



Demography

Income Analysis

Expenditure Analysis

Income Utilization Analysis

## DEMOGRAPHY

gender

All

city

All

age\_group

All

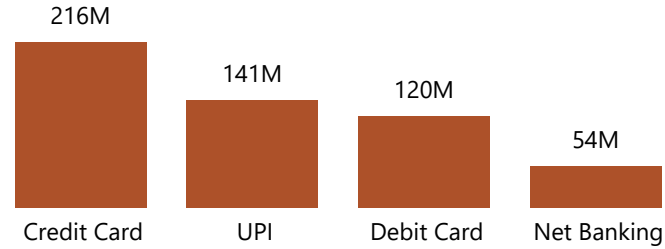
4000

Active Customers

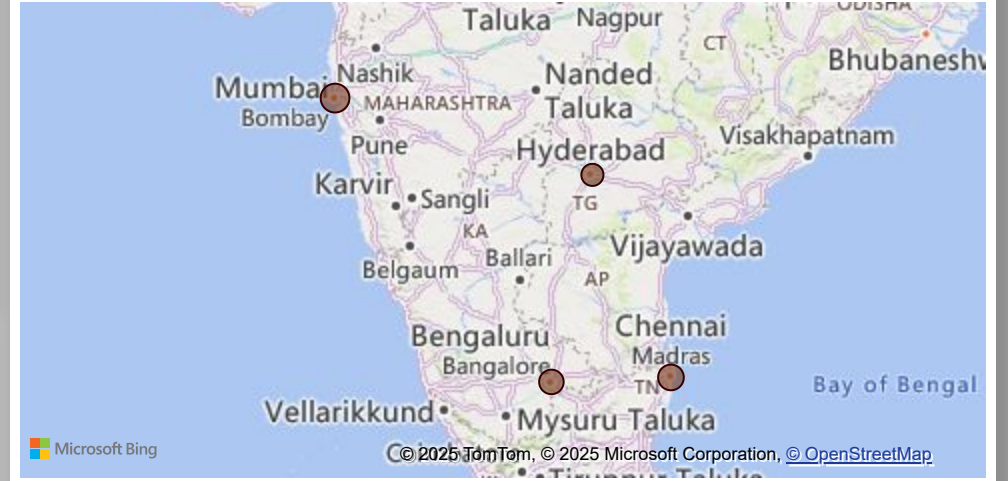
42.82%

Income utilization %

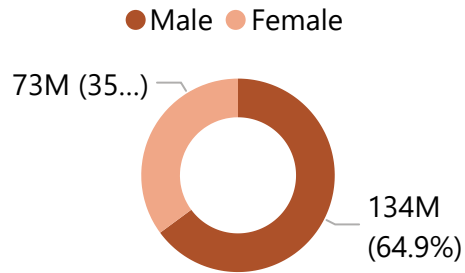
### Sum of spend by payment\_type



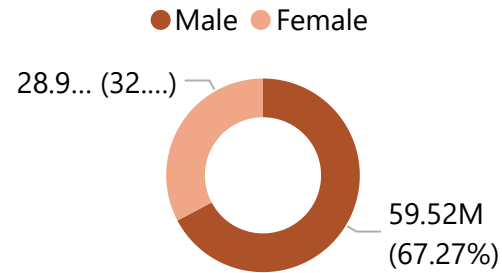
### Active Customers by city



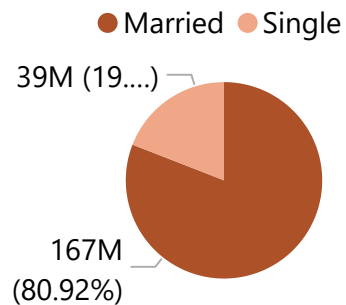
### Sum of avg income by gender



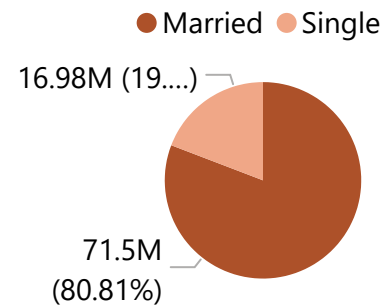
### avg spend by gender



### Avg Income by Marital Status



### avg spend by marital status



### Active Customers by category





## INCOME ANALYSIS

gender

