Customer Demographics Overview

Filter By Gender
Gender Label

All ⌄

Filter By Age Group
Age Group

All ⌄

Filter By Region
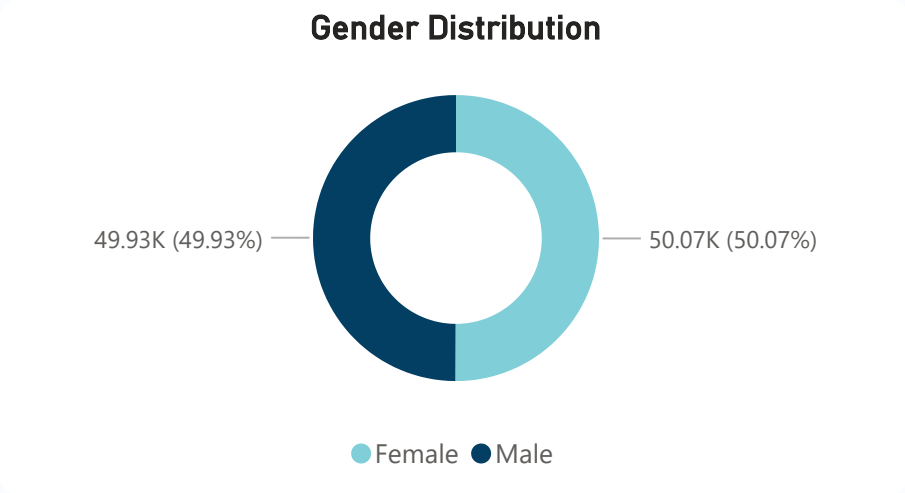