Demographic

Clear all slicers

city
All

occupation
All

payment type
All

marital status
All

age group
All

Demographic

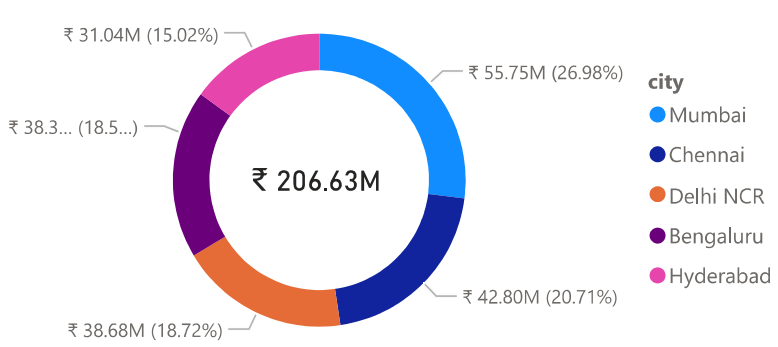
Spending

Customer

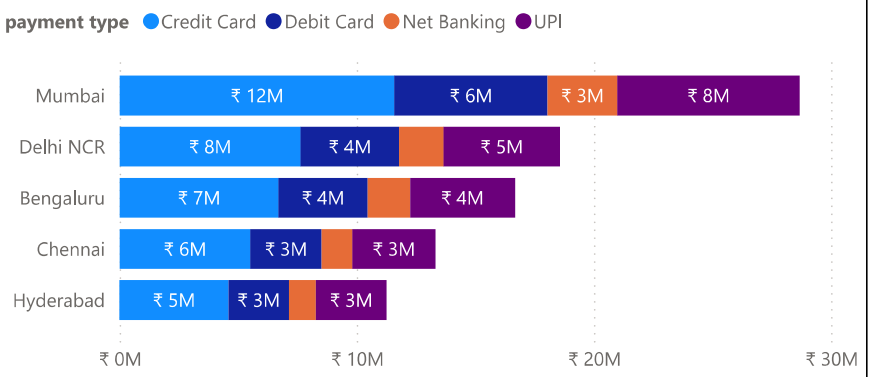
Overview

Total Monthly Income	Monthly spending	Avg Income Utilisation %	Count of city
₹ 206.63M	₹ 88.48M	42.82%	5

Monthly Income by city



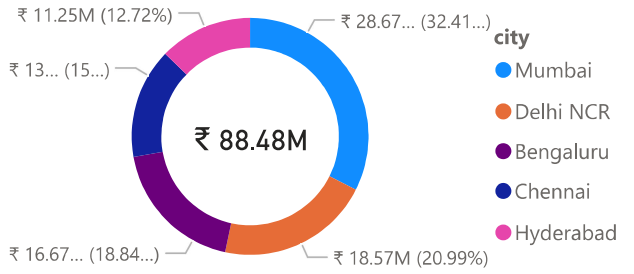
Monthly spending by city and payment type



Income and Spendings by Cities

city	Monthly Income	Monthly spending	Avg Income Utilisation %
Mumbai	**₹ 55,754,499.00**	**₹ 28,673,080.50**	**51.43%**
Salaried IT Employees	₹ 21,994,510.00	₹ 13,504,661.83	61.40%
Freelancers	₹ 6,472,223.00	₹ 3,562,604.67	55.04%
Salaried Other Employees	₹ 9,194,563.00	₹ 4,697,450.00	51.09%
Business Owners	₹ 12,939,859.00	₹ 5,085,364.67	39.30%
Government Employees	₹ 5,153,344.00	₹ 1,822,999.33	35.38%
Delhi NCR	**₹ 38,675,099.00**	**₹ 18,574,926.50**	**48.03%**
Salaried IT Employees	₹ 15,952,953.00	₹ 8,986,559.17	56.33%
Total	**₹ 206,628,129.00**	**₹ 88,482,959.17**	**42.82%**