All

city

All

age\_group

All

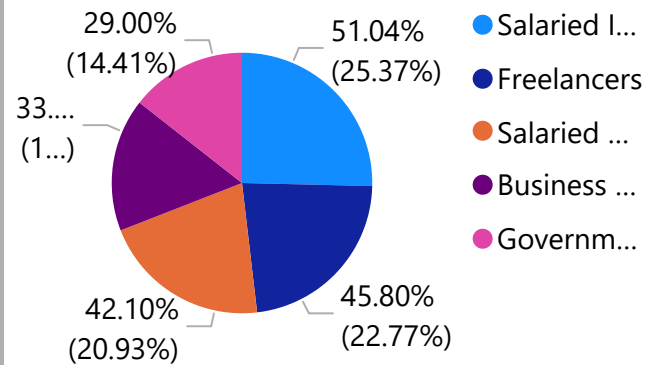
207M

Average Income

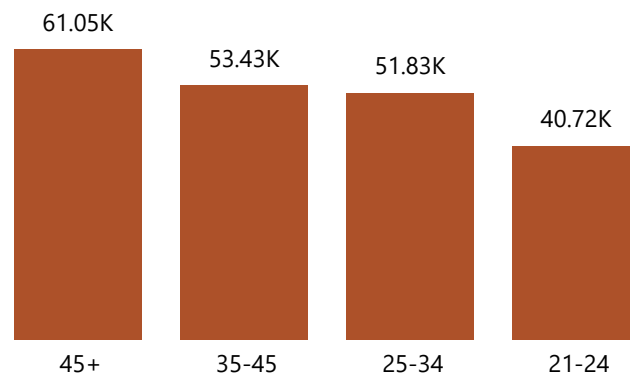
42.82%

Income Utilization %

### Income utilization % by occupation



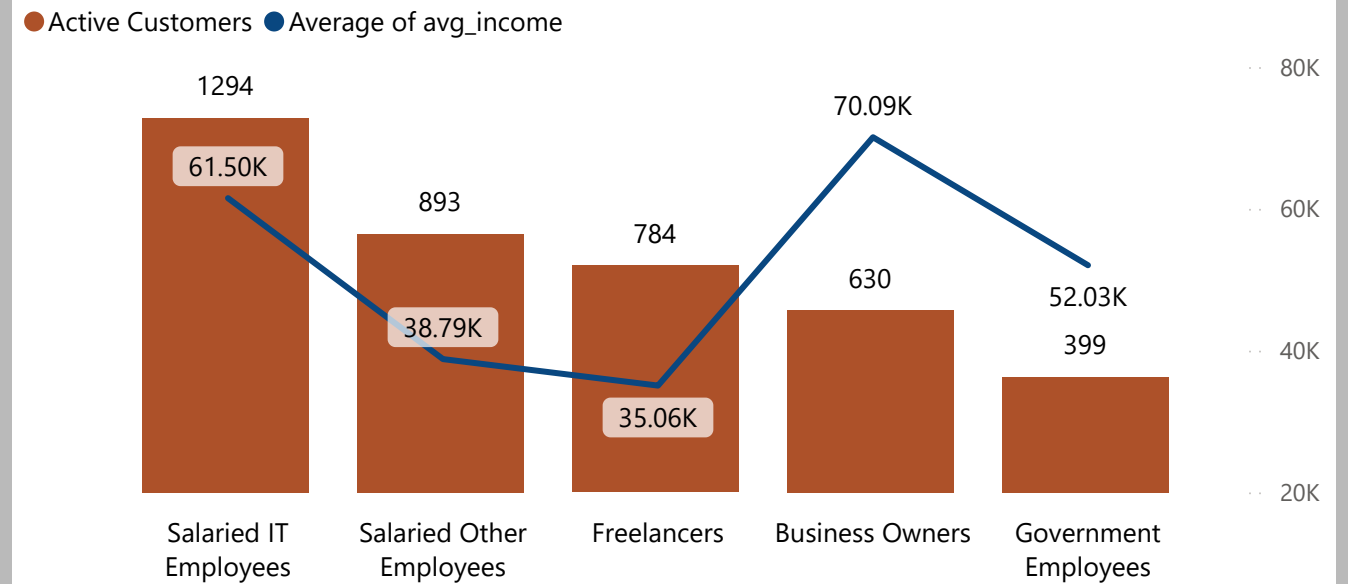
### Average income by age group



### Average Income Of Occupations In Different Cities

city	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Bengaluru	70.43K	35.12K	52.89K	61.87K	38.80K
Chennai	70.23K	35.14K	52.08K	62.60K	39.00K
Delhi NCR	69.74K	35.38K	51.56K	61.59K	38.91K
Hyderabad	70.21K	35.50K	52.23K	61.51K	39.53K
Mumbai	69.95K	34.43K	51.53K	60.42K	38.15K

