

Customer Segmentation Report

This is the customer segmentation report based on Age Groups and Product Categories. The analysis shows the total spending by each age group and the top product categories in terms of transaction amounts.

Sample Data:

CustomerId	Age	ProductCategory	ProductName	TransactionAmount	Age_Group
2	22	Apple	Iphone 12 pro max	1100	18-25
5	15	Apple	Iphone 12 pro max	13200	0-18
6	15	Apple	Iphone 12 pro max	2200	0-18

Top Product Category for Each Age Group:

Age_Group	ProductCategory	total_spent
0-18	Apple	16500
18-25	Apple	12100
26-35	Apple	1100
36-50	Apple	0
51-65	Apple	0
65+	Apple	0

Total Spending by Age Group in Descending Order:

Age_Group	total_spent
0-18	19800
18-25	13200
26-35	1100
36-50	0
51-65	0
65+	0

Spending by Product Category in Each Age Group

