



Select N Customer

Gender

### Annual Income & Spending Patterns

**Annual Income**

Year	Annual Income (\$M)
2005	\$137M
2006	\$134M
2007	\$134M
2008	\$135M
2009	\$140M
2010	\$135M
2011	\$132M
2012	\$132M
2013	\$125M
2014	\$125M
2015	\$134M
2016	\$134M
2017	\$134M
2018	\$139M
2019	\$139M
2020	\$136M
2021	\$136M
2022	\$136M
2023	\$136M

**Annual Spending**

Year	Annual Spending (\$K)
2005	\$76K
2006	\$81K
2007	\$81K
2008	\$84K
2009	\$84K
2010	\$77K
2011	\$77K
2012	\$79K
2013	\$78K
2014	\$80K
2015	\$80K
2016	\$80K
2017	\$80K
2018	\$80K
2019	\$80K
2020	\$84K
2021	\$84K
2022	\$81K
2023	\$81K

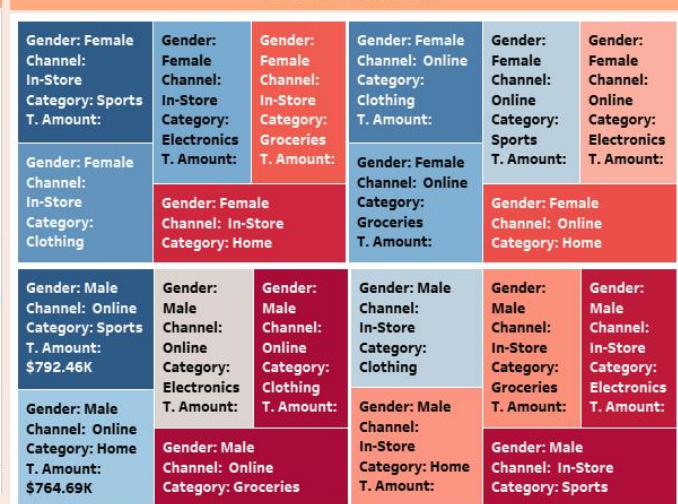
**Annual Income Summary:**

- Annual income shows stable growth, with a peak in 2009 at \$140M.
- Despite minor fluctuations, income remains above \$130M for most years.

**Annual Spending Summary:**

- Spending trends consistently around \$80K with a slight dip in 2013.
- Spending remains stable with minimal fluctuation across the years.

## Customer Behavior





Female customers contribute higher average income per segment, particularly in the upper-income brackets. This suggests a strategic opportunity to target female customers for higher returns.

# Retail Sales Performance Review

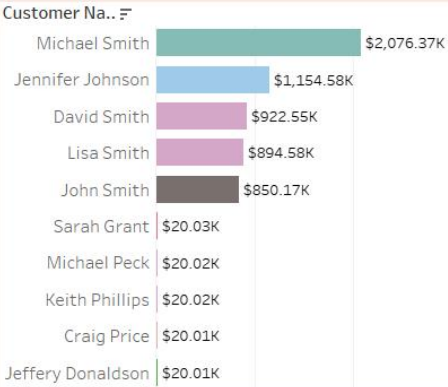
Select N Customer

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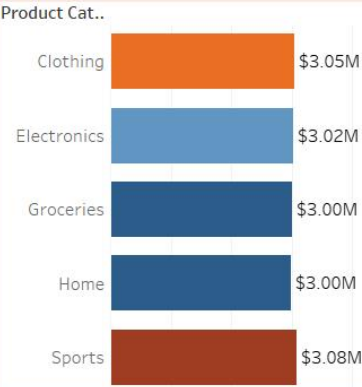
Gender

(All)

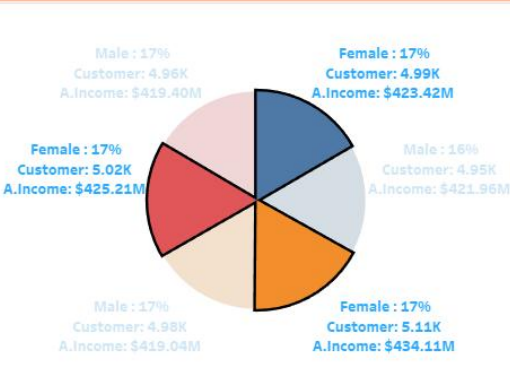
Top & Bottom N Customers



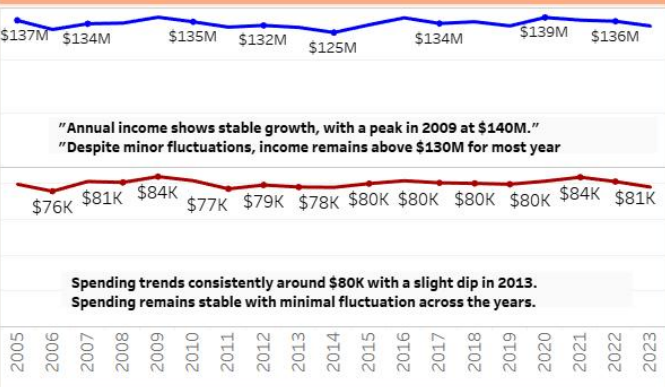
Transaction by Product Category



Customer Segmentation Distribution



Annual Income & Spending Patterns



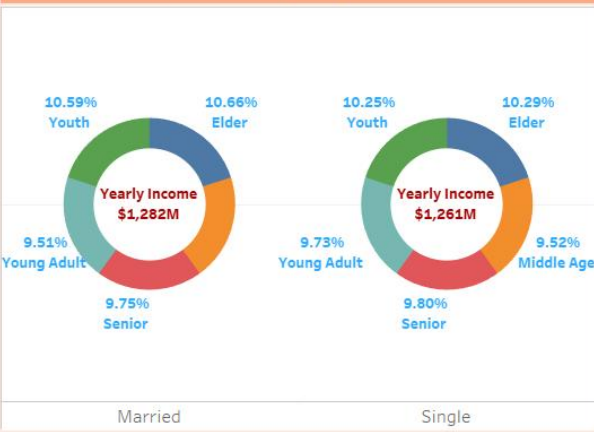
Feature Impact On Transaction Amount



Shopping Channel Insights



Yearly Income Insights by Marital Status



Customer Behavior