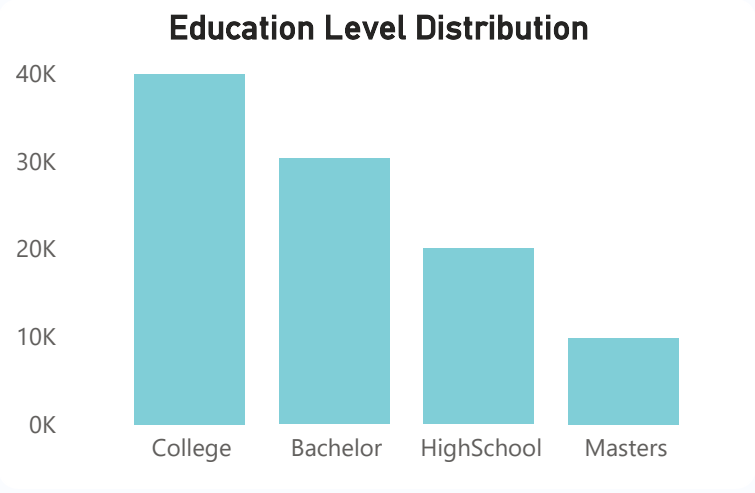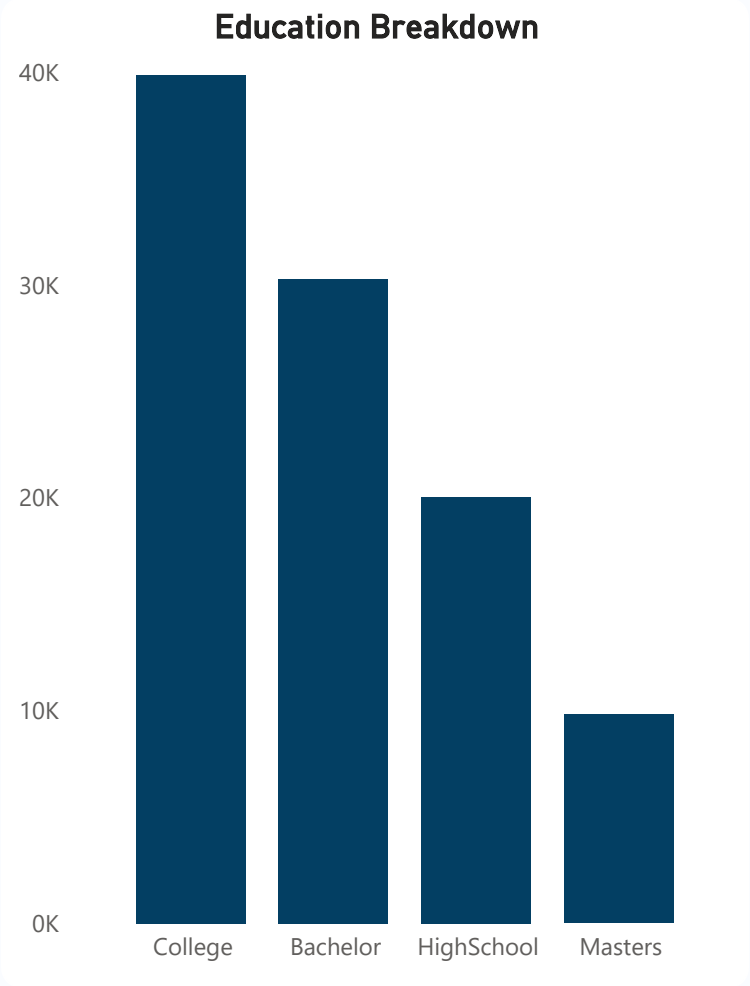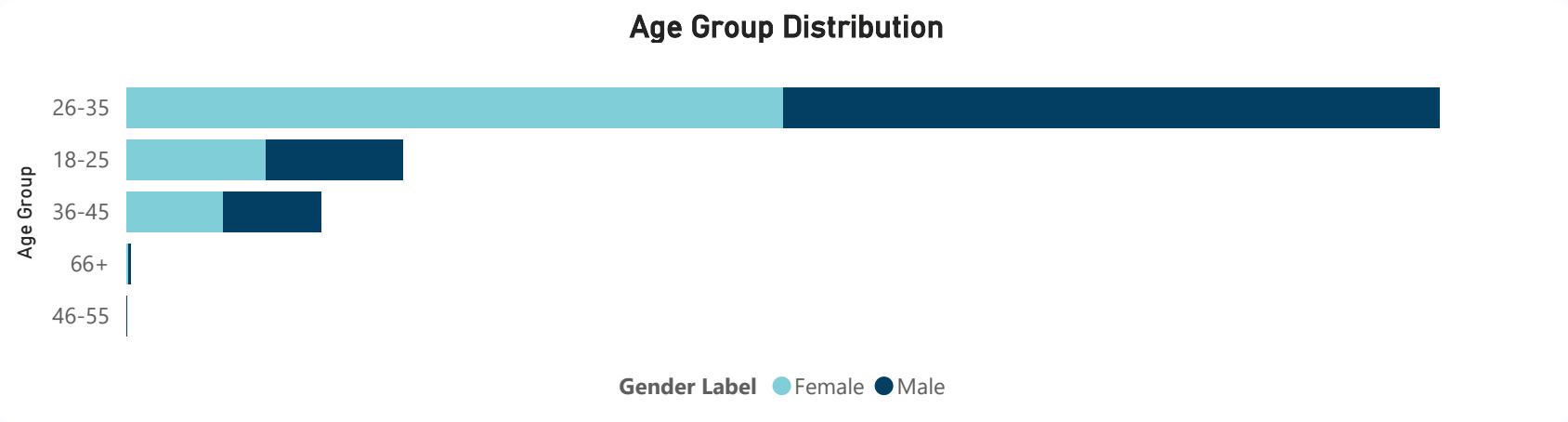Region Name

