

# Customer Demographic

Gender All Age Group All City All Occupation All Income 52K Spend 22K

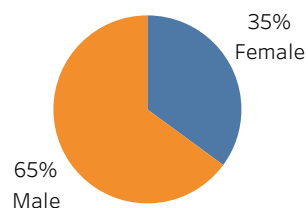
## Total Customers

4,000

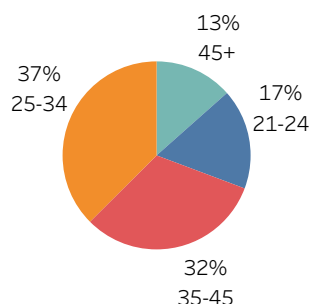
## Distribution By Gender

Male 2,597 Female 1,403

## Customers By Gender



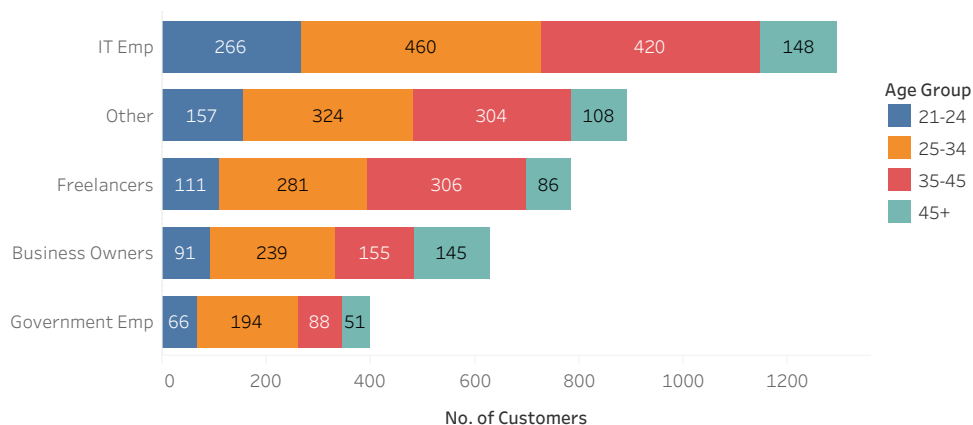
## Customers By Age Group



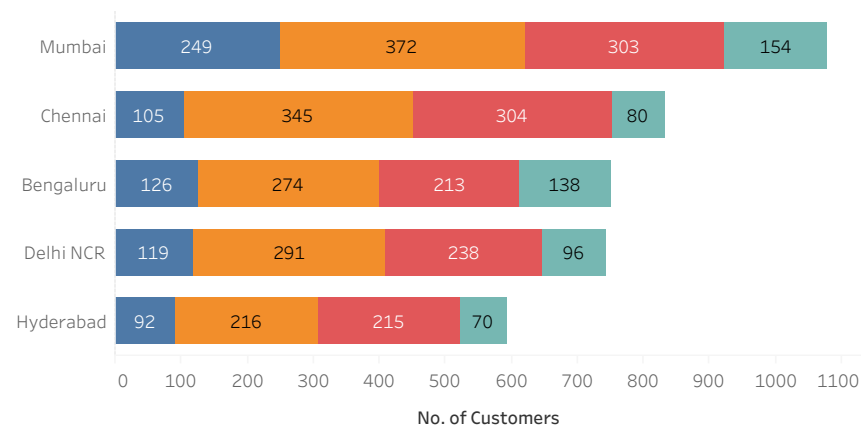
## Customer segmentation



## Customer Distribution By Occupation



## Customer Distribution By City



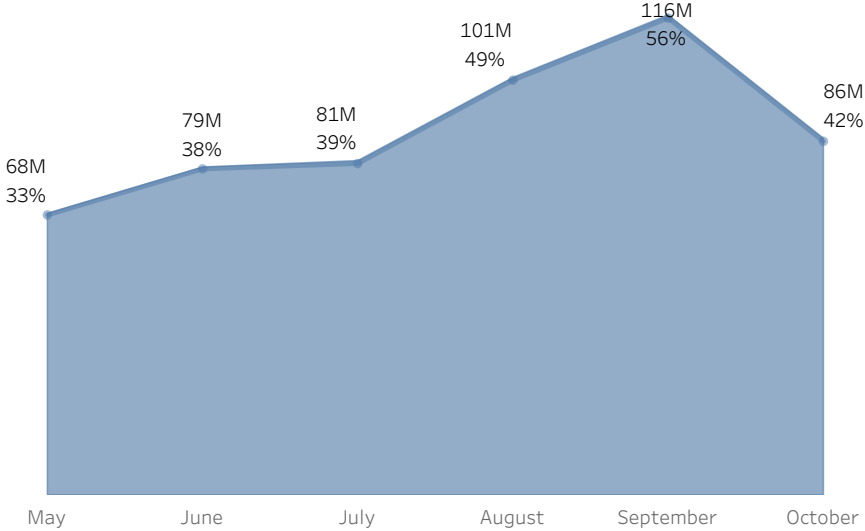
