





















**Gender-Based Income Distribution Insights** 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. Select N Customer **Retail Sales Performance Review** Gender <> (All) Top & Bottom N Customers Transaction by Product Category **Customer Segmentation Distribution** Annual Income & Spending Patterns Customer Na.. = Product Cat.. \$137M \$134M \$139M \$135M \$132M \$136M \$134M Michael Smith \$2,076.37K Female: 1796 \$3.05M Clothing Customer: 4.99K Jennifer Johnson \$1,154.58K A.Income: \$423,42M \$922.55K David Smith "Annual income shows stable growth, with a peak in 2009 at \$140M." \$3.02M Electronics Female: 17% "Despite minor fluctuations, income remains above \$130M for most year Lisa Smith \$894.58K Customer: 5.02K \$850.17K A.Income: \$425.21N \$76K \$81K \$84K \$77K \$79K \$78K \$80K \$80K \$80K \$80K \$81K John Smith \$3.00M Groceries Sarah Grant \$20.03K Michael Peck \$20.02K \$3.00M Spending trends consistently around \$80K with a slight dip in 2013. Home Keith Phillips \$20.02K Spending remains stable with minimal fluctuation across the years. Female: 17% Customer: 5.11K Craig Price \$20.01K A.Income: \$434.11M Sports \$3.08M Jeffery Donaldson \$20.01K **Feature Impact On Transaction Amount Shopping Channel Insights** Yearly Income Insights by Marital Status **Customer Behavior** Gender: Female Gender: Gender: Gender: Female Married Sinale Married Single Gender: Gender: Channel: Female Female Channel: Online Female Female In-Store Channel: Category: Clothing Channel: Channel: Category: In-Store In-Store Online 10.29% 10.59% 10 66% 10.25% Category: Category: Category: Youth Youth Elder In-Store In-Store Electronics Groceries Electronics Gender: Female Sports Gender: Female Home Sports Channel: Online Gender: Female Gender: Female Yearly Income Yearly Income Channel: In-Store Channel: Online Groceries \$1,261M \$1,282M Clothing Electronics 9.51% 9.73% 9.52% Gender: Male Gender: Male Gender: Gender Gender Gender Young Adult Channel: Online Male Male Male Channel: Male Channel: Channel Category: Sports Channel: In-Store Online 9.75% 9.80% T. Amount: Online Category: In-Store In-Store Groceries Senio Senior Category: Category Category Category: **Flectronics** Clothing Groceries Electronics Gender: Male Gender: Male In-Store In-Store Online In-Store In-Store Online Channel: Online Channel Category: Home In-Store Channel: In-Store

Married

Feature Impact On Transaction ...

T. Amount:

Single

Customer Behavior Transaction Patterns Over Time Shopping Channel Insights Annual Income & Spending Tren... Yearly Income Insights by Marita... Top & Bottom N Customers # Dashboard 1 🖾 Story 1

Category: Home