

Demographic analysis

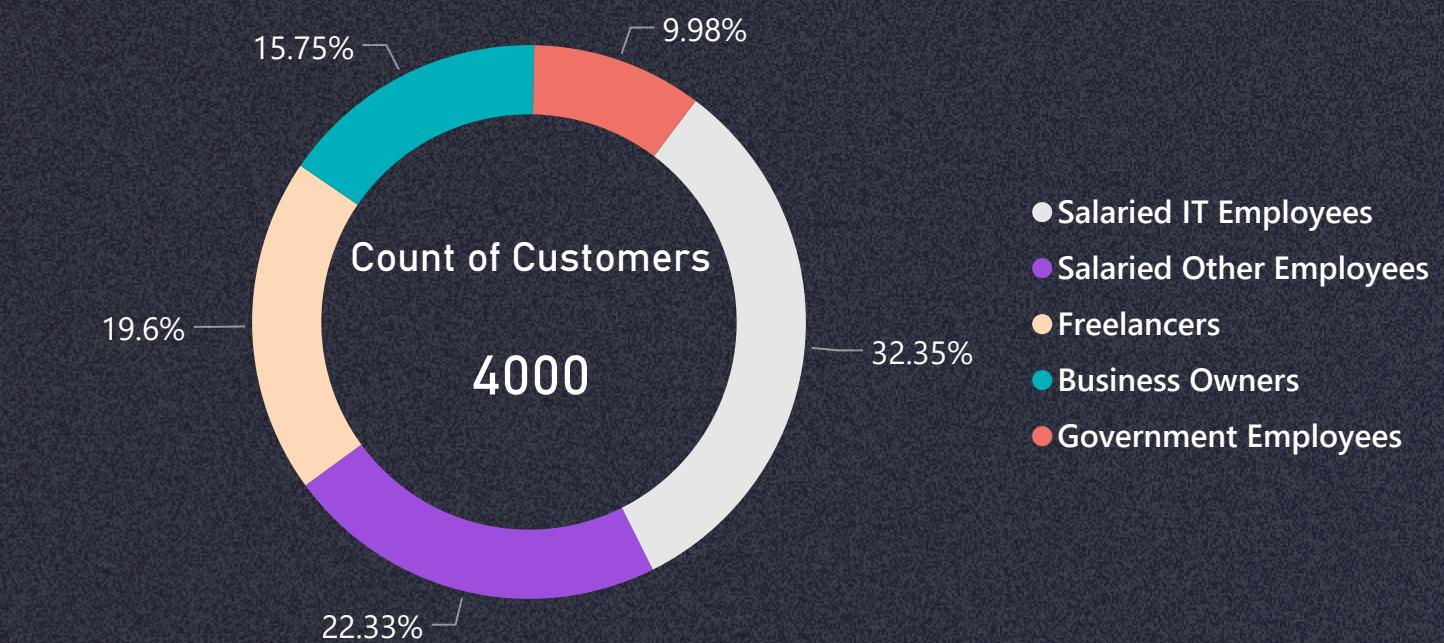


Total Customers

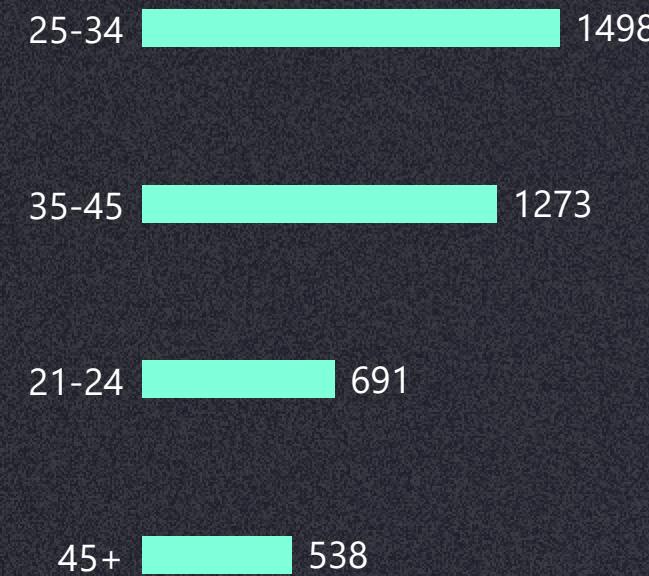
Female	1403	Married	3136
Male	2597	Single	864



