

# CUSTOMER SEGMENTATION ANALYSIS

Customers

9996

Avg Customer Age

44.09

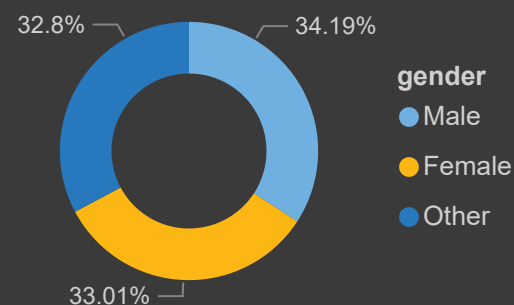
Categories

4

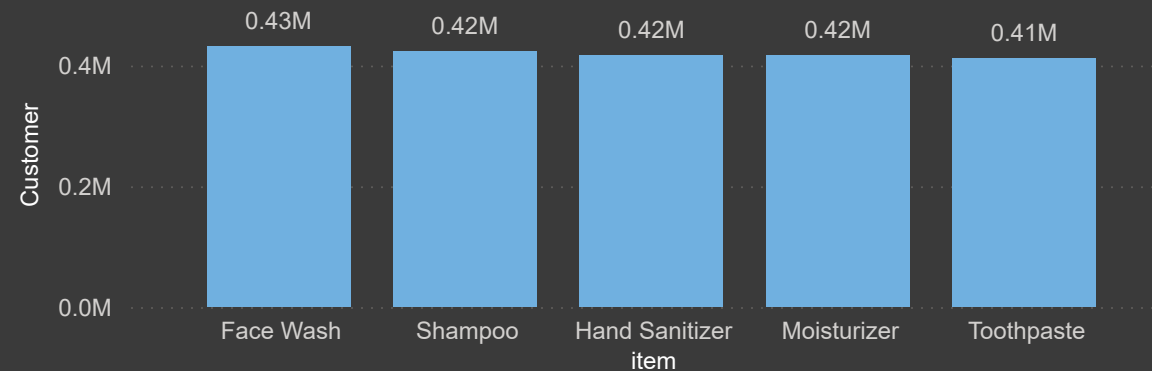
Items

12

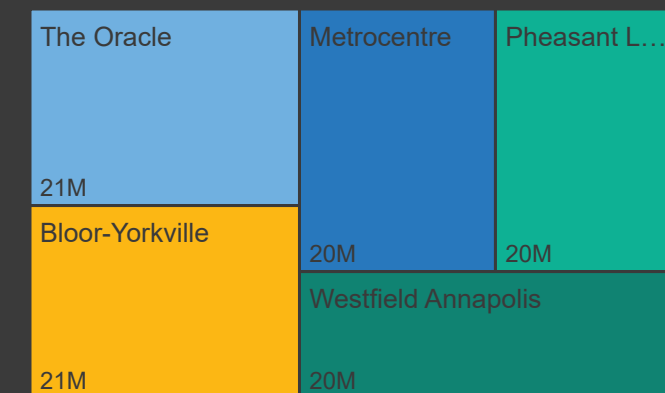
Payment by Gender



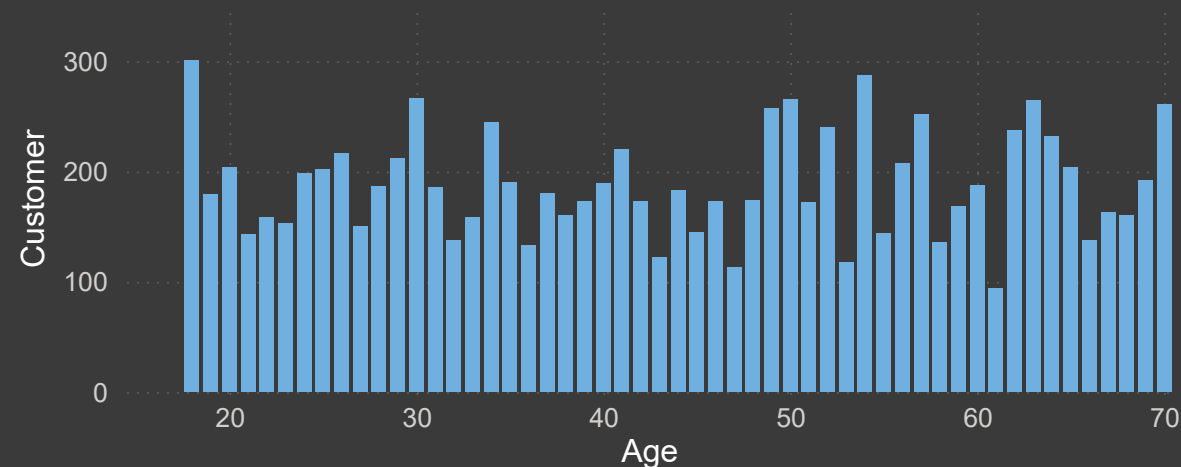
Top Item by Customer Purchase



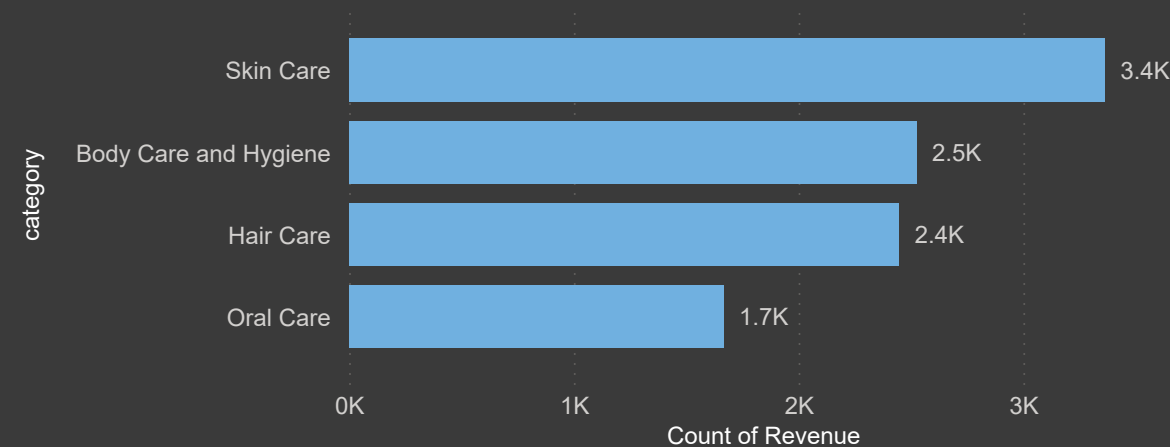
Top Invoice\_no by shopping\_mall



Customer Age



Revenue by category