Monthly spending by city



Spending

Clear all slicers

city
All

occupation
All

Payment Type
All

marital status
All

age group
All

Demographic

Spending

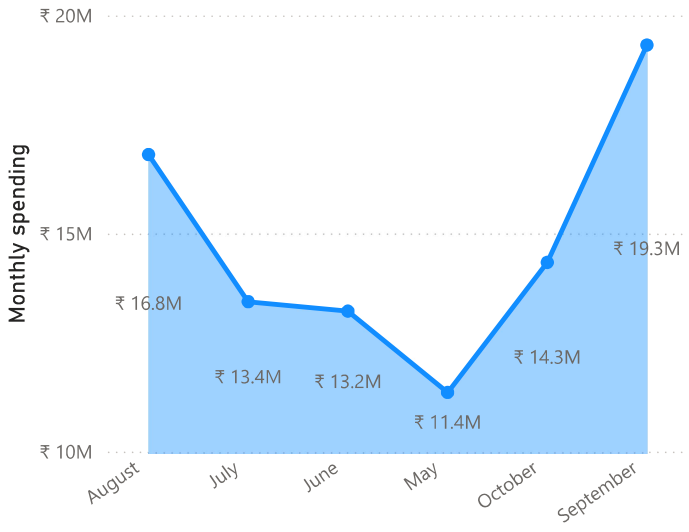
Customer

Overview

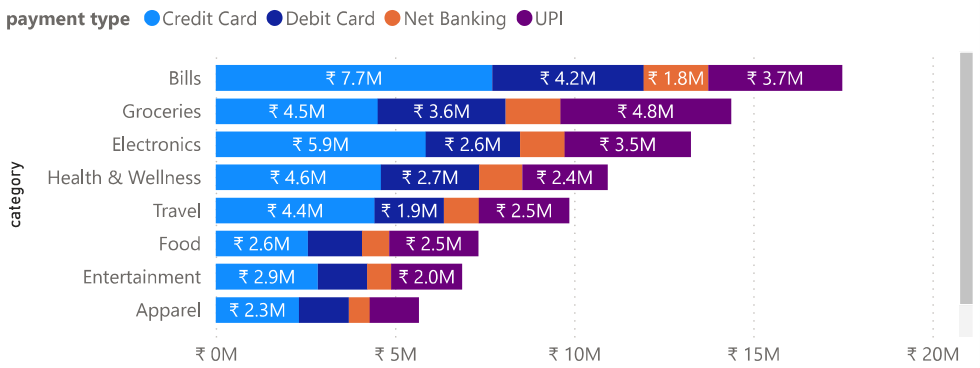
Monthly Income	Monthly spending
₹ 206.63M	₹ 88.48M

Avg Income Utilisation %	No. of Categories
42.82%	9

Monthly spending by month



Monthly spending by category and payment type



Spendings by Categories and Payment Types

category	Credit Card	Debit Card	Net Banking	UPI
⊟ **Travel**	₹ 4,435,340.50	₹ 1,932,882.17	₹ 981,648.50	₹ 2,520,682.83
⊞ **Salaried Other Employees**	₹ 760,582.33	₹ 309,842.33	₹ 153,530.83	₹ 405,124.67
⊞ **Salaried IT Employees**	₹ 2,080,503.83	₹ 876,311.83	₹ 441,536.00	₹ 1,137,101.00
⊞ **Government Employees**	₹ 338,485.33	₹ 152,873.00	₹ 65,963.33	₹ 147,684.00
⊞ **Freelancers**	₹ 521,543.83	₹ 275,351.83	₹ 136,375.00	₹ 432,692.50
⊞ **Business Owners**	₹ 734,225.17	₹ 318,503.17	₹ 184,243.33	₹ 398,080.67
⊟ **Others**	₹ 1,138,430.67	₹ 547,919.67	₹ 277,552.67	₹ 695,627.33
⊞ **Salaried Other Employees**	₹ 197,212.33	₹ 89,134.33	₹ 43,984.50	₹ 113,089.33
⊞ **Salaried IT**	₹ 541,887.83	₹ 252,402.83	₹ 127,390.83	₹ 319,684.83
Total	₹ 36,051,478.83	₹ 19,926,204.83	₹ 9,034,738.33	₹ 23,470,537.17