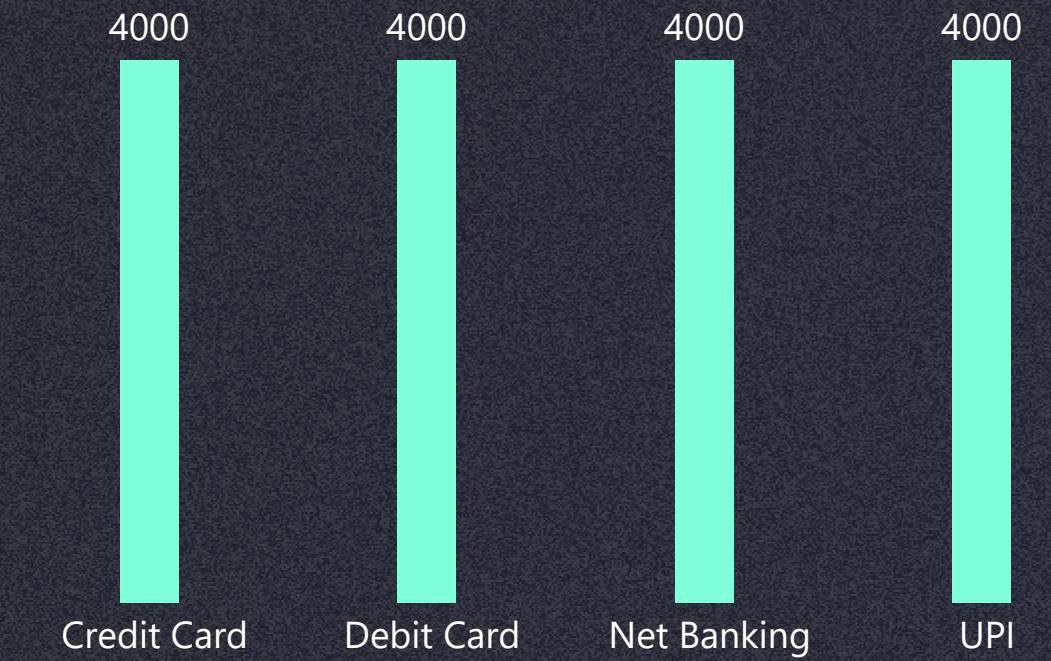
Counts of customers by occupation



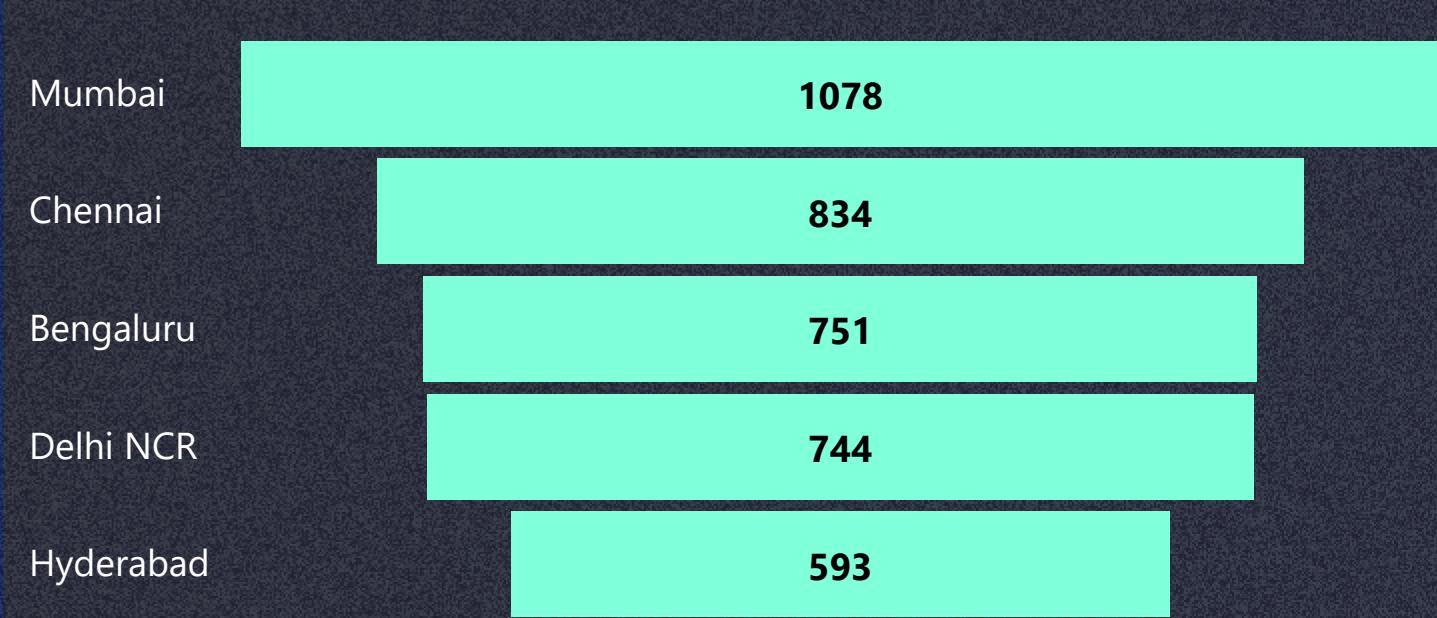
Counts of customers by Age Group



Distinct Counts of Customers by Payment Type



Counts of customers by city



Average Spend analysis per month

Female
₹ 20,641.45



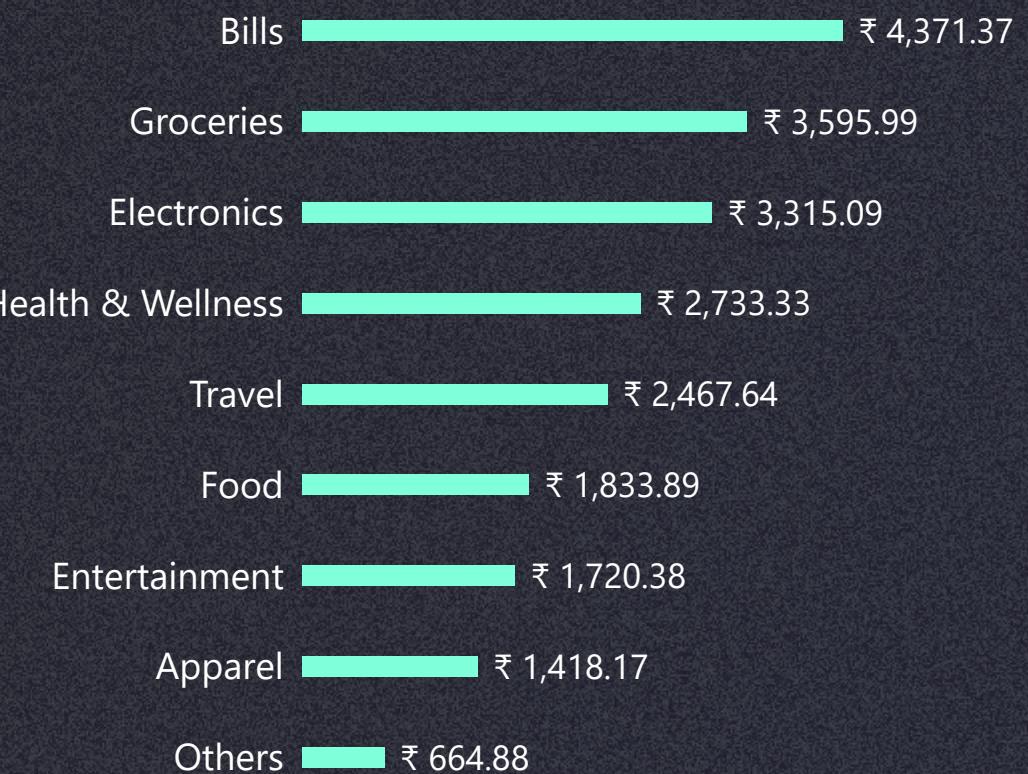
Male
₹ 22,919.91

Married
