

CUSTOMER  
SEGMENTATION  
ANALYSIS

Sales Report

Customer Report

FILTER

Occupation

All

Location

All

Gender

All

DEVELOPED BY  
ABDUL QADIR

40259

Total Customers

2.9

Average Rating

161.8M

Total Sales

3.0K

Average Sales

SALE BY TIME

● Female ● Male

Year	Female	Male
2018	13.0M	13.8M
2019	13.1M	13.5M
2020	13.3M	13.8M
2021	12.8M	13.3M
2022	14.0M	14.2M
2023	13.3M	13.3M

SALE BY LANGUAGE

Language	Sales	Percentage
German	43.6M	27.0%
French	40.3M	24.9%
English	29.0M	17.9%
Mandarin	25.5M	15.7%
Spanish	23.5M	14.5%

Education

Age Group

Segmentation Group

Income Group

Marital Status

Sales by Education and Gender

● Female ● Male

Associate ...	17.2M	20.1M	37.4M
Doctorate	18.9M	17.6M	36.5M
High Scho...	16.9M	15.8M	32.7M
Master's D...	14.0M	13.8M	27.8M
Bachelor's ...	12.7M	14.8M	27.5M

Education	Sales
Associate Degree	37384804
Bachelor's Degree	27493559
Doctorate	36458142
High School Diploma	32651876
Master's Degree	27788771
Total	161777152

STATE	SALE	CUSTOMER	AVG SALE
Andaman and Nicobar Islands	5067841	1662	3,020.2
Andhra Pradesh	4296142	1416	3,002.2
Arunachal Pradesh	5712405	1874	3,001.8
Assam	4387429	1449	3,005.1
Bihar	5807488	1941	2,960.0
Chandigarh	4225901	1363	3,071.1
Chhattisgarh	4487291	1440	3,092.6
Total	161777152	40259	3,023.7

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CUSTOMER BY TIME

Female Male

Year	Female	Male
2018	4150	4450
2019	4200	4350
2020	4250	4450
2021	4050	4350
2022	4400	4550
2023	4200	4300

CUSTOMER BY LANGUAGE

Language	Count	Percentage
German	13.3K	26.5%
French	12.3K	24.6%
English	9.1K	18.2%
Mandarin	8.0K	15.9%
Spanish	7.4K	14.8%

Education

Age Group

Segmentation Group

Income Group

Marital Status

Customer by Education and Gender

Female Male

Education	Female	Male	Total
Associate Degree	5.4K	6.4K	11.8K
Doctorate	6.0K	5.7K	11.7K
High School Diploma	5.2K	5.0K	10.3K
Master's Degree	4.6K	4.6K	9.1K
Bachelor's Degree	4.1K	4.9K	9.0K

Education	Customer
Associate Degree	11434
Bachelor's Degree	8725
Doctorate	11344
High School Diploma	9970
Master's Degree	8892
Total	40259

STATE	INCOME	CUSTOMER	Avg Rating
Andaman and Nicobar Islands	139463224	1662	2.86
Andhra Pradesh	116174160	1416	2.93
Arunachal Pradesh	157457226	1874	2.84
Assam	118603637	1449	2.97
Bihar	164826705	1941	2.86
Chandigarh	116528122	1363	2.86
Total	4428353656	40259	2.88