

Demographic

Spend Analysis

Grid View

Age Group

All

City

All

Gender

All

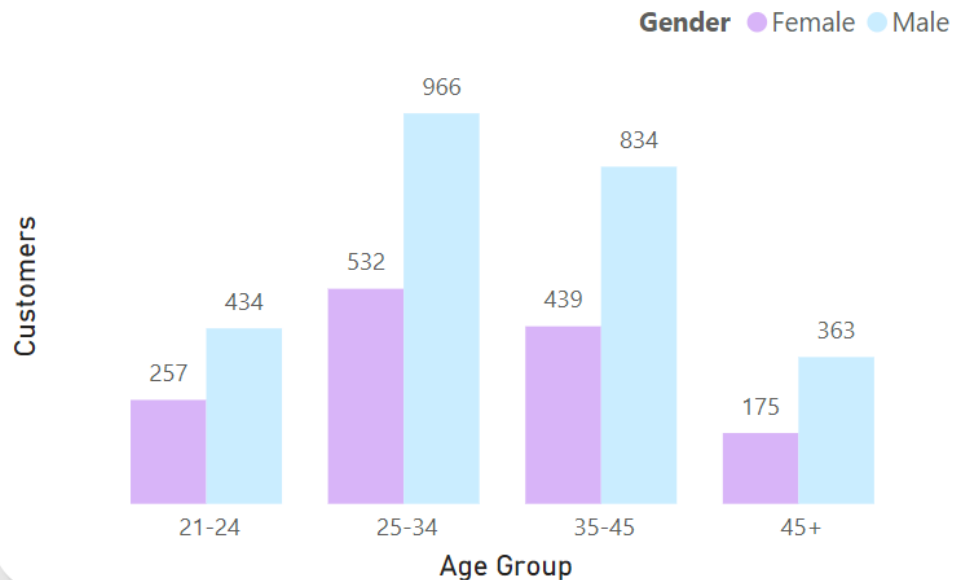
category

All

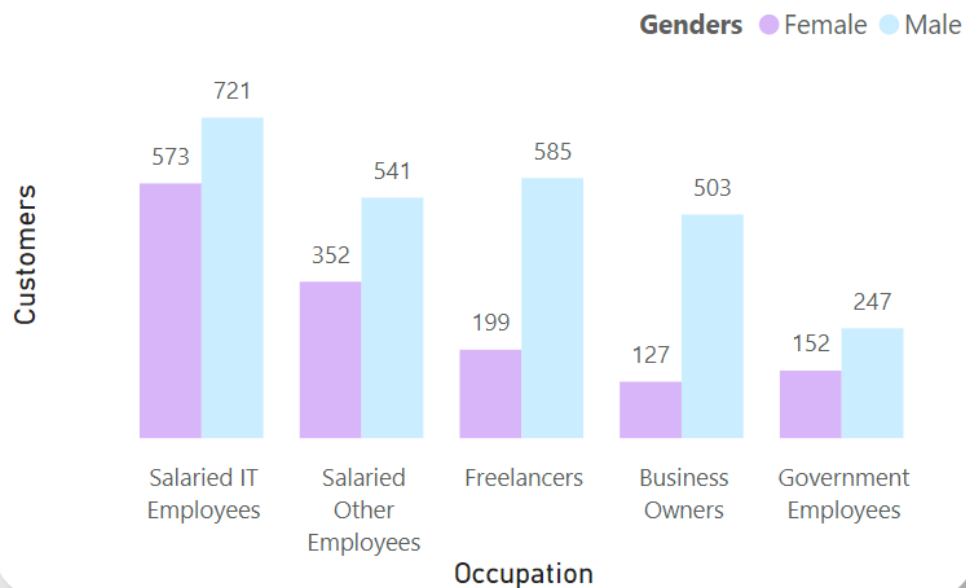
Occupation

All

Customers by Age Group and Gender



Customers by Occupation and Genders



2597

Male

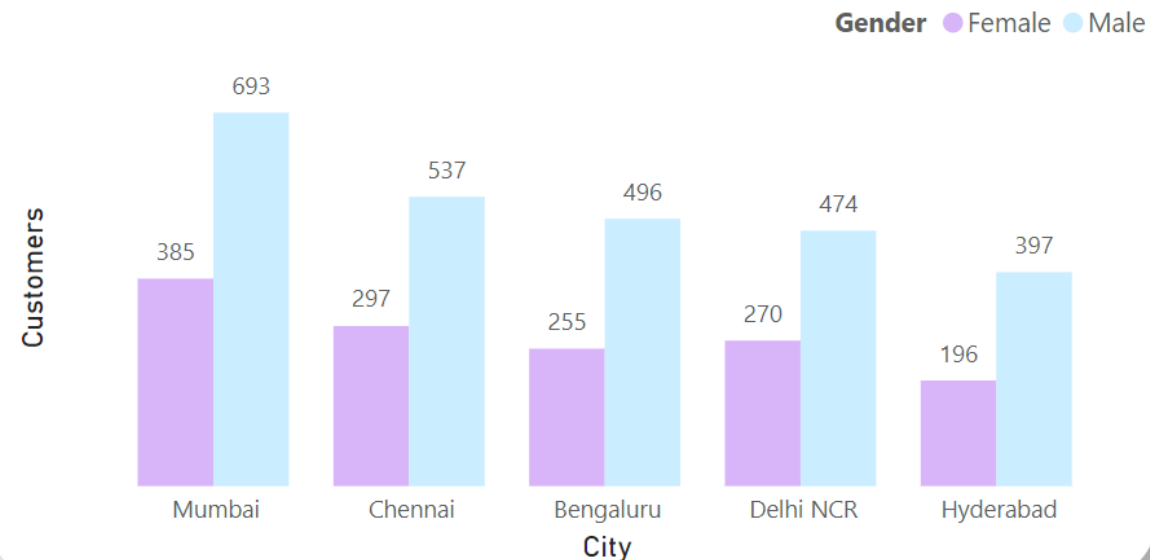
