Key Findings Summary

Customer Demographic
- Customers were segmented based on demographics like age, gender, and job industry.
- Females form a slightly higher share of the customer base.
- 50% of total customers belongs to Mass Customer wealth segment.
- The average tenure is approximately same for all the three Wealth segment.

Transaction Analysis
- Peak transaction months are May, July, August and October indicating seasonal buying behavior.
- Most sold products are from the Standard product lines.
- The most sold brands are Solex, WeareA2B and Giant Bycycles
- The majority of customers purchase medium class product

New Customer Insights
- Females form a slightly higher share of the customer base.
- The majority of customers come from New South Wales state.
- The Majority of customer come from Financial Sector and Manufacturing sector
- Females hold Majority of Properties.

CLV (Customer Lifetime Value) Analysis
- The Highest CLV is 224750

- The Average CLV is 65576 (Approximately)