

Demography

Marital Status ▼  
All ▼

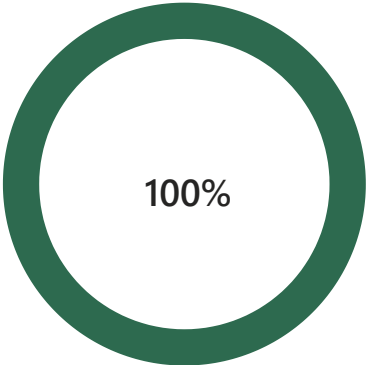
Gender ▼  
All ▼

City ▼  
All ▼

Occupation ▼  
All ▼

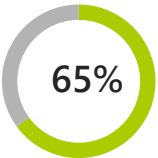
Active Customers

4000



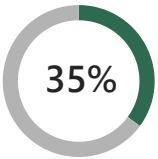
Active Male Cutomers

2597

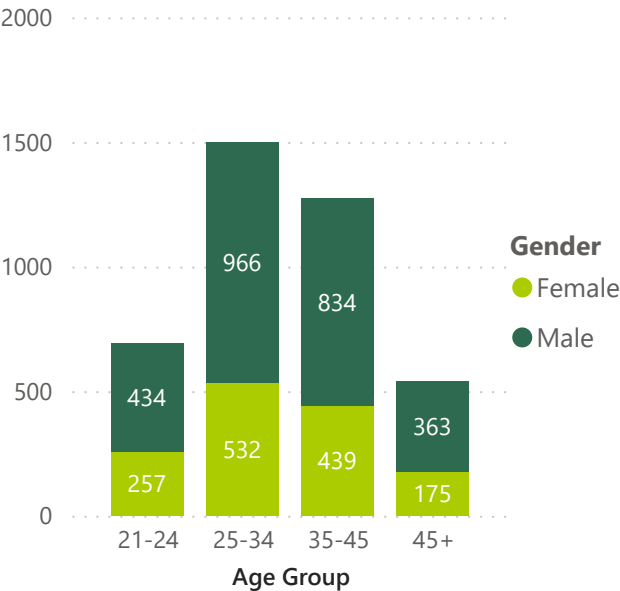


Active Female Customers

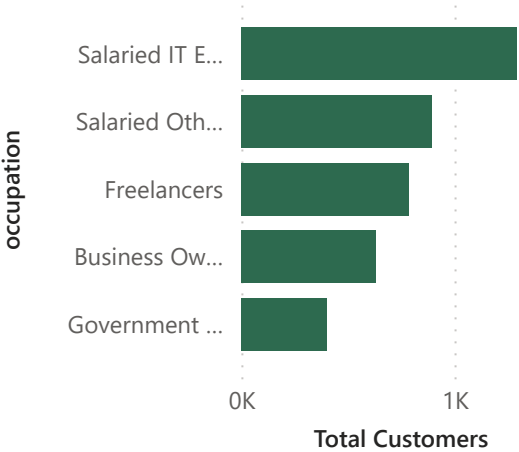
1403



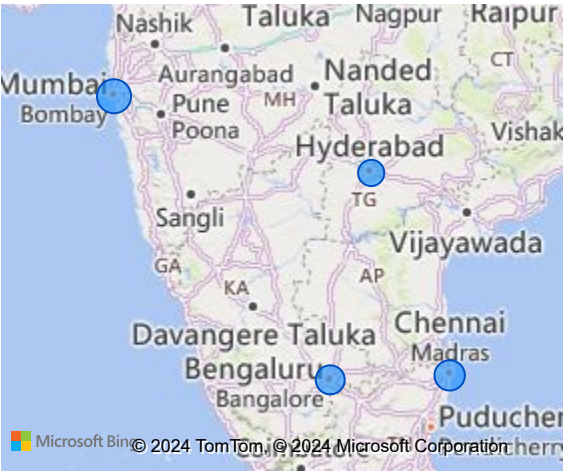
Active Customers by Age Group and Gender



