Customer Segmentation Analysis

Sales

Customer

Filter

Location: All

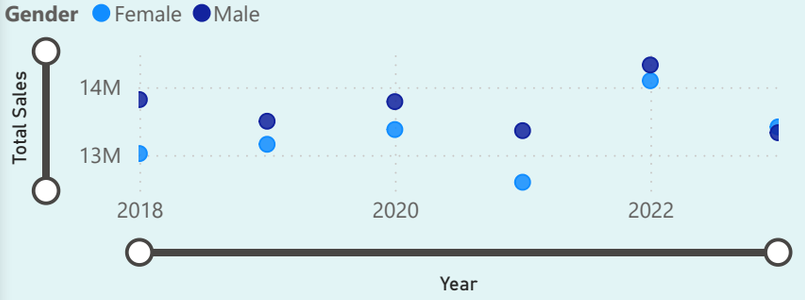
Occupation: All

Gender: All

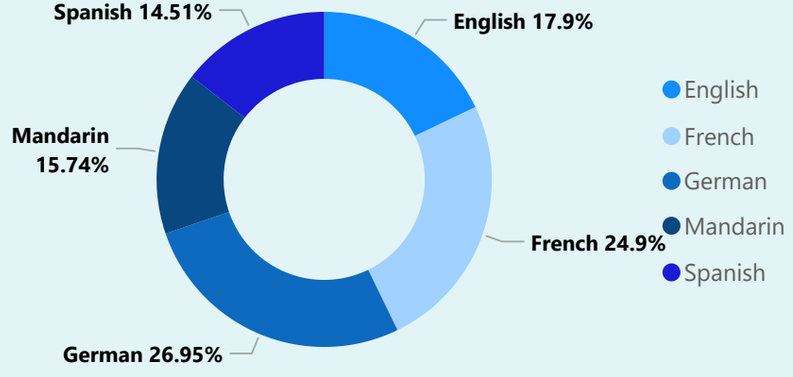
2.88	3.02K
Avg Ratings	Avg sales
40K	162M
Total Customer	Total Sales

Education Level | Marital Status | Income Group | Segmentation Group | Age Group

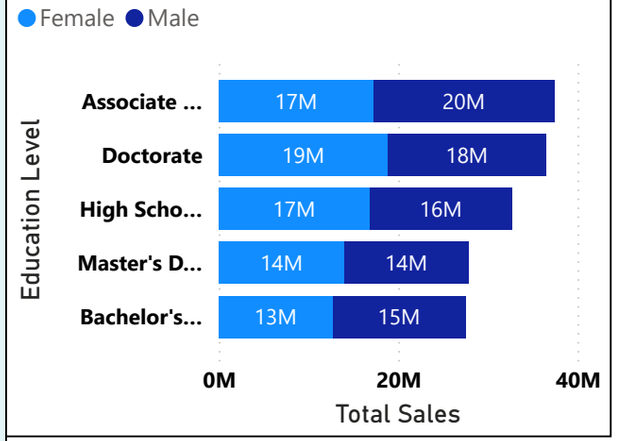
Total Sales by Gender and Year



Total Sales by Preferred Language



Sales by Education Level and Gender



Education Level	Total Sales
Associate Degree	37384804
Bachelor's Degree	27493559
Doctorate	36458142
High School Diploma	32651876
Master's Degree	27788771
Total	161777152

Geographic Information	Sum of Sales	Total Customer	Avg sales	Avg Ratings
West Bengal	4329116	1447	2,957.05	2.86
Uttarakhand	5346182	1741	3,041.06	2.88
Uttar Pradesh	5693975	1838	3,069.53	2.90
Tripura	4056183	1364	2,945.67	2.89
Telangana	3089316	1001	3,067.84	2.85
Tamil Nadu	3998490	1311	3,020.01	2.87
Sikkim	4953258	1637	2,994.71	2.89
Rajasthan	3553328	1168	3,021.54	2.83
Punjab	3739112	1227	3,008.14	2.90
Puducherry	3338001	1092	3,040.07	2.83
Odisha	3802318	1268	2,970.56	2.89
Nagaland	4650428	1512	3,041.48	2.83
Total	161777152	40259	3,023.70	2.88

