



CUSTOMER INSIGHTS

Customer Demographics Insights

Customer Purchase Insights

SELECT GENDER

Female

Male

500

Customers

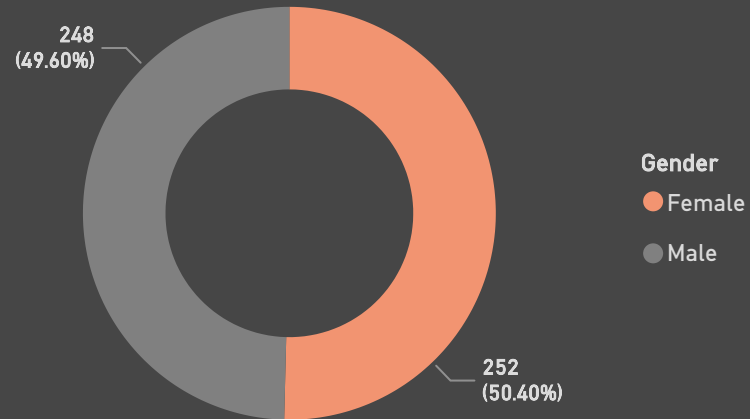
47

Average Age

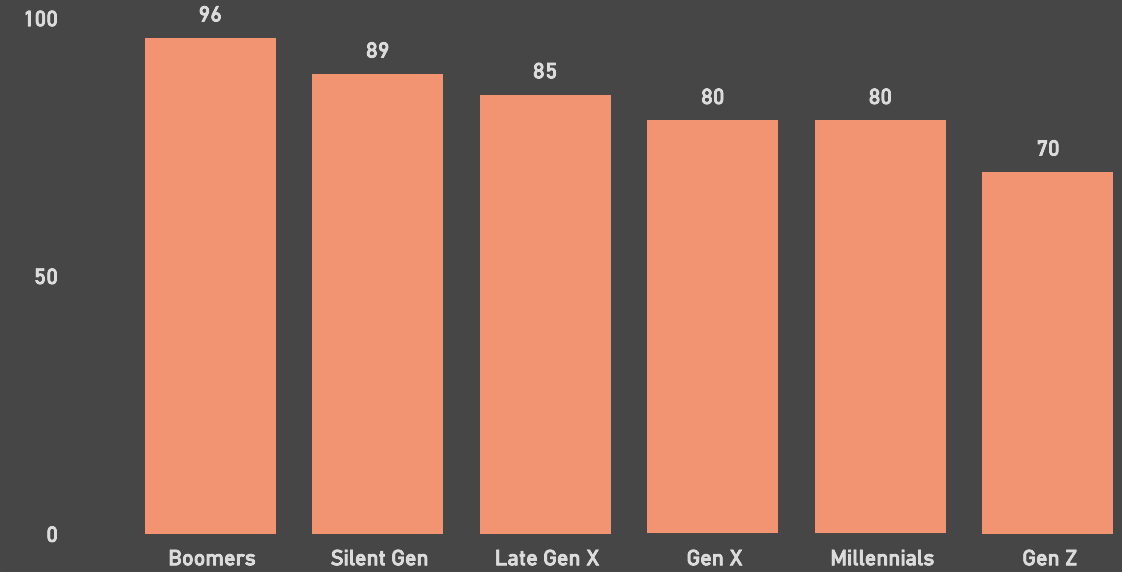
7

Average Membership

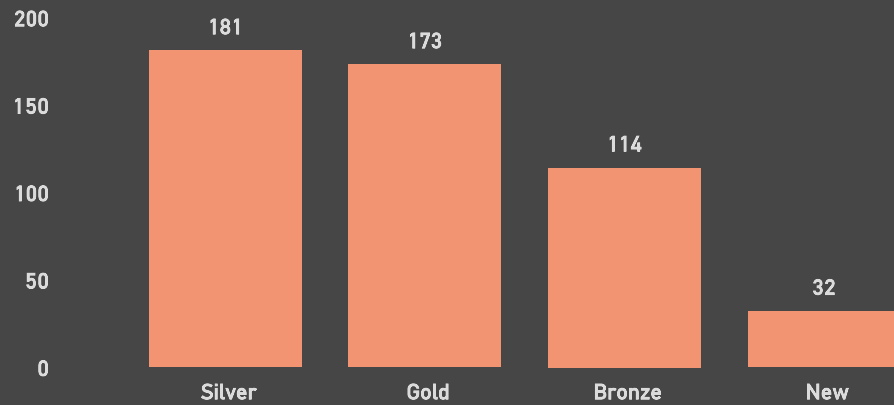
Gender Distribution



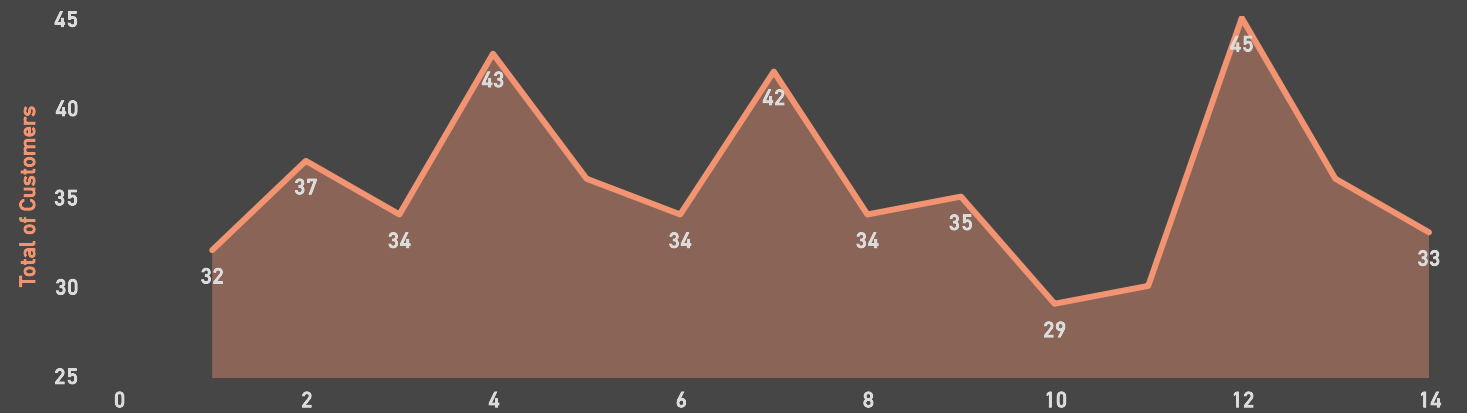
