# Customer Spending

**High value** transactions occur on **weekdays** & many transactions occurs **early**
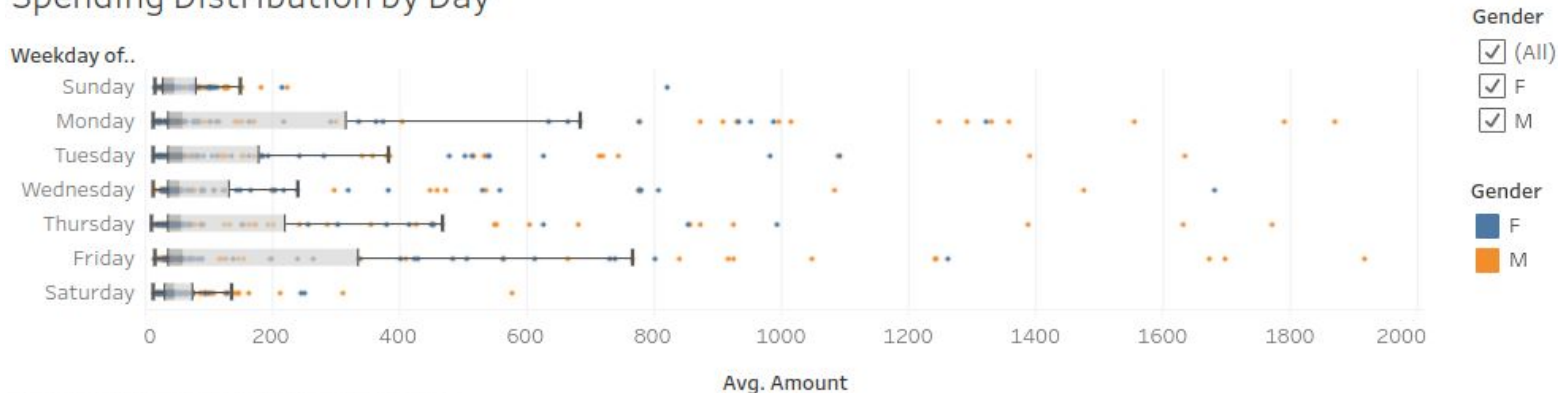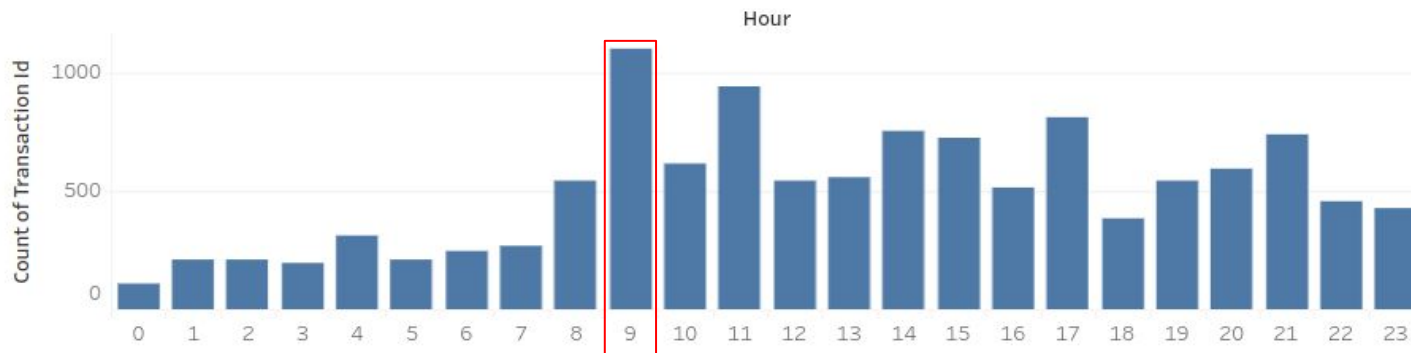
# Customer Spending By Location

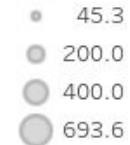- Highest average spending on northern territory
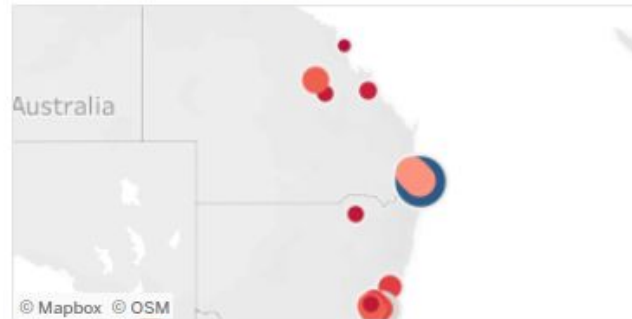- On average, the east spends more
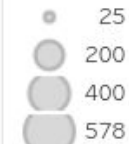
- One customer has a very high transaction count

# 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