

Customer Segmentation Dashboard

Top N Products
5

Total No. of Transactions

761K

YTD

YoY

76K

-33.48%

Total Amount

£576M

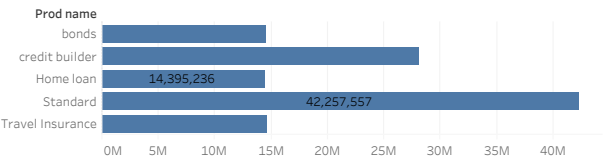
YTD

YOY

£57.35M

-33.85%

Transactions on Products



Overview

Summary

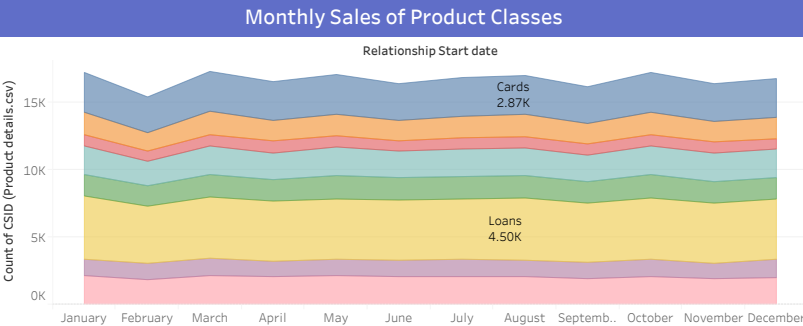
Details

Month of Activity ..
All

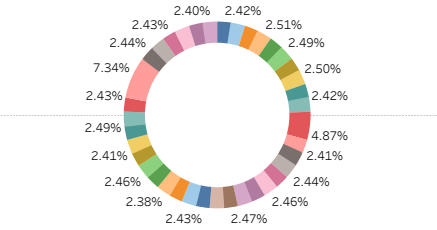
Prod name
All

Prod cls
All

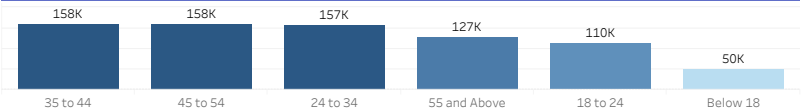
Channel
All



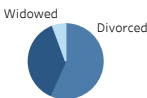
Product Name %



Age



Marital Status



Summary Dashboard

Overview

Summary

Details

Prod cls

All

Channel

All

Month of Activity ..

All

Income Group

All

Total No. of Transactions

761K

YTD 76K

YoY -33.48%

Total Amount

£576M

YTD £57.35M

YOY -33.85%

Monthly Channel Analysis

App

ATM

Branch

11,496

8,216

12,688

8,682

11,430

8,463

Spend Analysis by Locations

Income

Income Group / Income Amount

High

Low

Low-Middle

Upper Middle

De..

250000

280000

300000

500000

100000

120000

130000

148000

150000

162000

200000

235000

0

1

2

3

Transaction Details

Overview	Trans type	Merchant Category	YTD amount				PYTD Amount				Lifetime Transactions			
Summary	Credit Card	Sports	25.64K	£1.94M	£3.02M	£19.46M								
		Miscellaneous	25.50K	£1.84M	£2.86M	£19.22M								
Airlines		25.39K	£1.86M	£2.95M	£19.23M									
Digital Goods		25.38K	£1.90M	£2.92M	£19.09M									
Grocery Stores		25.36K	£1.95M	£2.83M	£19.08M									
Health		25.33K	£1.93M	£2.91M	£19.28M									
Entertainment		25.25K	£1.94M	£2.88M	£19.24M									
Food & Beverages		25.24K	£1.96M	£2.87M	£19.20M									
Hotels		25.23K	£1.91M	£2.82M	£19.08M									
fuel		25.18K	£1.85M	£2.84M	£18.99M									
Details	Debit Card	fuel	25.62K	£2.01M	£2.87M	£19.50M								
		Miscellaneous	25.59K	£1.93M	£2.98M	£19.45M								
Grocery Stores		25.48K	£1.96M	£2.89M	£19.39M									
Entertainment		25.47K	£1.87M	£2.86M	£19.26M									
Hotels		25.39K	£1.91M	£2.92M	£19.09M									
Airlines		25.35K	£1.87M	£2.81M	£19.12M									
Sports		25.17K	£1.85M	£2.93M	£18.98M									
Digital Goods		25.16K	£1.94M	£2.90M	£19.06M									
Food & Beverages		25.16K	£1.86M	£2.87M	£18.98M									
Health		25.12K	£1.92M	£2.83M	£19.02M									
Regular Payment Card	Food & Beverages	25.68K	£1.92M	£2.96M	£19.53M									
	Health	25.67K	£1.91M	£2.99M	£19.34M									
	Airlines	25.53K	£1.95M	£2.87M	£19.35M									
	fuel	25.49K	£1.96M	£2.89M	£19.22M									
	Sports	25.32K	£1.96M	£2.91M	£19.18M									
	Entertainment	25.30K	£1.90M	£2.87M	£19.21M									
	Digital Goods	25.30K	£1.92M	£2.89M	£19.13M									
	Grocery Stores	25.29K	£1.82M	£2.81M	£19.06M									
		0K 10K 20K 30K	0K 500K 1000K 1500K 2000K 2500K	0M 1M 2M 3M 4M	0M 5M 10M 15M 20M 25M									