# DEMOGRAPHIC SEGMENTATION

## Purchase Amount
### by Gender

● Female ● Male

| | | | |
|---|---|---|---|
| 0 | 500 | 1000 | 1500 | 2000 |
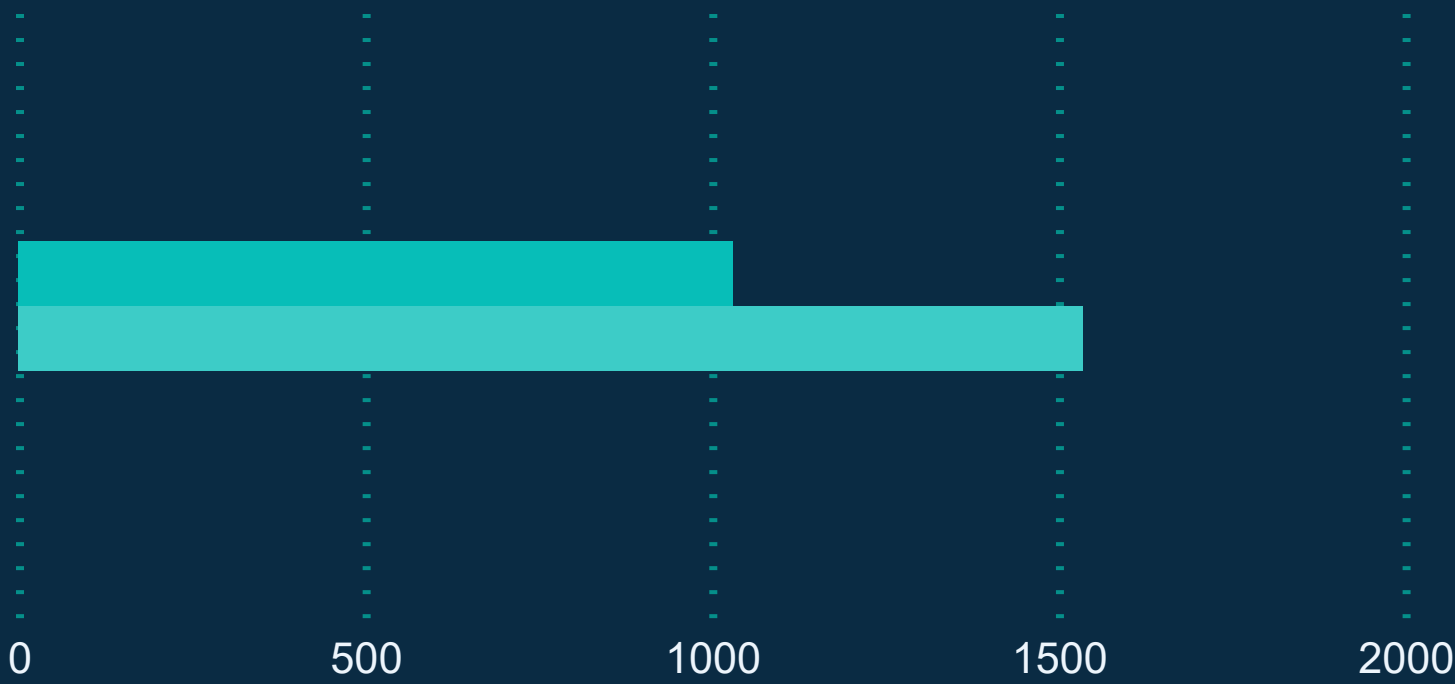
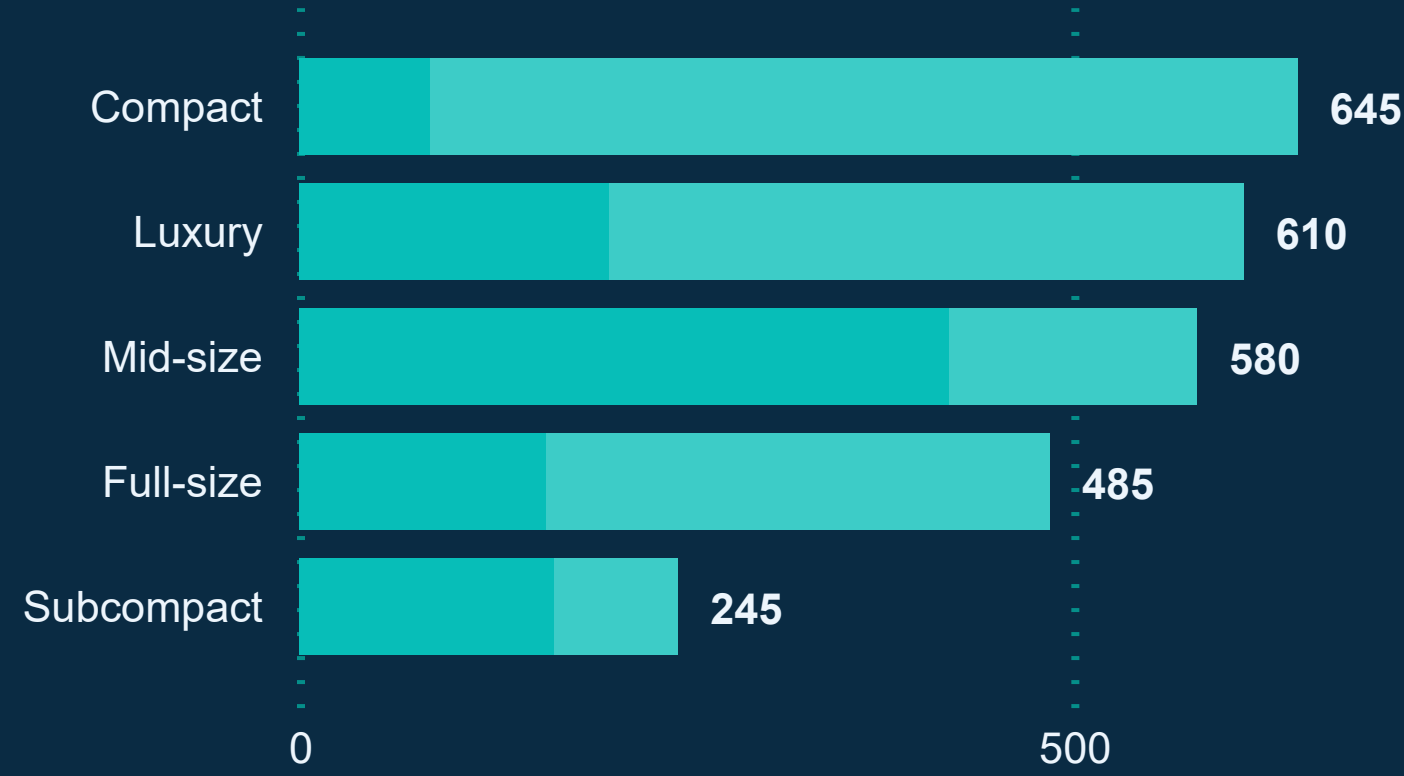## Purchase Amount
### by Category and Gender