4000

Total Customers

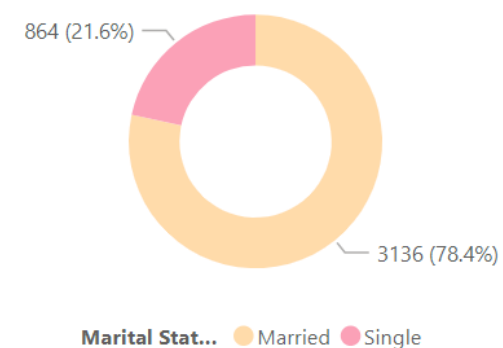
1403

Female

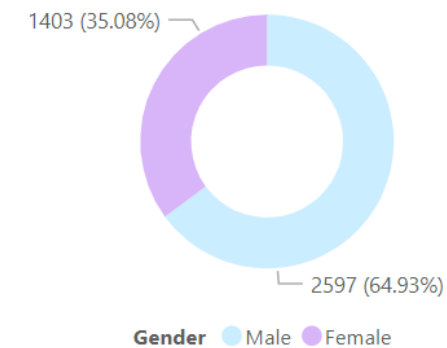
Customers by City and Gender



Customers by Marital Status



Customers by Gender



Demographic

Spend Analysis

Grid View

Age Group

All

Category

All

Occupation

All

City