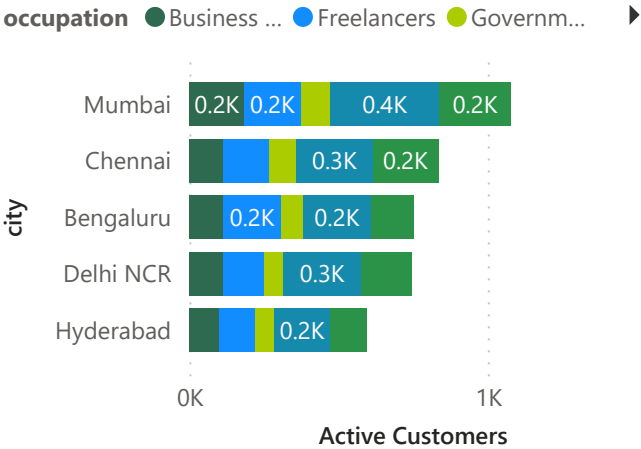
Active Customers by occupation



Active Customers by city



Active Customers by city and occupation



Income Analysis

Marital Status

All

Gender

All

City

All

Occupation

All

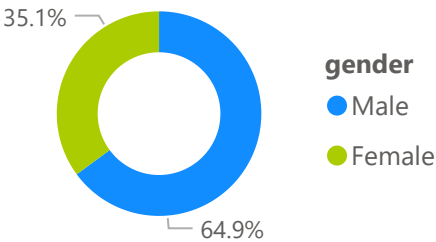
1,240M

Total income

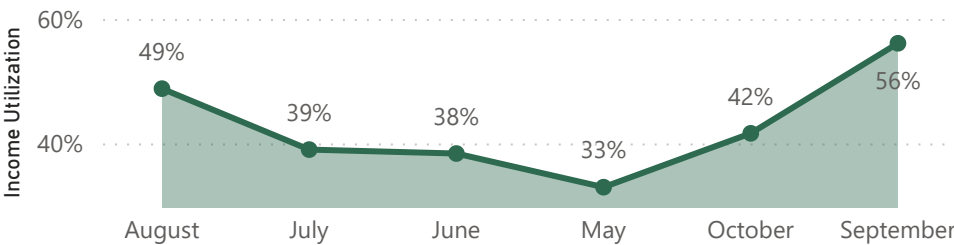
207M

Average Monthly Income

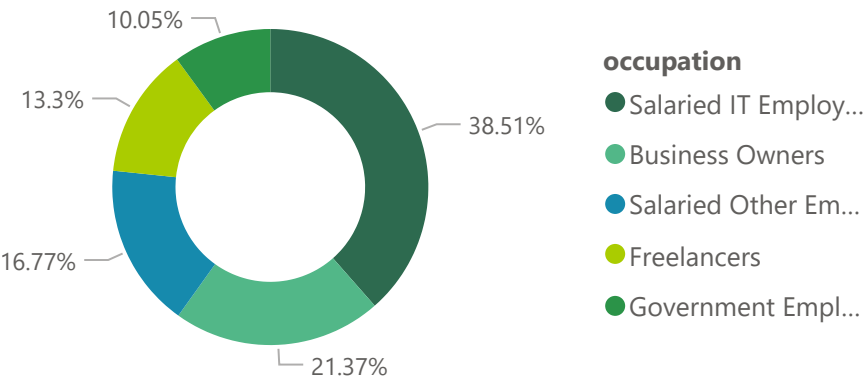
Total income by gender



Income Utilization by month



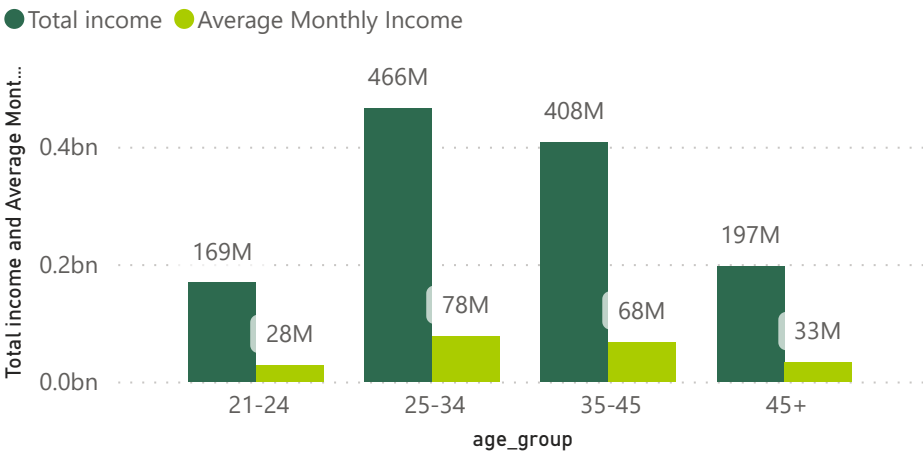
Total income by occupation



city	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Mumbai	12940K	6472K	5153K	21995K	9195K
Chennai	8077K	5306K	4791K	16087K	8542K
Delhi NCR	7880K	4811K	3455K	15953K	6576K
Bengaluru	8099K	6707K	4020K	13982K	5548K
Hyderabad	7161K	4189K	3343K	11564K	4783K