₹ 22,801.32

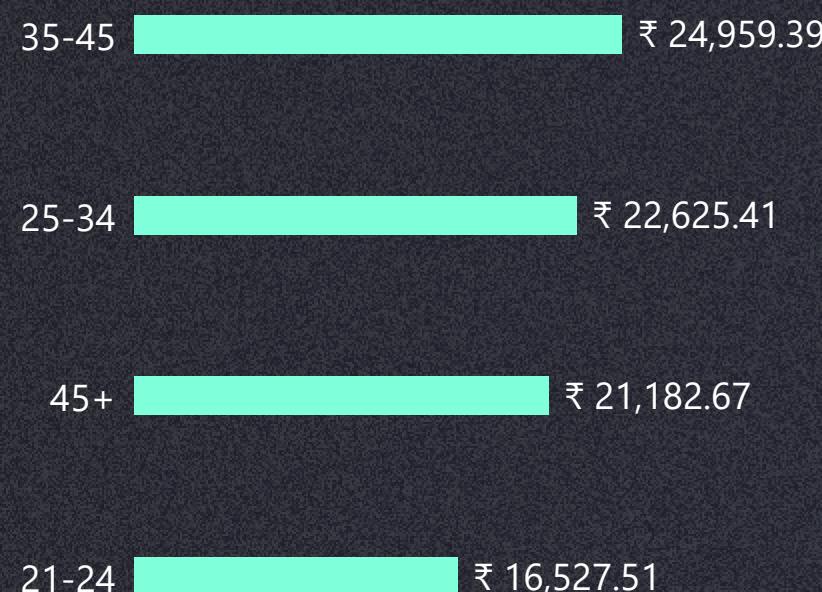


Single
₹ 19,650.50

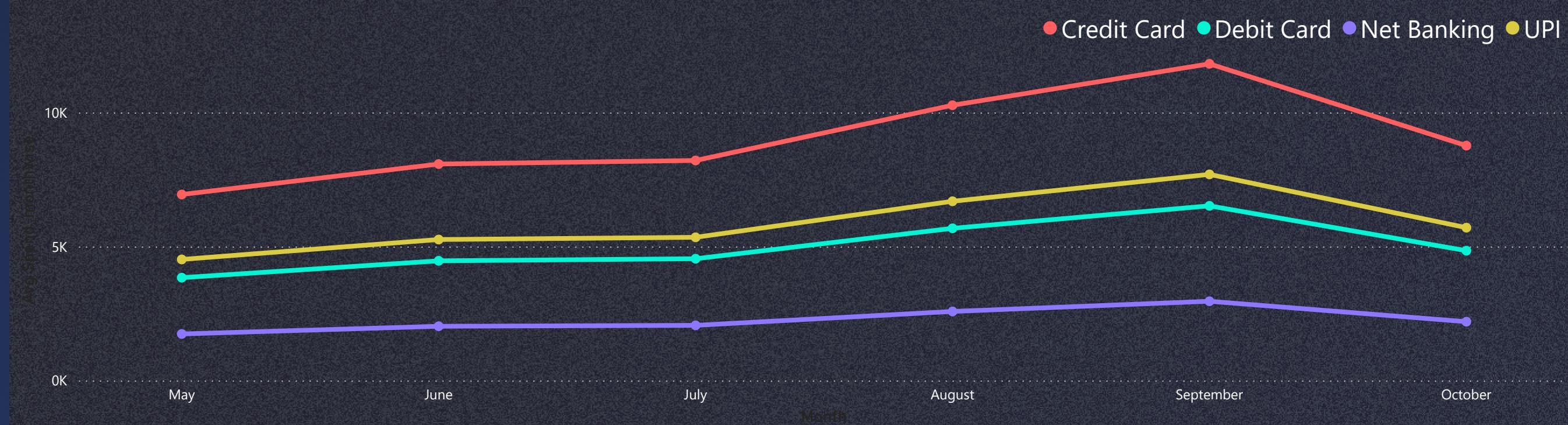
Monthly Avg Spend by category



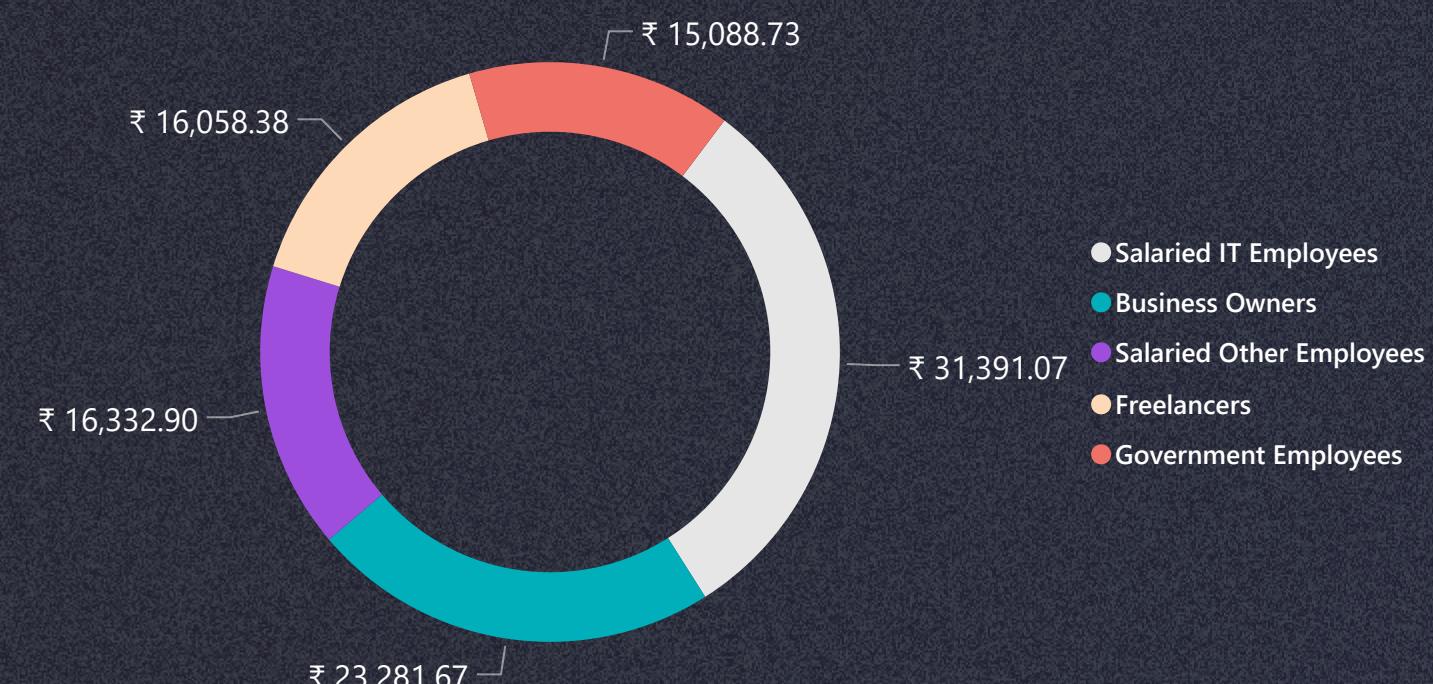
Monthly Avg Spend by Age Group



Spend by Month and Payment Type



Monthly Avg Spend by occupation



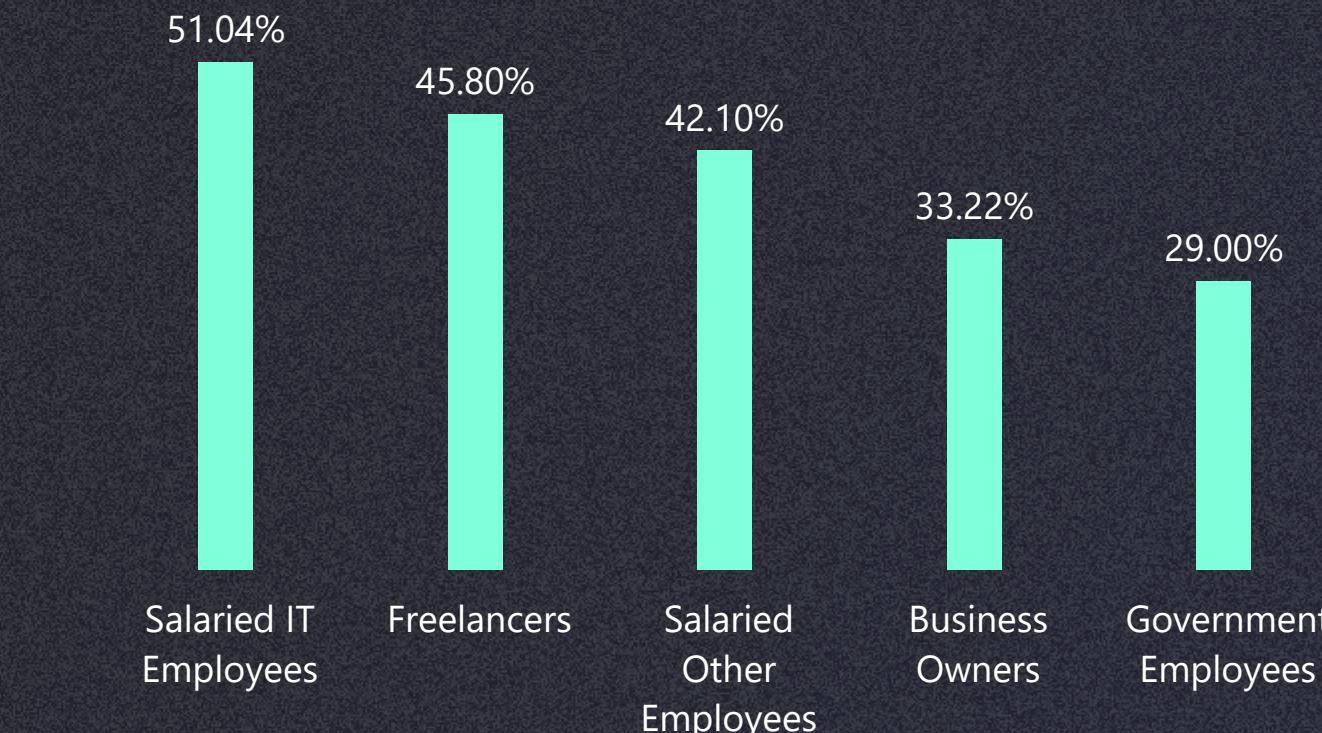
