CUSTOMER SEGMENTATION DASHBOARD

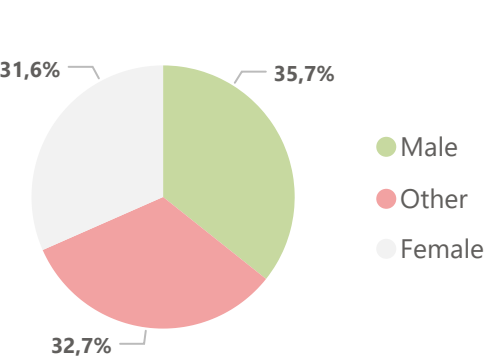| 1000	88,50K	43,78	5,47	26,60	Clothing
Customers	Average Income	Average Age	Average Membership Years	Avg Purchase Frequency By Year	Most Preferred Category

Frequency By Age

Categories

- Electronics — 21,5%
- Sports — 21%
- Home & G... — 20,6%
- Groceries — 19,9%
- Clothing — 17%

Gender

- Male — 35,7%
- Other — 32,7%
- Female — 31,6%
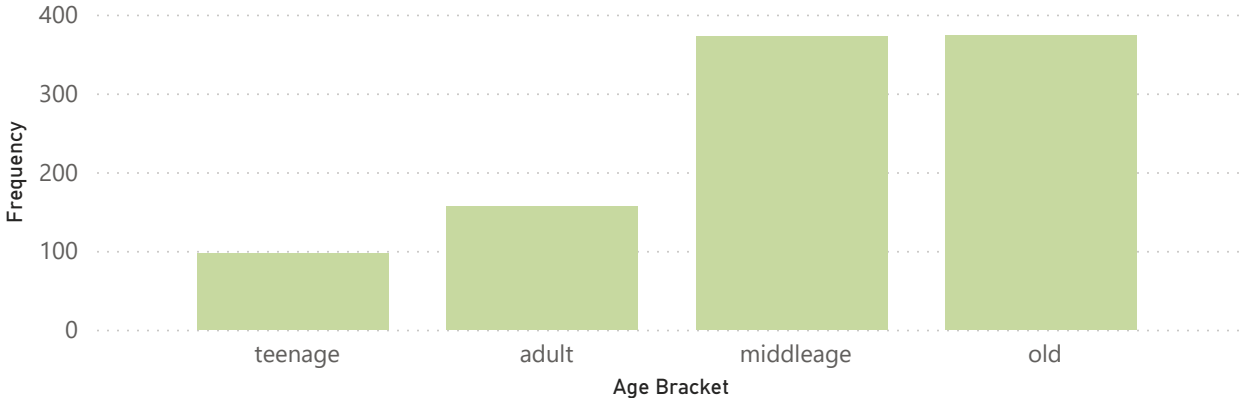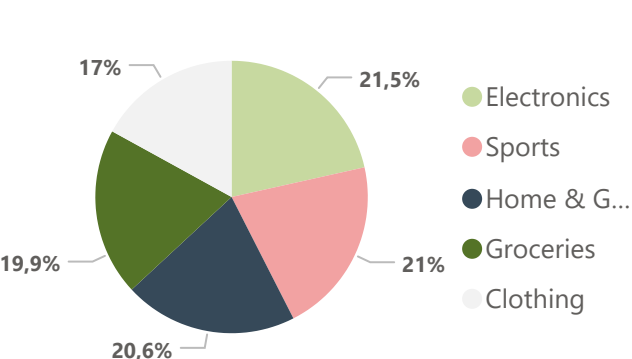
Frequency By Income

Avg Spending Score By Age