# Expenditure Trends and Patterns

Gender All    Age Group All    City All    Occupation All    Payment Type All

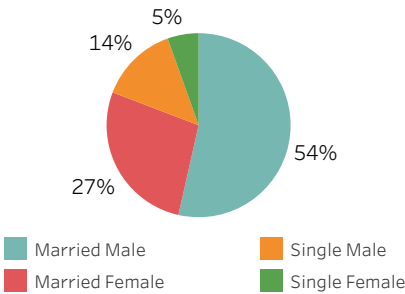
## KPI

Monthly Income 207M    Monthly Expenditure 88M    Monthly Expenditure % 42.82%    Credit Card Usage % 40.74%

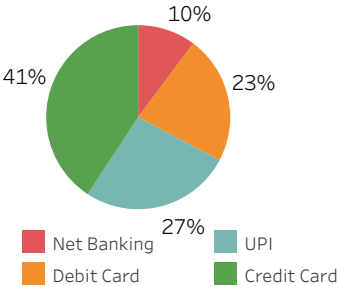
## Expenditure By month



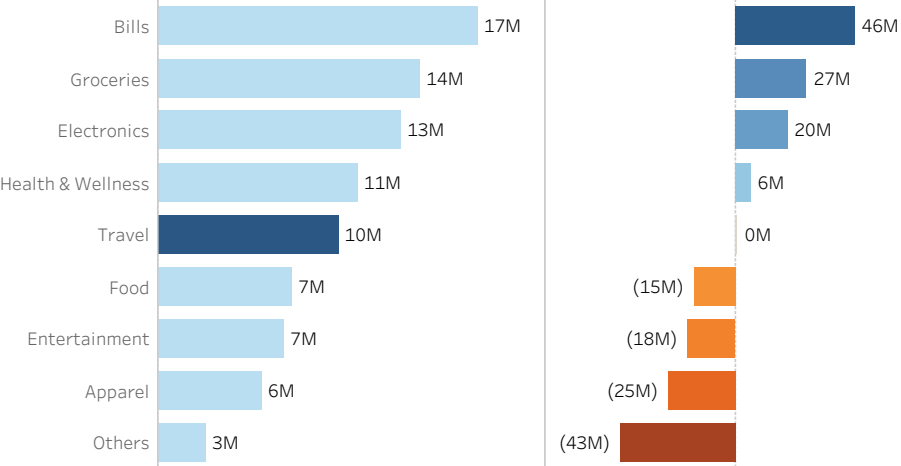
## Expenditure By Gender & Marital Status