- SUV — **1170**
- Sedan — **1065**
- Hatchback — **330**

| | | |
|---|---|---|
| 0 | 500 | 1000 |
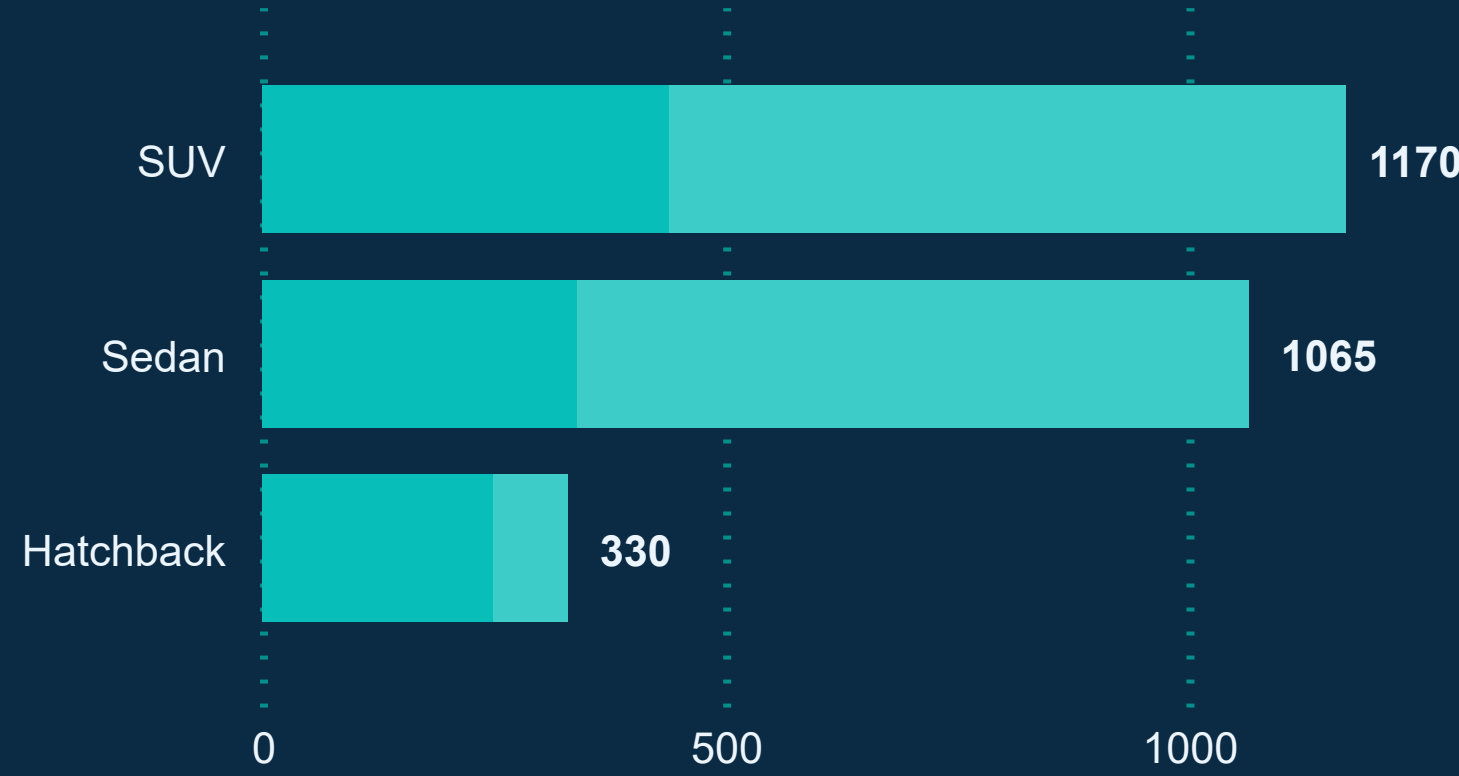
## Purchase Amount
### by Sub-Category and Gender