Customers by Lifecycle Category



Customers By Membership Category



Customers By Membership Duration





CUSTOMER INSIGHTS

Customer Demographics Insights

Customer Purchase Insights

SELECT GENDER

Female

Male

500

Customers

25K

Purchases

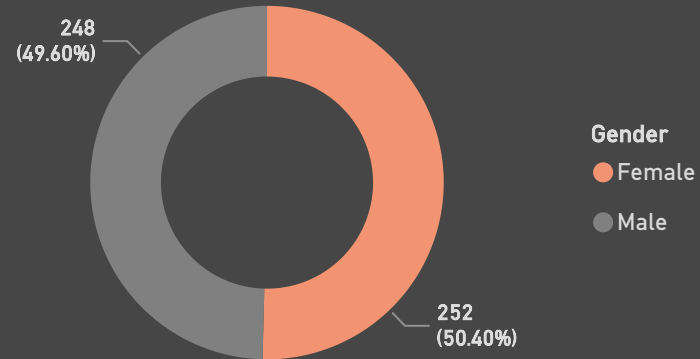
₹ 3M

Total Spent

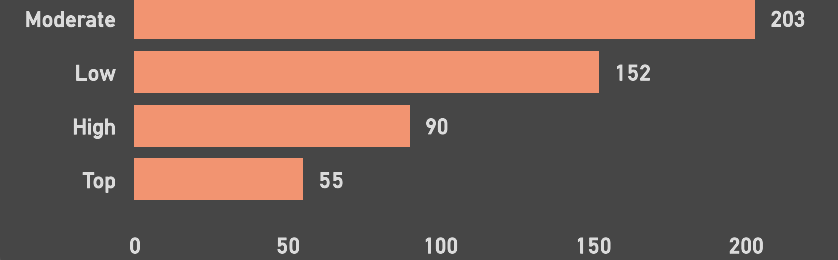
₹ 244