Income Utilisation wise analysis

Overall Income Utilisation

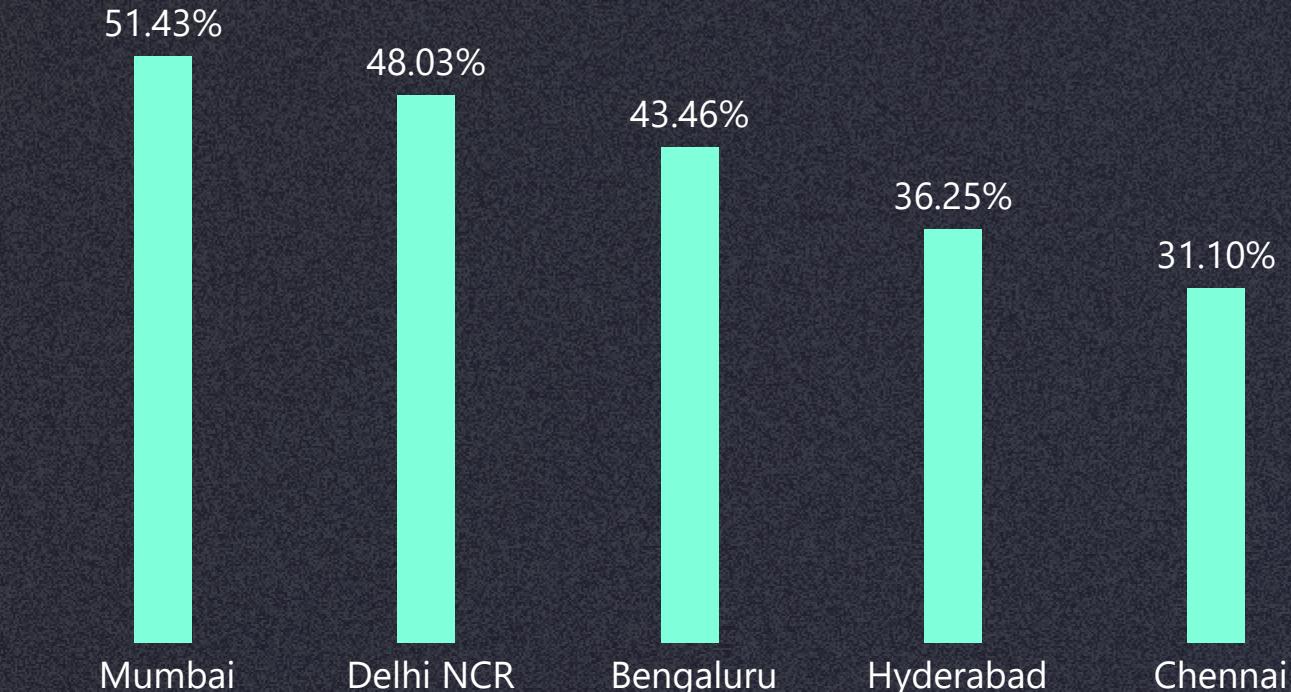
42.82%

Married	Female
42.77%	39.92%
Single	Male
43.06%	44.39%

Income Utilisation by Occupation



Income Utilisation by city



Customer Segmentation

Month	Avg Income	Avg Spend_monthwise	Income Utilisation_Monthwise
May	64,427.61	40,692.24	63.16%
June	58,540.78	38,393.31	65.58%