- Compact — **645**
- Luxury — **610**
- Mid-size — **580**
- Full-size — **485**
- Subcompact — **245**

| | |
|---|---|
| 0 | 500 |

## Purchase Amount
### by Month

400
200

February  March  April  May  June  July  August  September  October  November

## Purchase Amount
### by Age

200
100
0

30    40    50
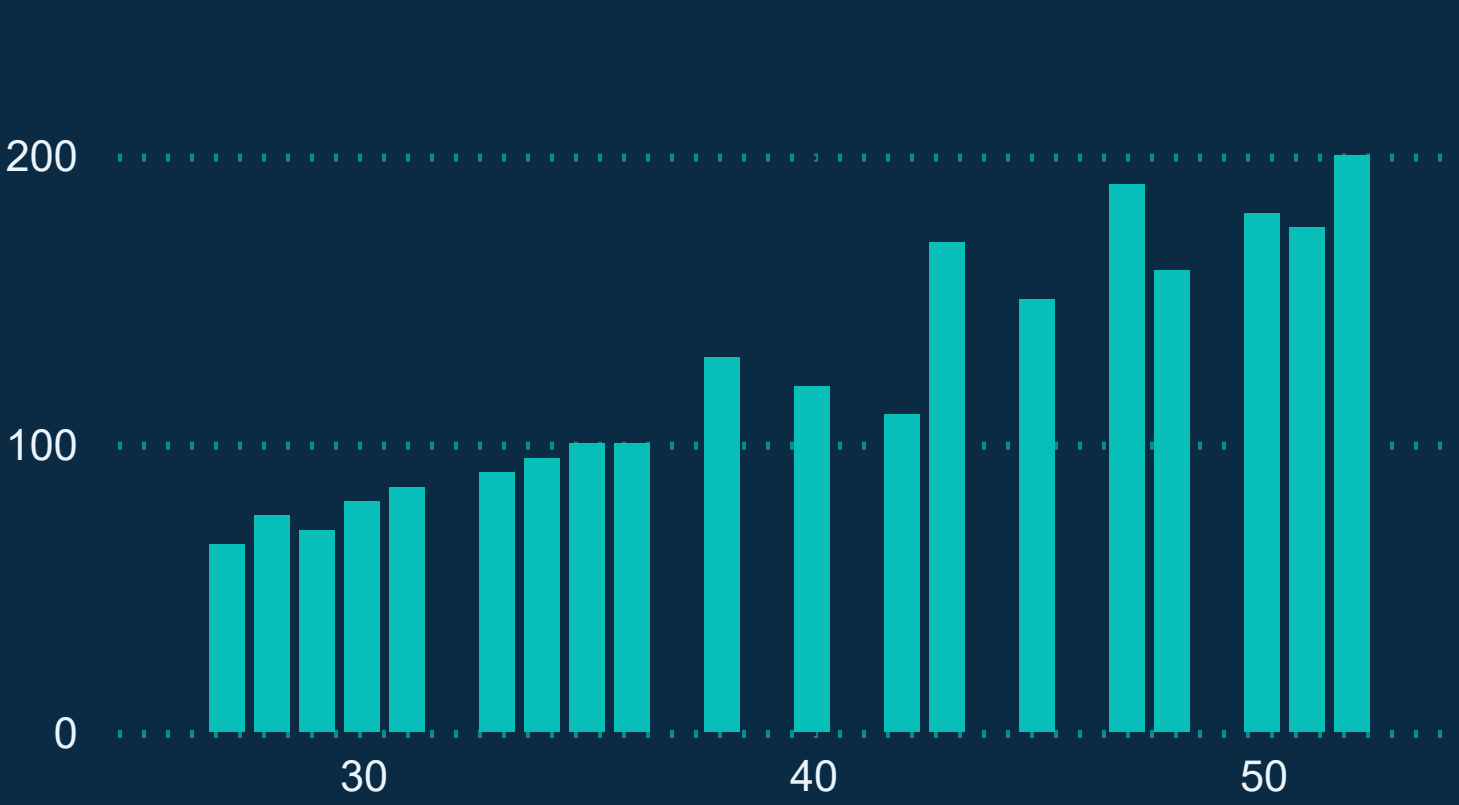
## Purchase Amount
### by Location

220
170
110    90

200
150
100
50
0

● San Antonio
● San Diego
● San Francisco
● Seattle
● Washington D...