

# Customer Segmentation(Credit Card Data) Dashboard

Total Customers

8950

Average Purchase

1.00K

Maximum Credit Limit

30K

Cluster Filter

Budget Shoppers

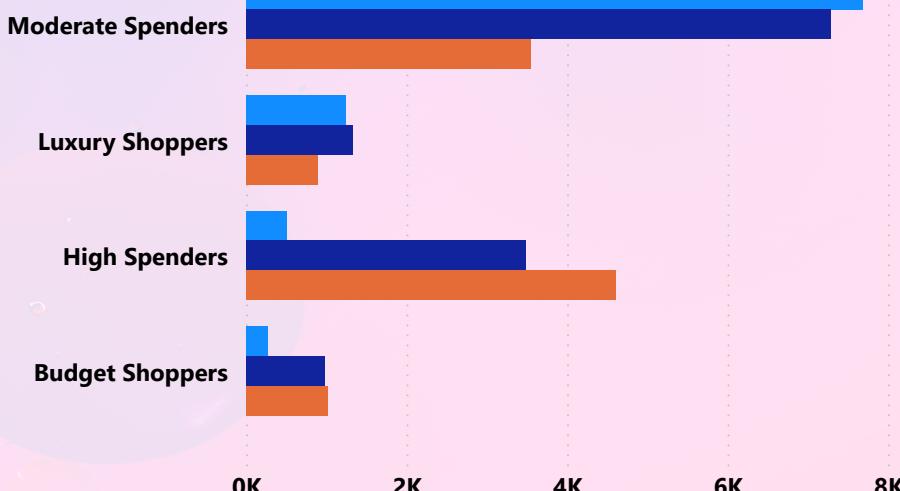
High Spenders

Luxury Shoppers

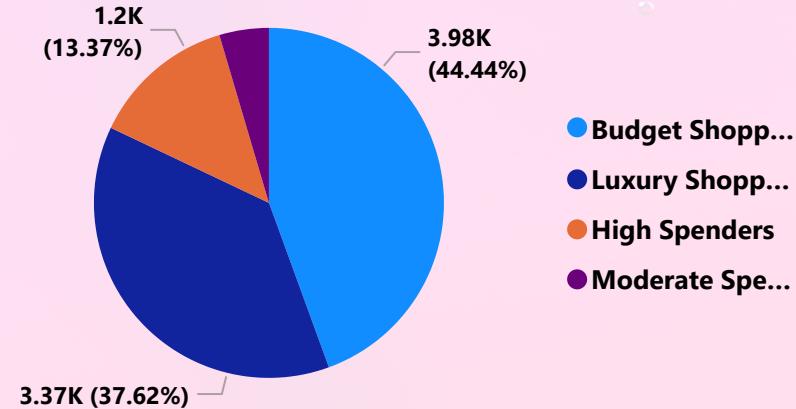
Moderate Spenders

Average (Purchase,payments,Balance) By Customer Behaviour

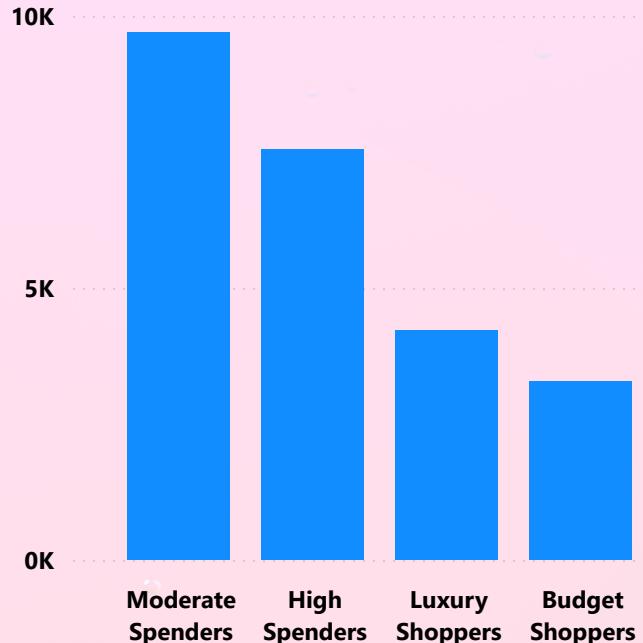
● Average of PURCHASES ● Average of PAYMENTS ● Average of BALANCE



Customer Count By Customer Behaviour



Average of Credit Limit By Customer Behaviour



Cluster\_N

Sum of CREDIT\_LIMIT Sum of PURCHASES Sum of PAYMENTS

Cluster_N	Sum of CREDIT_LIMIT	Sum of PURCHASES	Sum of PAYMENTS
Luxury Shoppers	14185870	41,62,214.47	44,85,497.89
Budget Shoppers	13039153	10,73,956.18	38,74,632.24
High Spenders	9032755	6,00,729.99	41,70,412.90
Moderate Spenders	3966050	31,41,782.62	29,81,094.45
<b>Total</b>	<b>40223828</b>	<b>89,78,683.26</b>	<b>1,55,11,637.48</b>

# Summary

## Key Metrics:

**Total Customers: 8,950** – Represents the total number of customers in the dataset.

**Average Purchase: 1.00K** – The average amount customers spend.

**Maximum Credit Limit: 30K** – The highest credit limit assigned to any customer.

## Customer Segment

- Budget Shoppers
- High Spenders
- Luxury Shoppers
- Moderate Spenders

## Table: Credit Limit, Purchases, and Payments by Cluster

**Sum of Credit Limit** – Total assigned credit limit for each cluster.

**Sum of Purchases** – Total amount spent by each segment.

**Sum of Payments** – Total payments made by each segment.

## Bar Chart: Average Purchases, Payments, and Balance by Customer Behaviour

- **Moderate Spenders** have the highest **purchases** and **balance**.
- **Budget Shoppers** and **Luxury Shoppers** have lower spending.
- **High Spenders** have significant **balances** compared to payments.

## Pie Chart: Customer Count by Customer Behaviour

- **Budget Shoppers (44.44%)** form the largest segment.
- **Moderate Spenders (37.62%)** are the second-largest group.
- **High Spenders (13.37%)** and **Luxury Shoppers (smallest segment)** make up the rest.

## Bar Chart: Average Credit Limit by Customer Behaviour

- **Moderate Spenders** have the highest **credit limit** (~10K)
- **High Spenders** have the second-highest.
- **Luxury Shoppers** and **Budget Shoppers** have lower credit limits.