Gender    Age Group    Occupation    City

Total income and Average Monthly Income by age\_group



Spend Behaviour

Marital Status

All

Gender

All

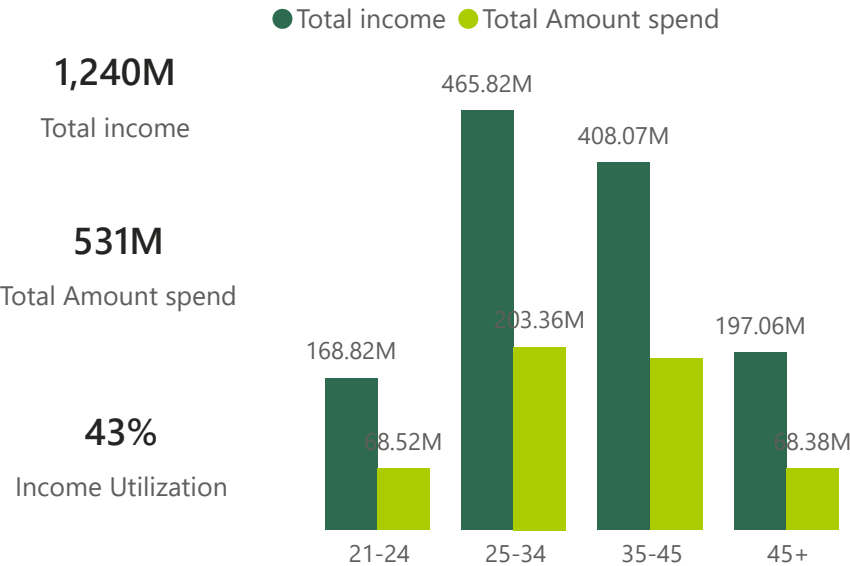
City

All

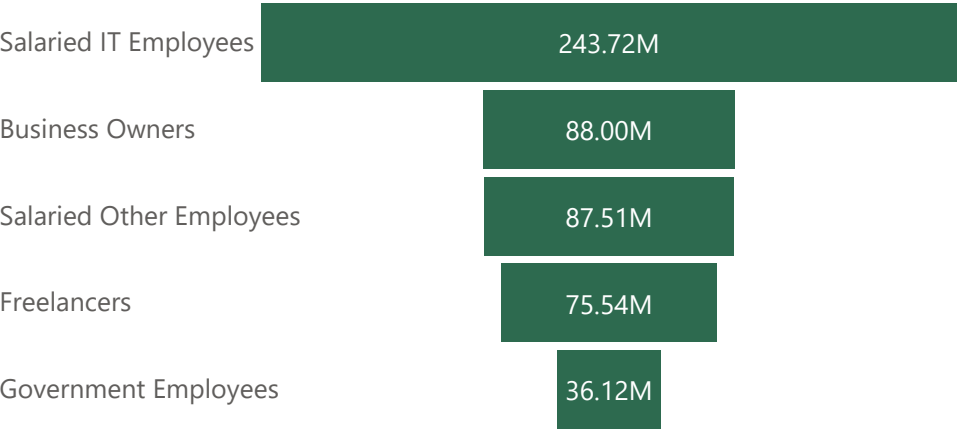
Occupation

All

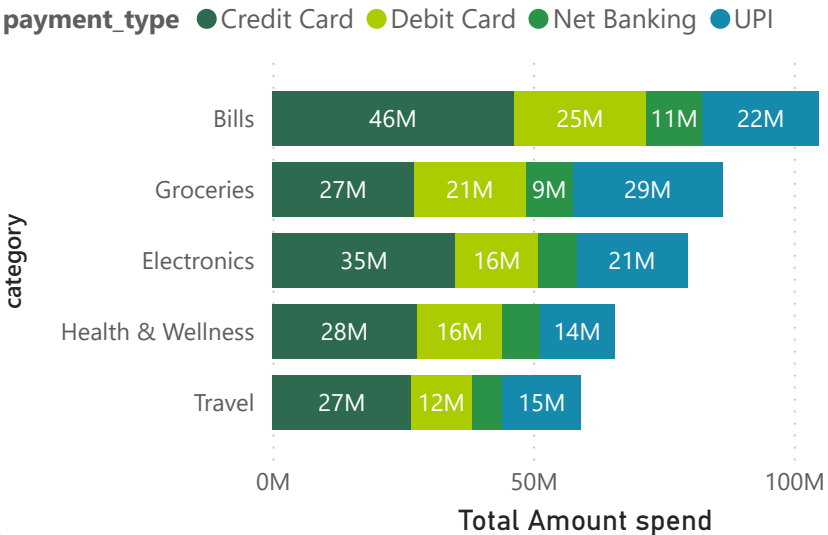
Total and Average Monthly spend by Age Group



