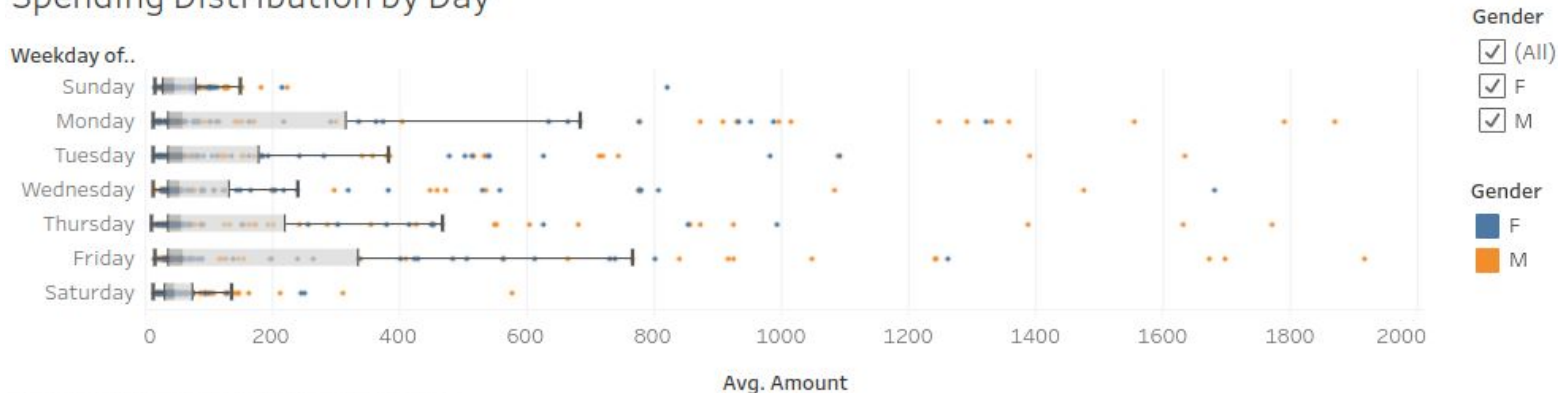


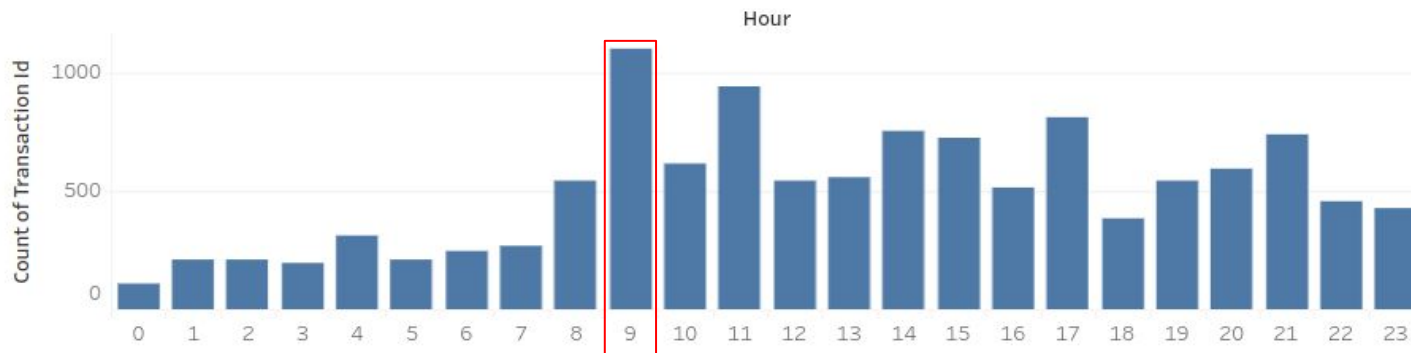
Customer Spending

High value transactions occur on **weekdays** & many transactions occurs **early**

Spending Distribution by Day



Transaction Count By Hour



Customer Spending By Location

- Highest average spending on northern territory
- On average, the east spends more

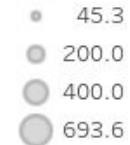
Customer Average Spending



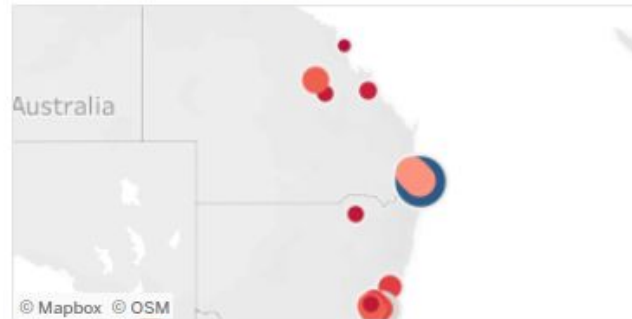
Avg. Amount



Avg. Amount



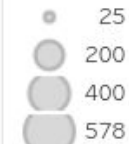
Customer Transactions Count



Count of Transaction Id



Count of Transaction Id



- One customer has a very high transaction count

Merchant's Customer Spending & Count

- One merchant around Sydney has **high average customer spending**.

Merchant's Customer Spending



- Number of customer count on merchant is low, due to **null values**.

This may indicate that **half of the customer purchase online** or the **data quality** on merchant location is **poor** due to high missing value.

Merchant's Customer Count