Customer Segmentation Analysis

Sales

Customer

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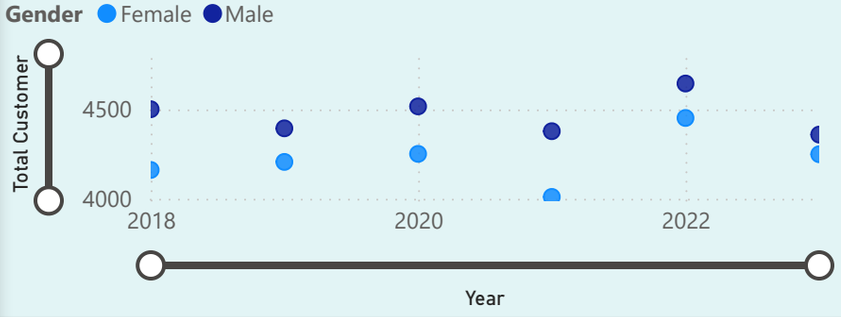
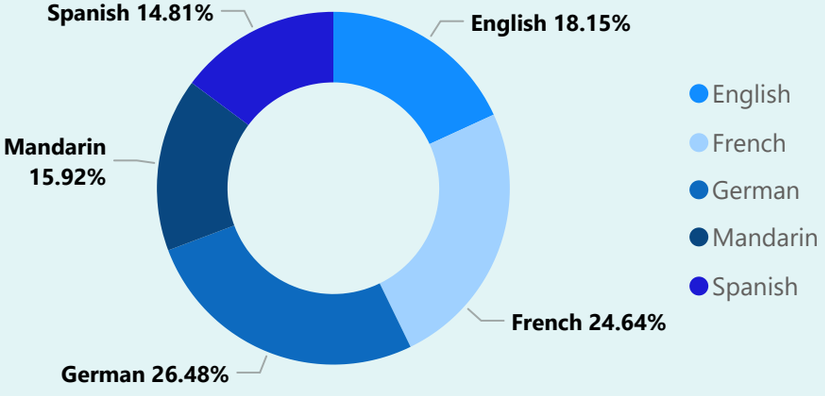
2.88	3.02K
Avg Ratings	Avg sales
40K	162M
Total Customer	Total Sales

Education Level | Marital Status | Income Group | Segmentation Group | Age Group

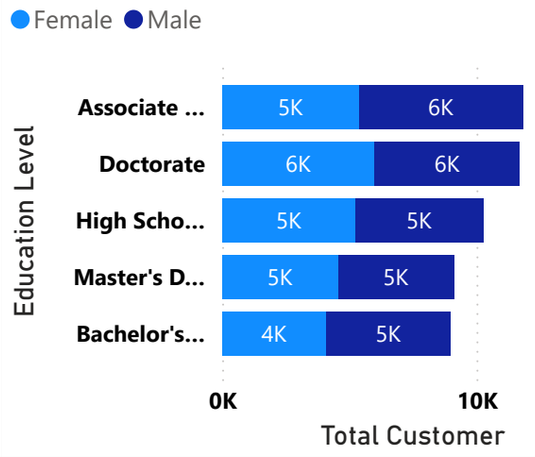
Total Customer by Gender and Year



Total Customer by Preferred Language



Customer by Education Level and Gender



Education Level	Sum of Sale
Associate Degree	3738480
Bachelor's Degree	2749355
Doctorate	3645814
High School Diploma	3265187
Master's Degree	2778877
Total	16177715

Geographic Information	Sum of Sales	Total Customer	Avg sales	Avg Ratings
Andaman and Nicobar Islands	5067841	1662	3,020.17	2.90
Andhra Pradesh	4296142	1416	3,002.20	2.91
Arunachal Pradesh	5712405	1874	3,001.79	2.80
Assam	4387429	1449	3,005.09	2.89
Bihar	5807488	1941	2,959.98	2.83
Chandigarh	4225901	1363	3,071.15	2.93
Chhattisgarh	4487291	1440	3,092.55	2.89
Dadra and Nagar Haveli	4166142	1396	2,969.45	2.92
Daman and Diu	4612744	1495	3,050.76	2.85
Delhi	5354960	1737	3,049.52	2.86
Goa	4922196	1584	3,066.79	2.82
Gujarat	5724613	1878	3,020.90	2.89
Total	**161777152**	**40259**	**3,023.70**	**2.88**