Customer

Clear all slicers

city
All

occupation
All

Payment Type
All

marital status
All

age group
All

Demographic

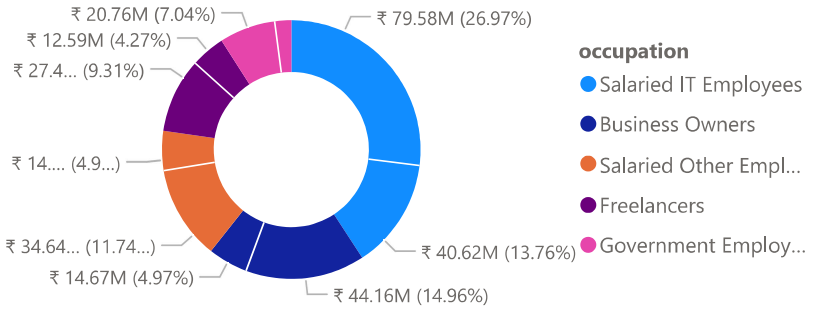
Spending

Customer

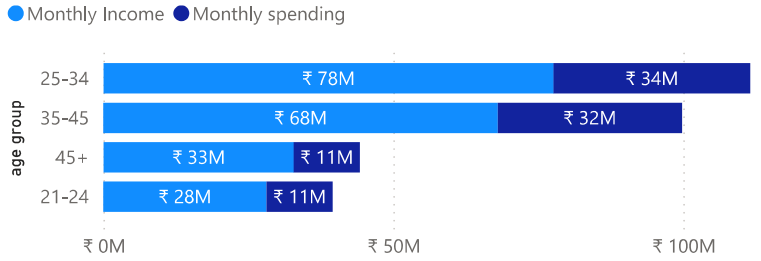
Overview

Monthly Income	Monthly spending	Avg Income...	Males	Females	No. Of Customers
₹ 206.63M	₹ 88.48M	42.82%	3K	1K	4K

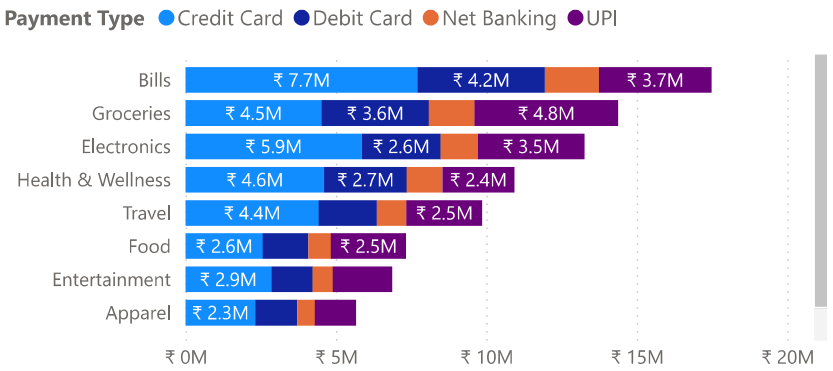
Monthly Income and Monthly spending by occupation

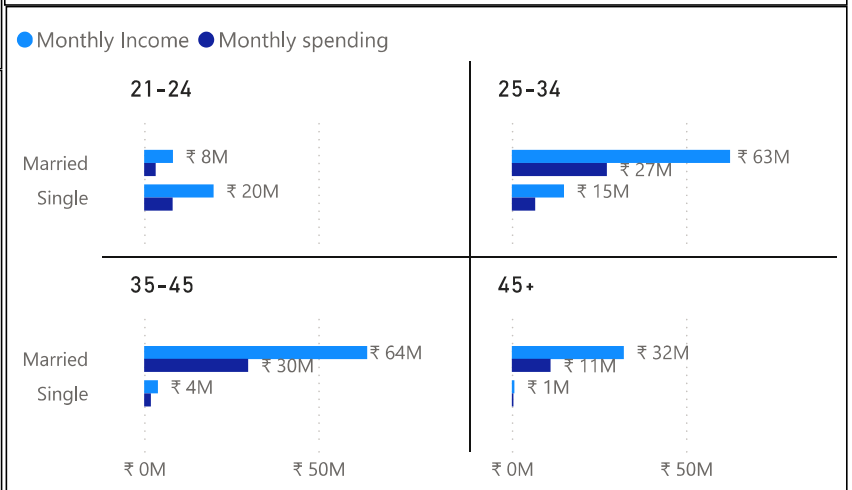


Monthly Income and Monthly spending by age group



Monthly spending by category and Payment Type





Demographic

Mumbai accounted for 26.98% of Total monthly Income.

Credit Card had the highest total Total monthly spending at $36,051,478.83, followed by UPI, Debit Card, and Net Banking.

Mumbai in payment type Credit Card made up 13.10% of Total monthly spending.

Spending

Credit Card had the highest total Total monthly spending at $36,051,478.83, followed by UPI, Debit Card, and Net Banking.

Bills in payment type Credit Card made up 8.73% of Total monthly spending.

Credit Card had the highest average Total monthly spending at 4,005,719.87, followed by UPI, Debit Card, and Net Banking.

Customers

Salaried IT Employees accounted for 38.51% of Total monthly Income.

Total monthly Income and Total monthly spending diverged the most when the occupation was Salaried IT Employees, when Total monthly Income were $38,960,526.33 higher than Total monthly spending.

Credit Card had the highest total Total monthly spending at $36,051,478.83, followed by UPI, Debit Card, and Net Banking.