All ⌄

Total Customers
100K

Average Age of Customers
30

Age Group Distribution

Age Group

- 26-35
- 18-25
- 36-45
- 66+
- 46-55

Gender Label ● Female ● Male

Education Breakdown

- 40K
- 30K
- 20K
- 10K
- 0K

College | Bachelor | HighSchool | Masters

Education Level Distribution

- 40K
- 30K
- 20K
- 10K
- 0K

College | Bachelor | HighSchool | Masters

Gender Distribution

49.93K (49.93%)   50.07K (50.07%)

● Female ● Male

Customer Purchase Behavior Analysis

Total Purchase Amount
963M

Average Purchase Frequency
1.30

Total Customers
100K

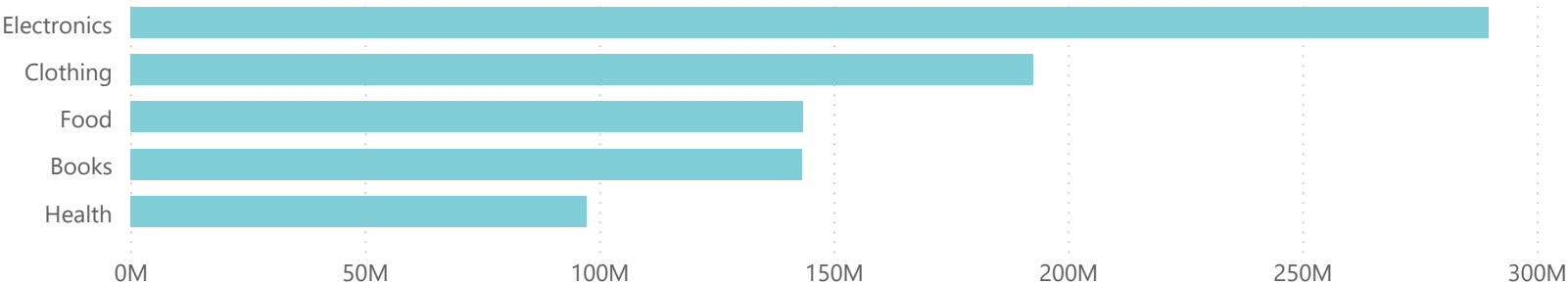## Filter By Product Category
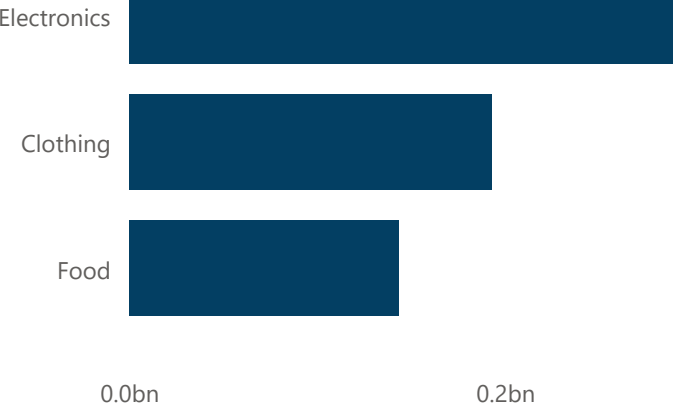Product Category Name

All

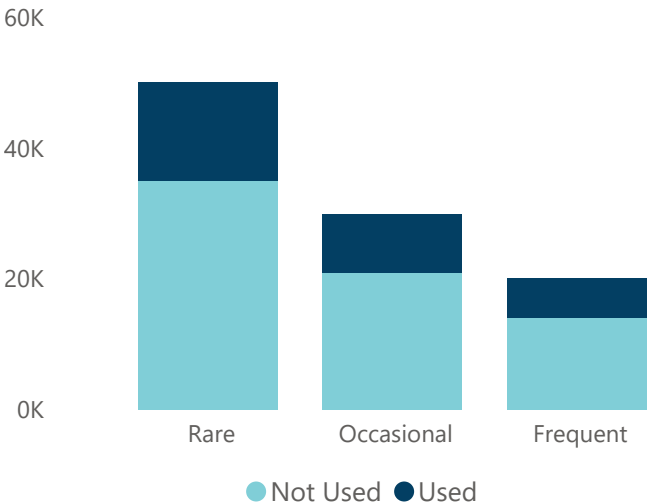## Filter By Purchase Frequency
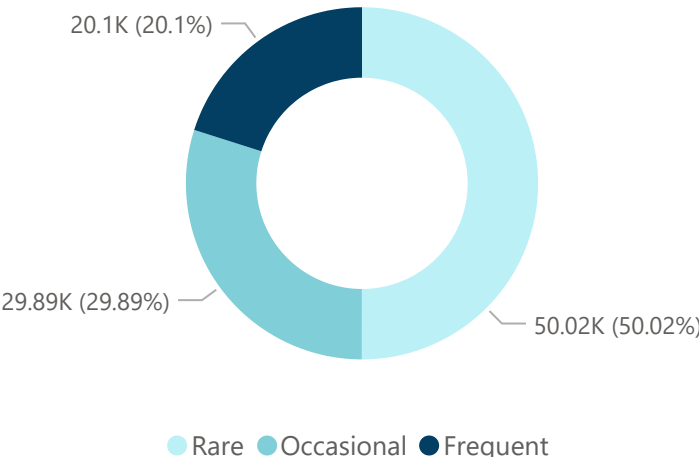Purchase Frequency