All

Gender

All

Page 2

1240M

Total Income

531M

Total Spend

51.66K

AVG Income

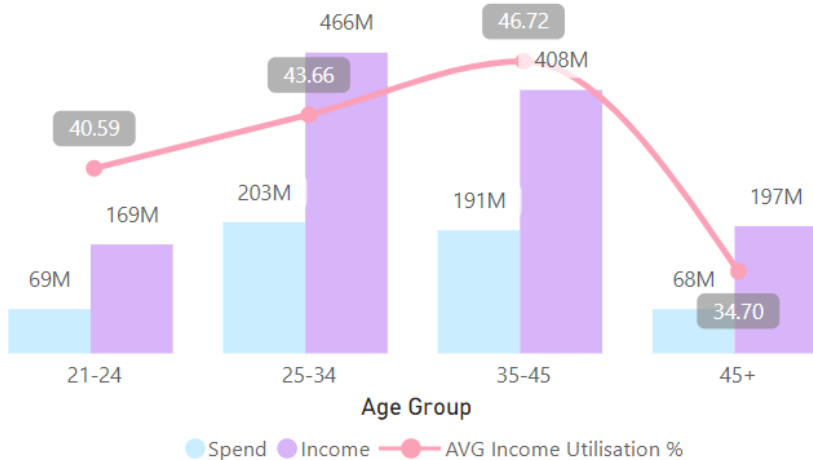
42.82

AVG Income Utilisation %

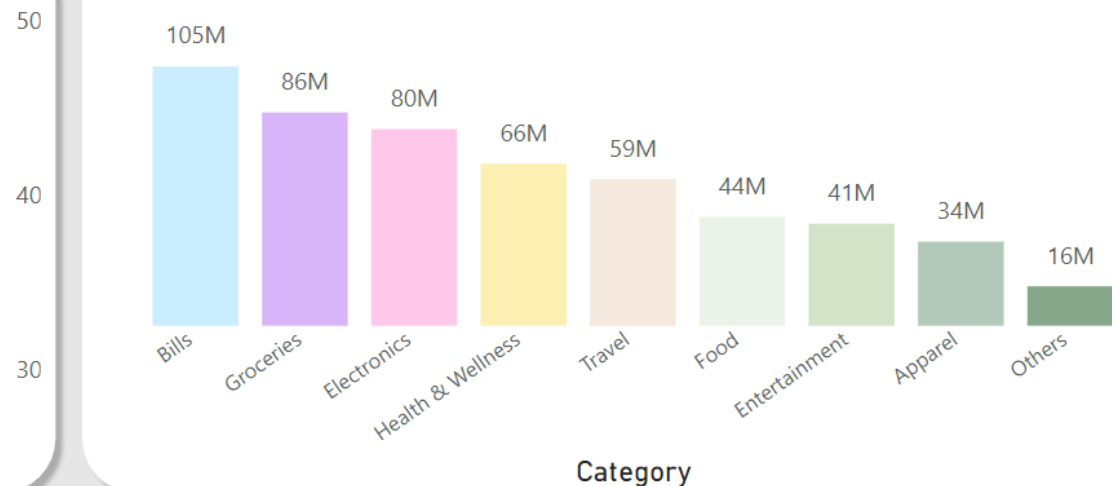
Month

All

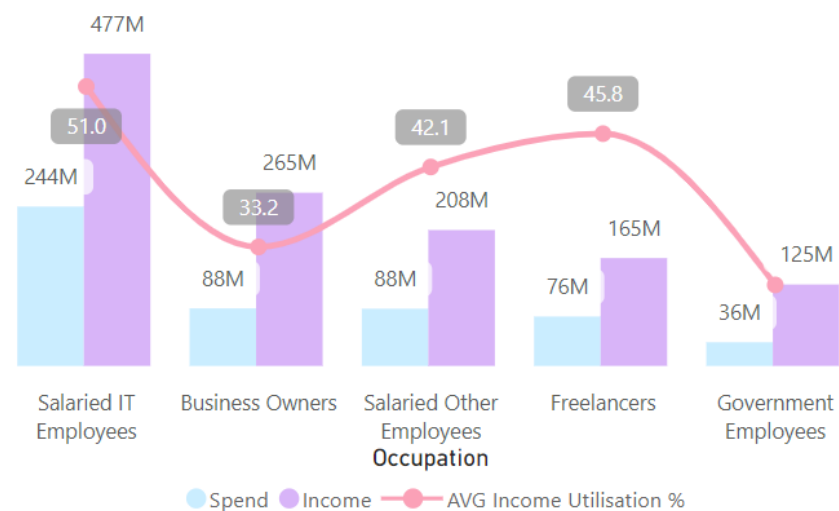
Spend, Income and AVG Income Utilisation % by Age Group