### Active Customers and Average of avg\_income by occupation



Demography

Income  
Analysis

Expenditure  
Analysis

Income  
Utilization  
Analysis



Demography

Income  
Analysis

Expenditure  
Analysis

Income  
Utilization  
Analysis

## EXPENDITURE ANALYSIS

gender

All

city

All

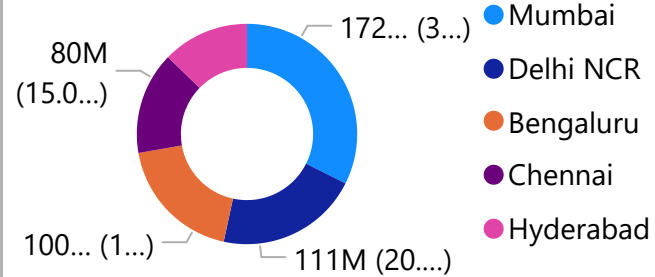
age\_group

All

530.90M

Total spend

### Total Spend by city



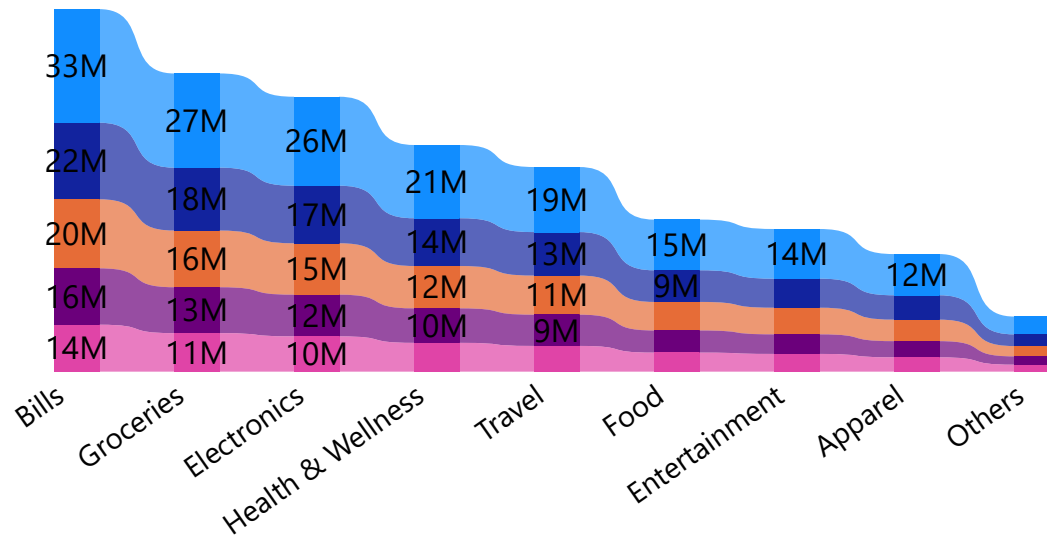
### Sum of spend by category and payment\_type

● Credit Card ● Debit Card ● Net Banking ● UPI

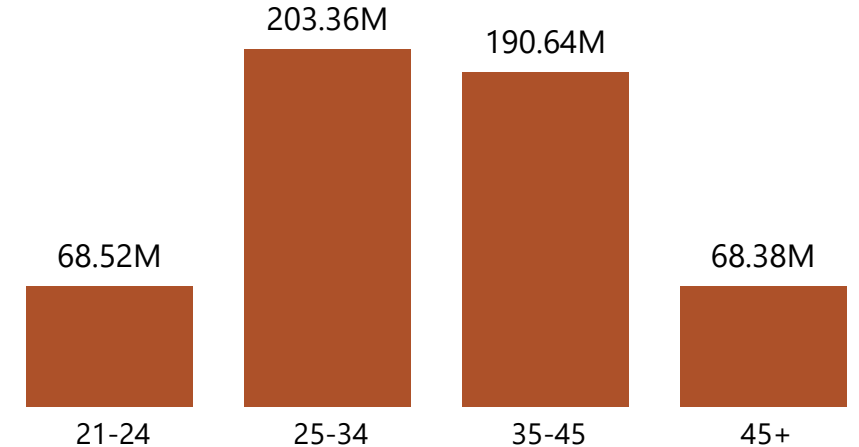
Bills	44.16%	24.15%		21.38%
Groceries	31.48%	24.80%	10.59%	33.13%
Electronics	44.22%	19.78%	9.42%	26.58%
Health & Welln...	42.19%	25.13%	10.90%	21.78%
Travel	44.94%	19.58%	9.95%	25.54%
Food	35.06%	20.71%		33.99%
Entertainment	41.43%	20.04%	9.76%	28.77%
Apparel	41.04%	24.44%		24.17%
Others	42.81%	20.60%		26.16%