All

Product Category Purchase Patterns

Category	
Electronics	
Clothing	
Food	
Books	
Health	

0M 50M 100M 150M 200M 250M 300M

Top 3 Product Categories

Category	
Electronics	
Clothing	
Food	

0.0bn 0.2bn

Purchase Frequency by Promotion Usage

60K
40K
20K
0K

Rare Occasional Frequent

● Not Used ● Used

Purchase Frequency by Customers

20.1K (20.1%)

29.89K (29.89%)

50.02K (50.02%)

● Rare ● Occasional ● Frequent

Customer Loyalty and Retention Analysis

Total Customers
100K

Churn Rate
76%

Number of Loyal Customers
30K

Average Satisfaction Score
5.01
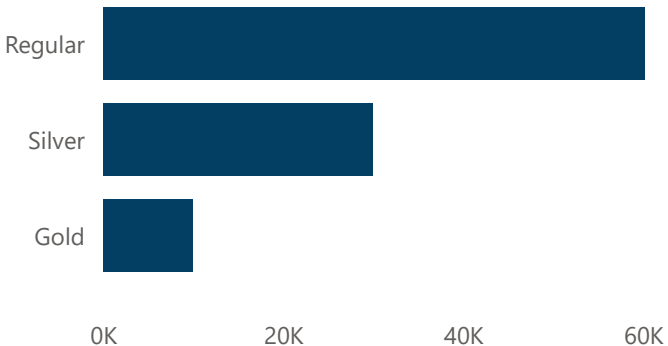
Filter By Satisfaction Score
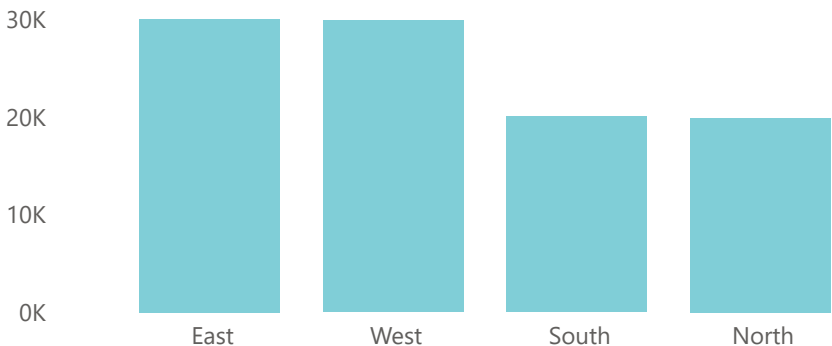satisfaction_score
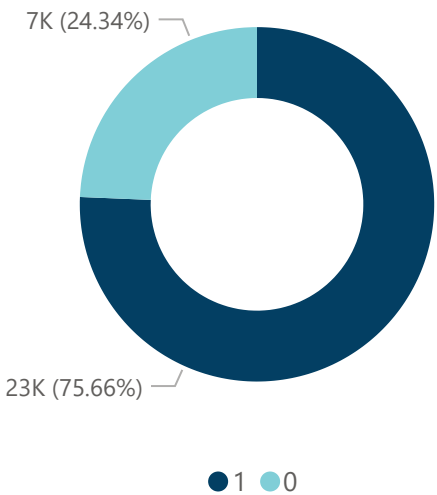
All ⌄