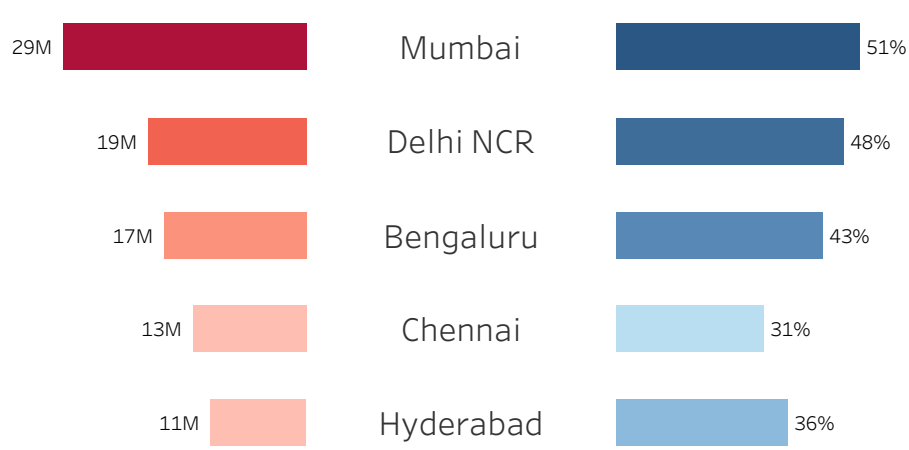
## Expenditure % By Payment Type



## Monthly Expenditure By Category



## Monthly Expenditure Vs Monthly Expenditure%



# Comparative & Deep-Dive Analys..

Gender  
All

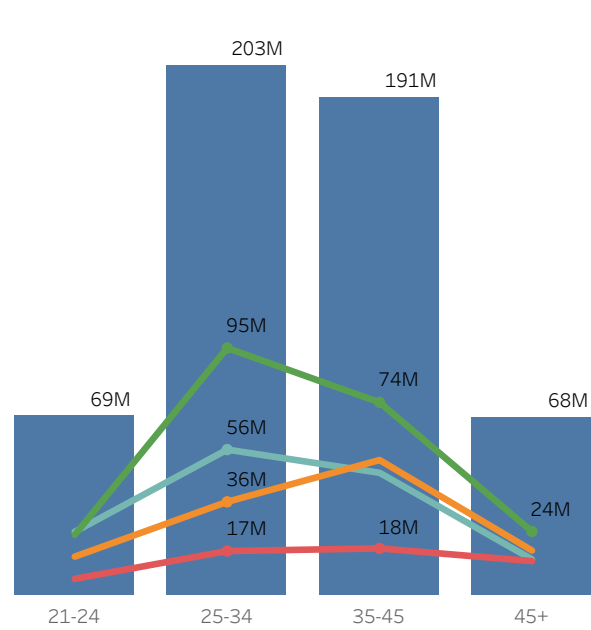
Age Group  
All

City  
All

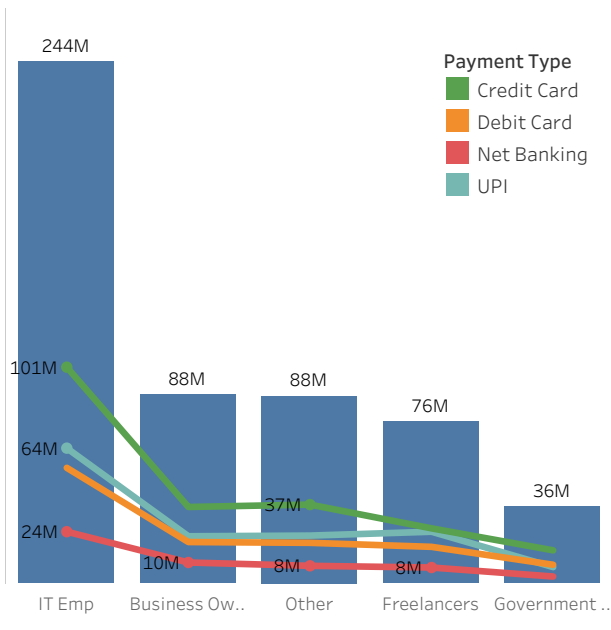
Occupation  
All

Payment Type  
All

Expenditure By Age



Expenditure By Occupation



Category Vs Payment Type Usage %

Category	Credit Card	Debit Card	Net Banking	UPI
Apparel	41.04%	24.44%	10.35%	24.17%
Bills	44.16%	24.15%	10.31%	21.38%
Electronics	44.22%	19.78%	9.42%	26.58%
Entertainment	41.43%	20.04%	9.76%	28.77%
Food	35.06%	20.71%	10.24%	33.99%
Groceries	31.48%	24.80%	10.59%	33.13%
Health & Wellness	42.19%	25.13%	10.90%	21.78%
Others	42.81%	20.60%	10.44%	26.16%
Travel	44.94%	19.58%	9.95%	25.54%

Top N Categories by Expenditure

Age Group	Category	Expenditure
21-24	Entertainment	2,520K
	Electronics	1,896K
	Apparel	1,856K
	Food	1,549K
	Health & Wellness	1,052K
	Groceries	934K
	Travel	682K
	Bills	586K
	Others	345K
25-34	Bills	7,326K
	Groceries	6,253K

Top N Categories  
1 to 9

Expenditure By Category Vs Age