### Sum of spend by category and city

● Bengaluru ● Chennai ● Delhi NCR ● Hyderabad ● Mumbai



### Total spend by age group





## INCOME UTILIZATION ANALYSIS

gender

All

city

All

age\_group

All

207M

Sum of avg income

88.48M

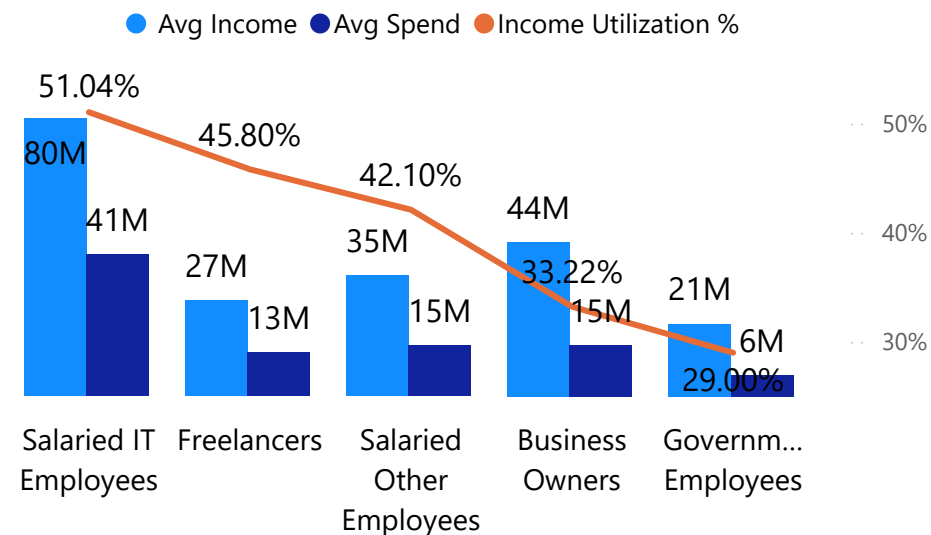
Avg Spend

42.82%

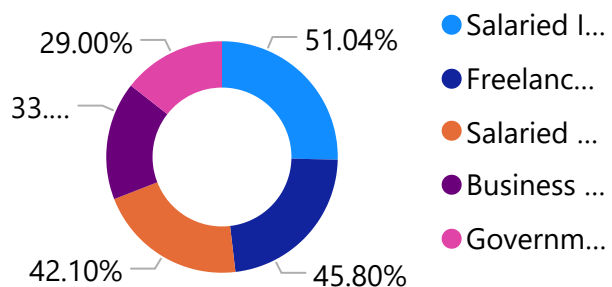
Income utilization %

occupation	Avg Income	Avg Spend	Income Utilization %
Business Owners	44.16M	14.67M	33.22%
Freelancers	27.49M	12.59M	45.80%
Government Employees	20.76M	6.02M	29.00%
Salaried IT Employees	79.58M	40.62M	51.04%
Salaried Other Employees	34.64M	14.59M	42.10%
<b>Total</b>	<b>206.63M</b>	<b>88.48M</b>	<b>42.82%</b>

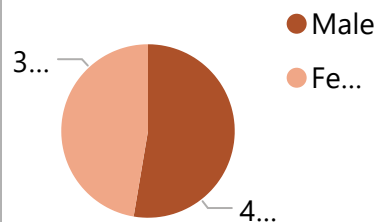
### Avg Income, Avg Spend and Income Utilization % by occupation



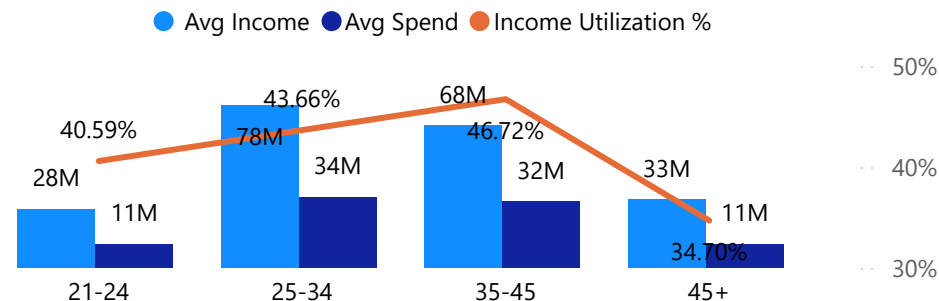
### Income utilization % by occupation



### Income utilization % by gender



### Avg Income, Avg Spend and Income Utilization % by age\_group



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