Filter By Loyalty Status
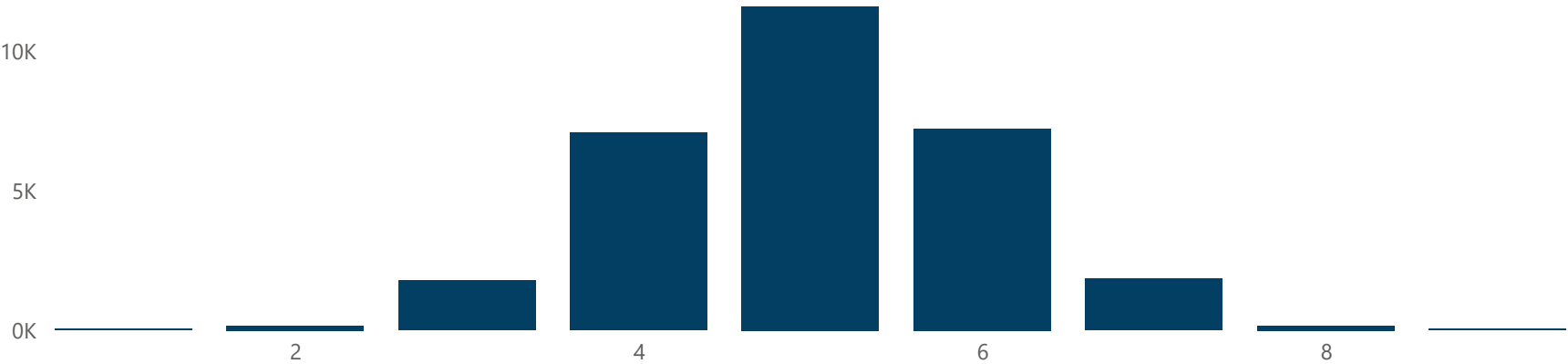Loyalty Status

All ⌄

Count of region by Loyalty Status

Regular
Silver
Gold

0K   20K   40K   60K

Count of Loyalty Status by Region Name

30K
20K
10K
0K

East   West   South   North

Churn vs Retained Customers

7K (24.34%)

23K (75.66%)

● 1   ● 0

Satisfaction Score Distribution by Loyalty Status

10K

5K

0K

2   4   6   8

Customer Lifetime Value (CLV) Insights

Number of Loyal Customers	Total Customers	Average CLV	High Value Customers	Projected Revenue
30K	100K	9.63K	1105	342M

Filter By CLV Category
CLV Category
All

Filter By Loyalty Status
Loyalty Status
All

Average CLV by Purchase Frequency
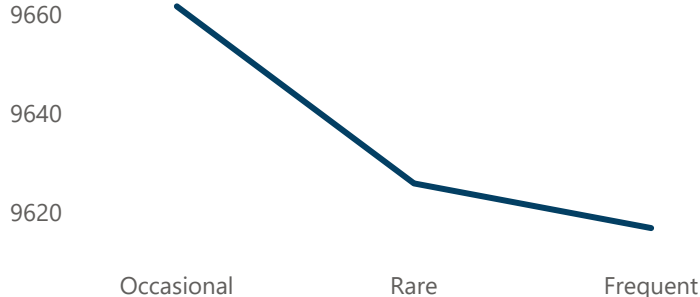
Churn Rate by CLV Category

Count of CLV by Loyalty Status
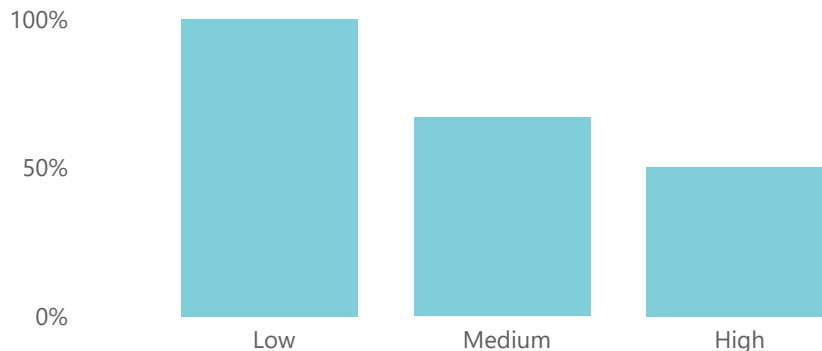
Customer Distribution by Loyalty Status
- 9.9K (9.9%)
- 29.96K (29.96%)
- 60.14K (60.14%)
- Regular ● Silver ● Gold
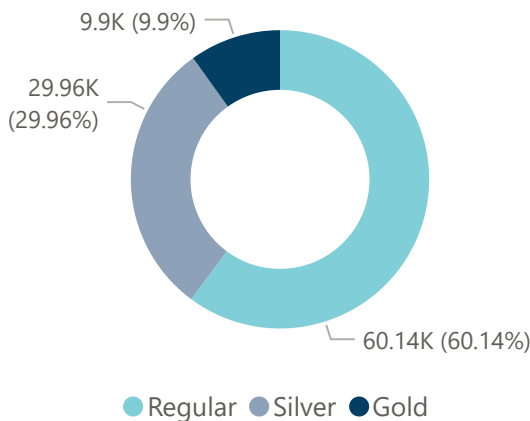
Count of clv by Age Group

CLV Segmentation
Medium | High
Low