Total Spend (₹)
4074.8M

Total Customers
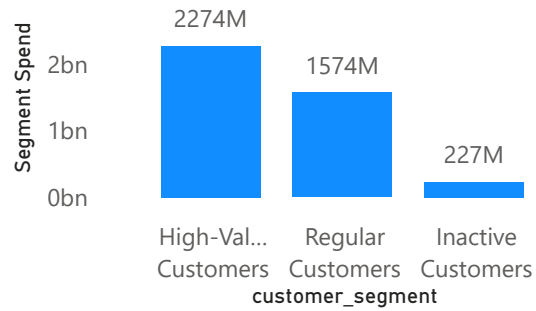## 4233

Total Transactions
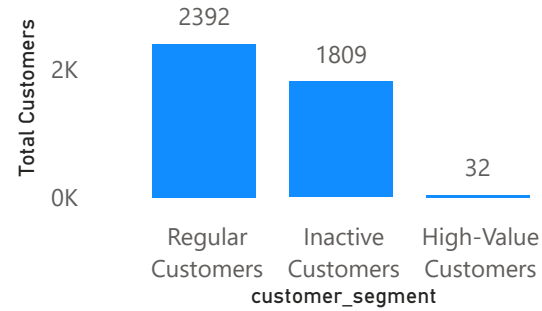## 26K

Avg Transaction Amount (₹)
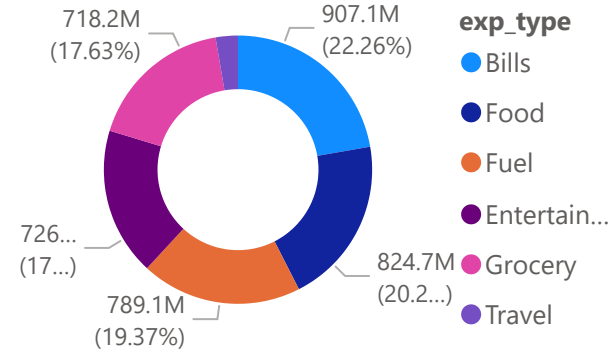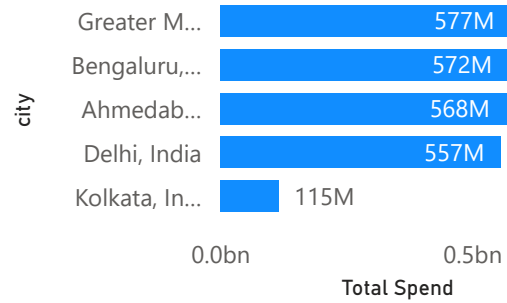## 156.41K

Spend by Customer Segment

- High-Val... Customers: 2274M
- Regular Customers: 1574M
- Inactive Customers: 227M

customer_segment

Customers by segment

- Regular Customers: 2392
- Inactive Customers: 1809
- High-Value Customers: 32

customer_segment

Spend by Expense Type

exp_type
- Bills — 907.1M (22.26%)
- Food — 824.7M (20.2...)
- Fuel — 789.1M (19.37%)
- Entertain... — 726... (17...)
- Grocery — 718.2M (17.63%)
- Travel

Top 10 Cities by Total Spend

- Greater M...: 577M
- Bengaluru,...: 572M
- Ahmedab...: 568M
- Delhi, India: 557M
- Kolkata, In...: 115M

Total Spend (0.0bn – 0.5bn)

Monthly Spending Trend

Total Spend (180M – 220M) by month (2014 – 2015)

customer segment
All

city
All

card type
All

Month
All