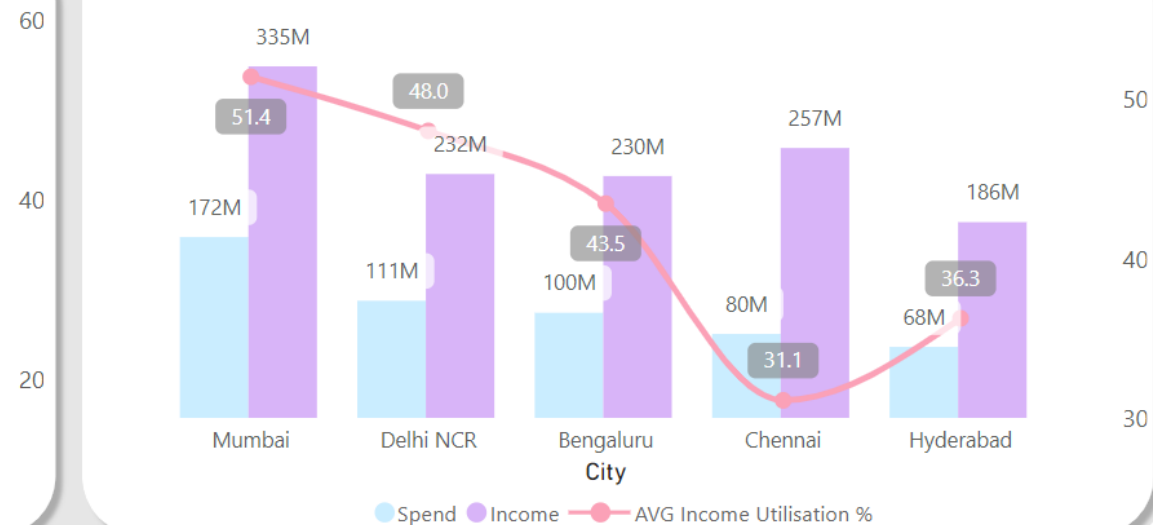
Total Spend by Category



Spend, Income and AVG Income Utilisation % by Occupation



Spend, Income and AVG Income Utilisation % by City



Demographic

Spend Analysis

Grid View

Age Group

All

Category

All

Occupation

All

City

All

Gender

All

1240M

Total Income

531M

Total Spend

51.66K

AVG Income

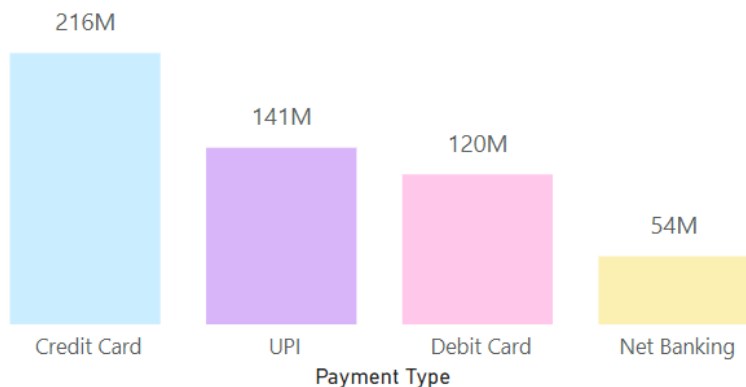
42.82

AVG Income Utilisation %

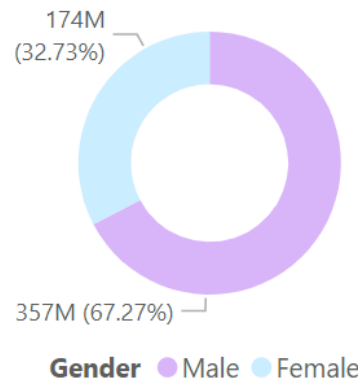
Month

All

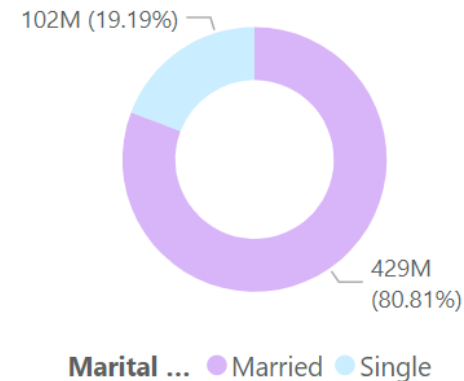
Total Spend by Payment Type



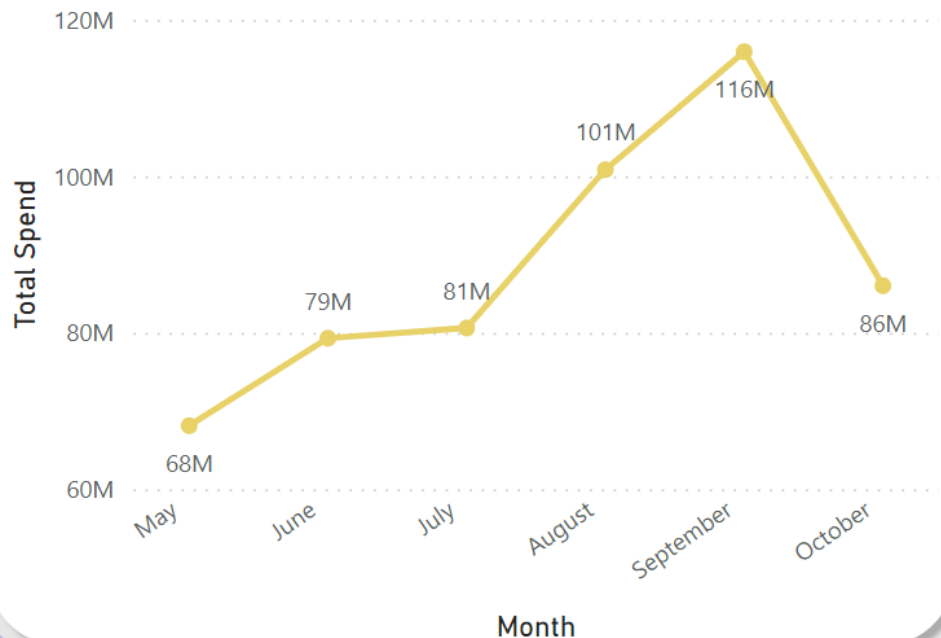
Total Spend by Gender



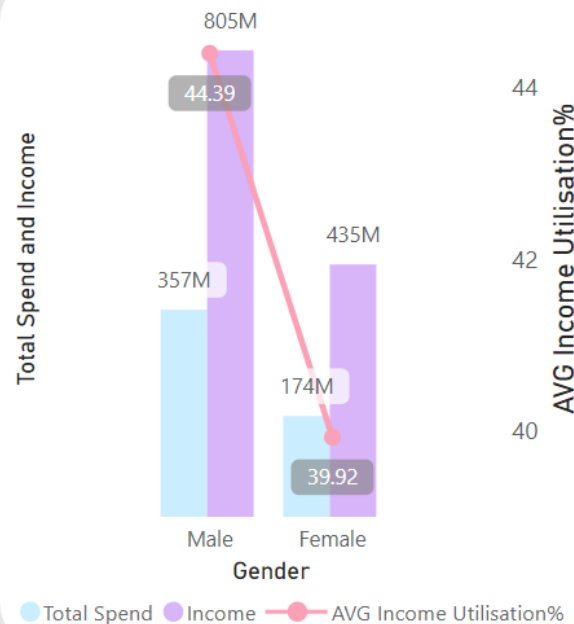
Total Spend by Marital Status



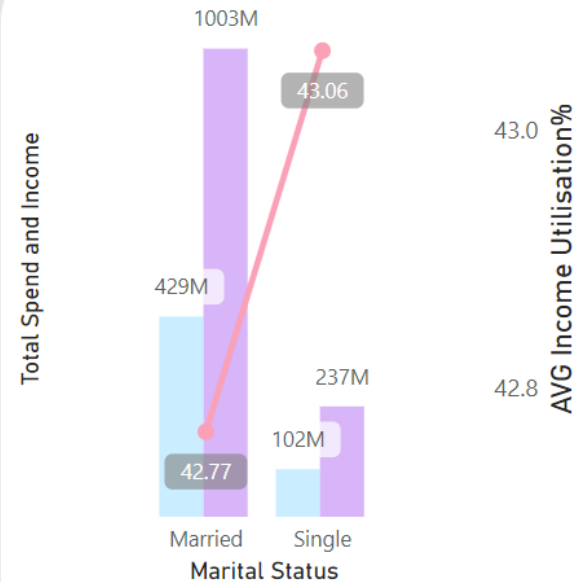
Total Spend by Month



Total Spend and Income



Total Spend and Income