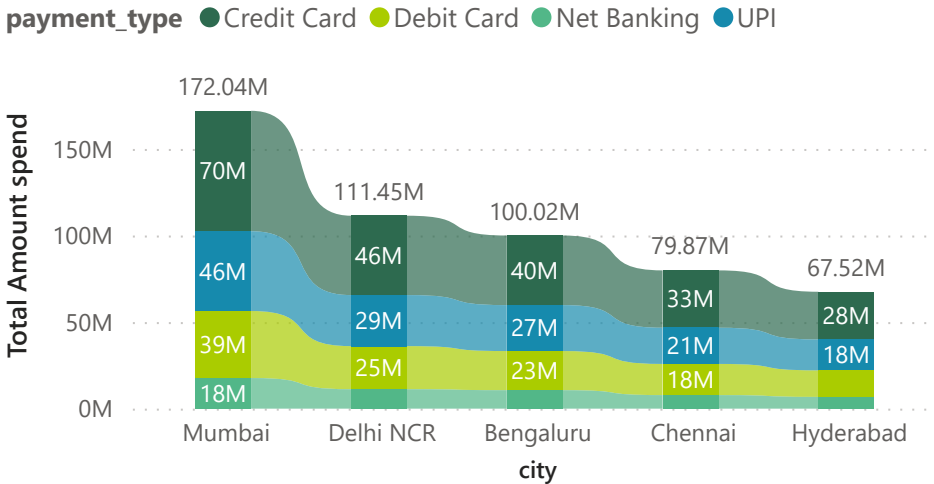
Total Amount spend by occupation



Total Spend by Category and Payment type



Total Spend by City and Payment type



Income Allocation Efficiency

Marital Status 

All

Gender 

All

City 

All

Occupation 

All

207M

88M

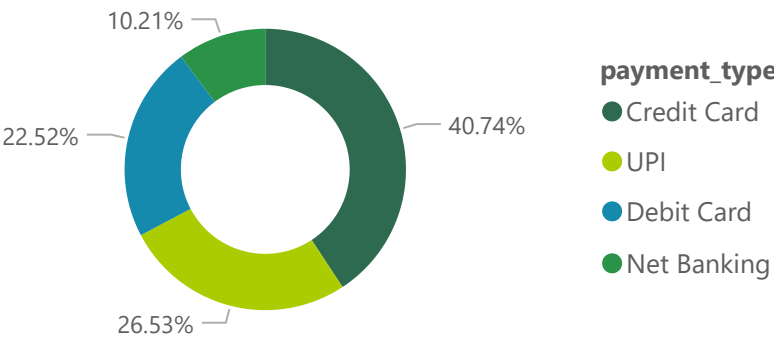
43%

Average Monthly Income

Average Monthly Spend

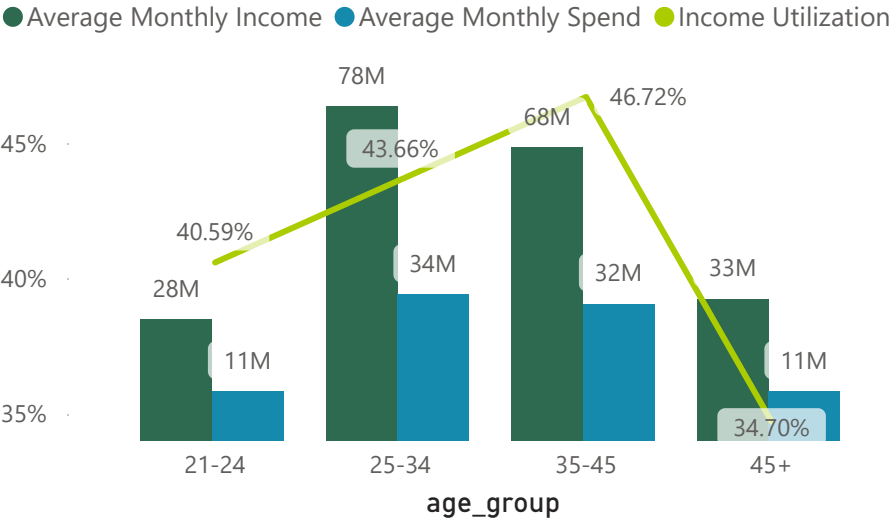
Income Utilization

Income Utilization by payment\_type



occupation	Average Monthly Income	Average Monthly Spend	Income Utilization
⊕ Salaried IT Employees	79580577	40620050.67	51.04%
⊕ Business Owners	44157443	14667451.50	33.22%
⊕ Salaried Other Employees	34642539	14585281.00	42.10%
⊕ Freelancers	27485671	12589773.00	45.80%
⊕ Government Employees	20761899	6020403.00	29.00%

Average Monthly Income and Spend by Age Group



Average Monthly Income and Spend by City

