



Spending Insights



Total Customers

4000

Total Spend

531M

Average Income

52K

Income Utilization %

43%

Home Page

Demographics

Average income utilization %

Spending...

Support

Filters

Gender

Female Male

Marital Status

Married Single

Occupation

All

Category

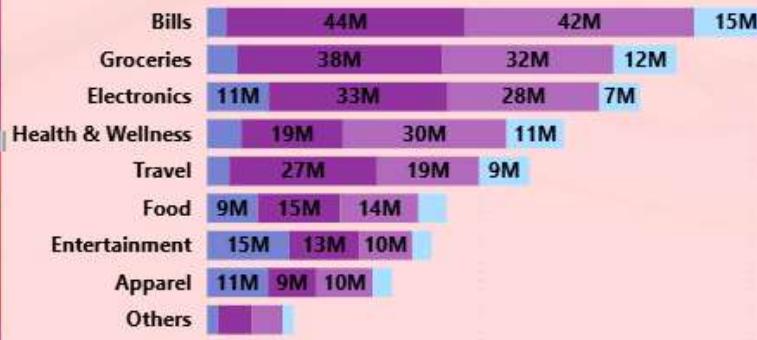
All

Payment Type

All

AVG Income Utilization % By month

age_group ● 21-24 ● 25-34 ● 35-45 ● 45+



AVG Income Utilization % By Occupation & Payment Type



Utilization By Cities

City	Total_Spend	Total customer	Average_Income_Utilization %	Average Income
Mumbai	172M	1078	51.43%	₹ 51,720.31
Delhi NCR	111M	744	48.03%	₹ 51,982.66
Bengaluru	100M	751	43.46%	₹ 51,073.26
Chennai	80M	834	31.10%	₹ 51,321.39
Hyderabad	68M	593	36.25%	₹ 52,344.81
Total	531M	4000	42.82%	₹ 51,657.03

Total Spend and AIU % by Category & Gender