Average Spend

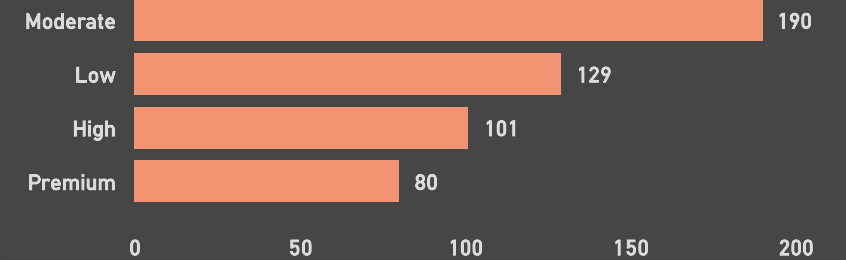
Gender Distribution



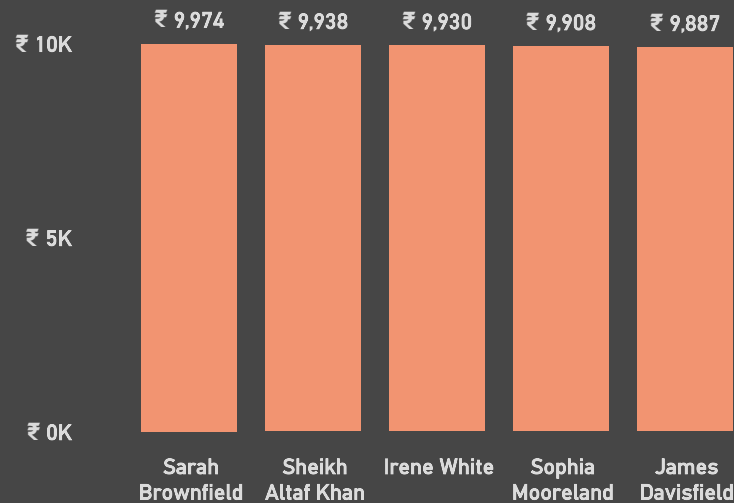
Customers by Purchaser Category



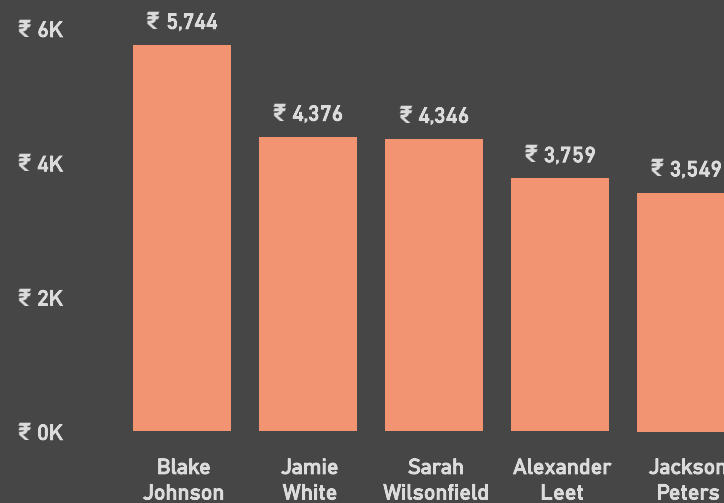
Customers by Purchase Value Category



Top 5 Customers By Total Spent



Top 5 Customers By Average Spend



Customers by Average Purchase Value Category