July	58,644.80	38,375.24	65.44%
August	52,202.20	36,777.46	70.45%
September	50,992.99	38,360.04	75.23%
ATQCUS0001	49,767.00	36,260.00	72.86%
ATQCUS0002	47,336.00	45,476.00	96.07%
ATQCUS0003	48,851.00	31,946.00	65.39%
ATQCUS0004	45,425.00	38,151.00	83.99%
ATQCUS0005	46,732.00	40,030.00	85.66%
ATQCUS0006	50,620.00	44,328.00	87.57%
ATQCUS0007	48,756.00	34,998.00	71.78%
ATQCUS0008	46,854.00	32,422.00	69.20%
ATQCUS0009	47,879.00	43,903.00	91.70%
ATQCUS0010	49,465.00	34,309.00	69.36%
ATQCUS0011	45,444.00	33,970.00	74.75%
ATQCUS0012	47,586.00	34,711.00	72.94%
ATQCUS0013	46,713.00	32,004.00	68.51%
ATQCUS0014	29,477.00	17,994.00	61.04%
ATQCUS0015	32,195.00	20,000.00	62.12%
ATQCUS0016	32,211.00	20,184.00	62.66%
ATQCUS0017	29,195.00	24,003.00	82.22%
ATQCUS0018	29,931.00	21,748.00	72.66%
ATQCUS0020	31,079.00	21,255.00	68.39%
ATQCUS0021	28,332.00	19,200.00	67.77%
ATQCUS0022	29,100.00	23,530.00	80.86%
ATQCUS0026	51,916.00	33,955.00	65.40%
ATQCUS0030	27,632.00	25,145.00	91.00%
ATQCUS0031	28,246.00	21,261.00	75.27%
Total	50,647.49	74,120.19	146.35%