Demographic

Spend Analysis

Grid View

Age Group

All

Category

All

Occupation

All

City

All

Gender

All

1240M

Total Income

531M

Total Spend

51.66K

AVG Income

42.82

AVG Income Utilisation %

Month

All

CustomerID	Gender	City	Total Income	Total Spend	AVG Income Utilisation%	Occupation
ATQCUS0063	Male	Bengaluru	287928	151236	52.53	Salaried IT Employees
ATQCUS0064	Male	Bengaluru	289038	146807	50.79	Salaried IT Employees
ATQCUS0065	Male	Bengaluru	292188	148858	50.95	Salaried IT Employees
ATQCUS0066	Male	Bengaluru	286392	139845	48.83	Salaried IT Employees
ATQCUS0067	Male	Bengaluru	288990	146822	50.81	Salaried IT Employees
ATQCUS0068	Male	Bengaluru	295368	156836	53.10	Salaried IT Employees
ATQCUS0069	Male	Bengaluru	280536	134509	47.95	Salaried IT Employees
ATQCUS0070	Male	Bengaluru	179670	71953	40.05	Salaried Other Employees
ATQCUS0071	Male	Bengaluru	178782	75556	42.26	Salaried Other Employees
ATQCUS0072	Male	Bengaluru	192954	75858	39.31	Salaried Other Employees
ATQCUS0073	Male	Bengaluru	181038	72585	40.09	Salaried Other Employees
ATQCUS0074	Male	Bengaluru	337632	115907	34.33	Business Owners
ATQCUS0075	Male	Bengaluru	297294	102652	34.53	Business Owners
ATQCUS0076	Male	Bengaluru	316470	106643	33.70	Business Owners
ATQCUS0077	Male	Bengaluru	344814	102835	29.82	Business Owners
ATQCUS0078	Male	Bengaluru	157776	68740	43.57	Freelancers
ATQCUS0079	Male	Bengaluru	171780	77225	44.96	Freelancers
ATQCUS0080	Male	Bengaluru	161634	71092	43.98	Freelancers
ATQCUS0081	Male	Bengaluru	159756	72713	45.52	Freelancers
ATQCUS0082	Male	Bengaluru	151806	69584	45.84	Freelancers
Total			1239768774	530897755	42.82	