# CUSTOMER CHURNED ANALYSIS

Customers

9996

Churned Customer

4903

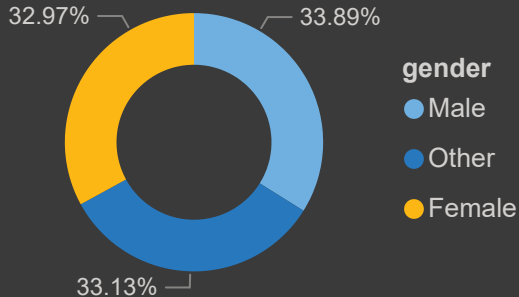
Purchase

2.49M

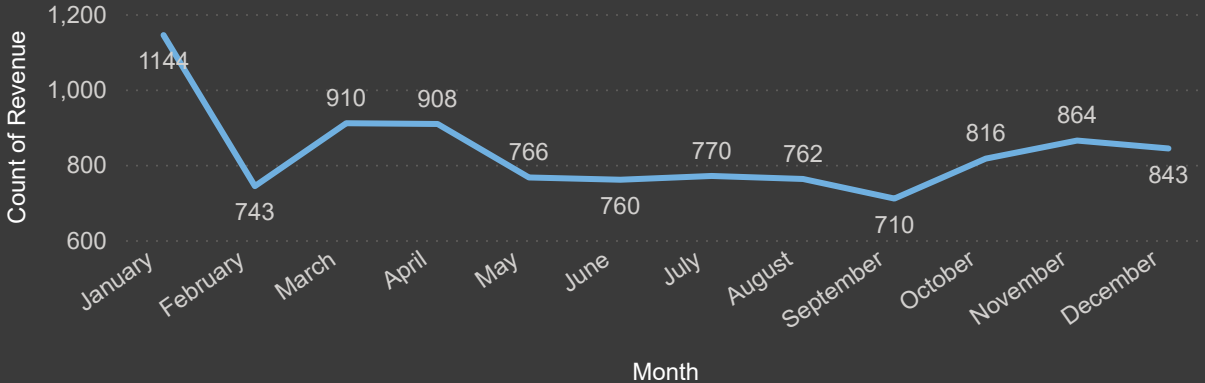
Discount

5055

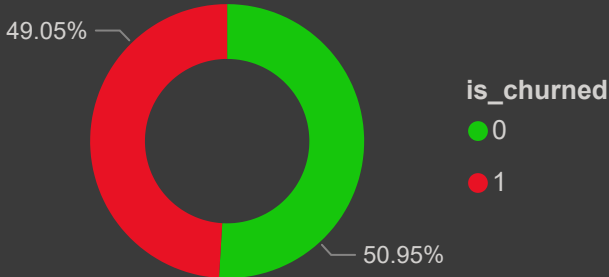
Count of is\_churned by gender



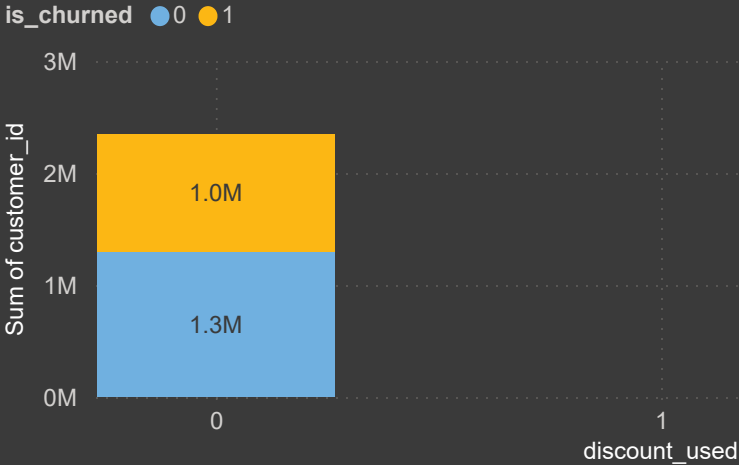
Revenue by Month



Customer by Churned



Sum of customer\_id by discount\_used and is\_churned



Sum of Churned by discount\_used

