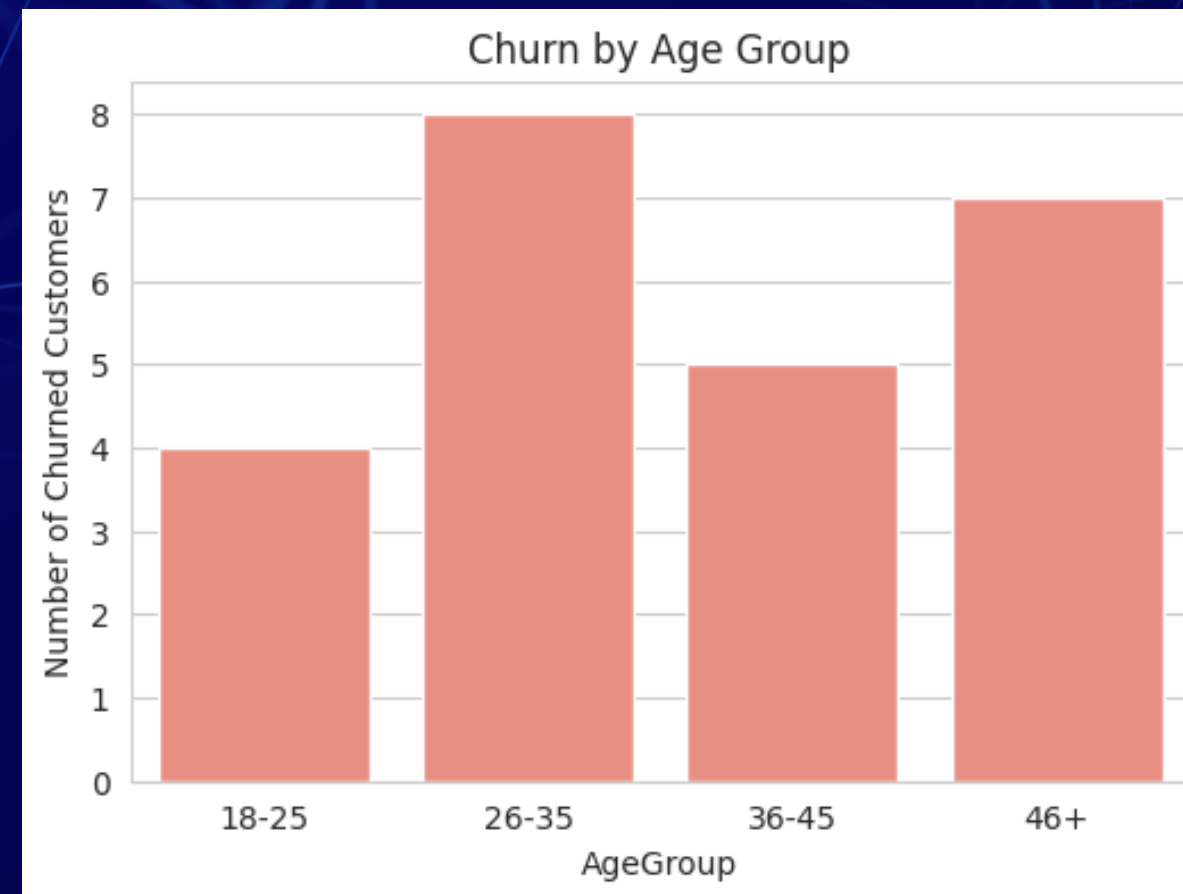
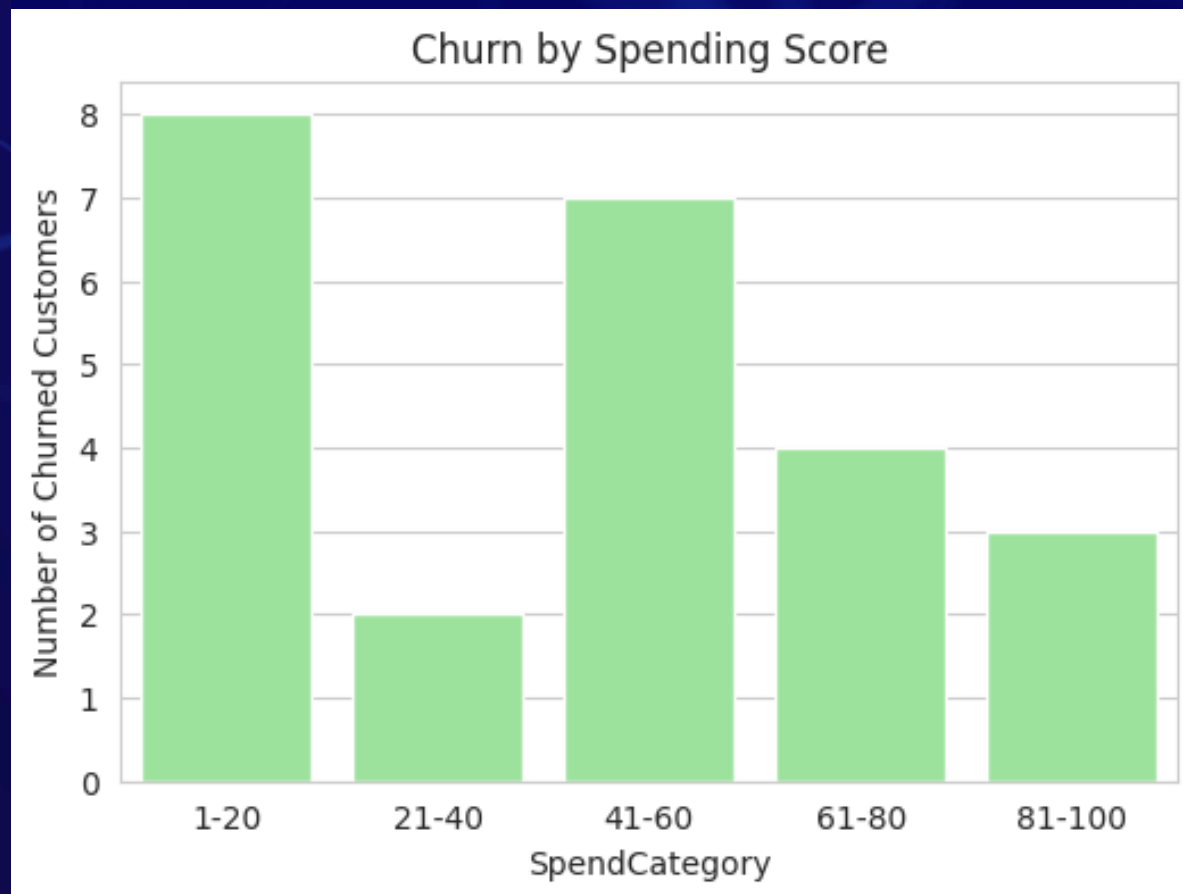
Spending category 81–100 shows the highest average spend.

Slide 5 – Churn Analysis

Churn Rate:
24% of customers have left

Key Insights:

- **Customers with lower spend are more likely to churn**
- **Younger customers (18–25) show higher churn**
- **Certain demographic groups may have higher churn (e.g., low-income females)**



Slide 6-Recommendations

Segment and Target Customers

- **Group customers by age, income, and spending patterns to tailor marketing strategies.**

Personalize Marketing Campaigns

- **Use gender, age, and spending insights to create targeted offers and promotions.**

Implement Loyalty and Retention Programs

- **Offer rewards, discounts, and special promotions to retain low-spending and repeat customers.**

Optimize Regional Strategies

- **Focus on countries or regions with higher customer potential for marketing and service improvement.**

Enhance Customer Experience

- **Provide efficient support, gather feedback, and improve services to increase satisfaction.**
-

Slide 8 – Conclusion

Summary of key insights

Call to action for next steps

