* Existing customers are more valuable to the company than attired customers. Existing customers are more likely to be female, have a higher income, and have a blue card. They are also more likely to be graduates and do more transactions. Additionally, the England region has the highest transaction amount, suggesting that there is an opportunity to focus on acquiring and retaining customers in this region.
* **Focus on retaining existing customers**. Existing customers are more valuable than new customers because they are more likely to make repeat purchases and spend more money with the company. The company can retain existing customers by providing excellent customer service, offering loyalty programs, and making it easy for customers to do business with the company.
* **Target customers in the England region**. The England region has the highest transaction amount, suggesting that there is an opportunity to acquire and retain customers in this region. The company can target customers in the England region by running marketing campaigns in this region and offering special discounts and promotions to customers in this region.
* **Offer products and services that appeal to graduate customers**. Graduate customers do more transactions, suggesting that they are more valuable customers. The company can offer products and services that appeal to graduate customers, such as career counseling or financial planning services.
* Partner with other businesses that target the same customer segments. The company can partner with other businesses that target the same customer segments to cross-promote products and services. For example, the company could partner with a credit card company to offer a co-branded credit card.

**Existing customers are 83.93% and Attired customers are 16.07%**

**Existing customers in Female 82.60% and males 85.43% and Attired customers in Female 17.40% and Male 14.57%**

**Existing customers in England 44.56%,Scotland 23.75%,wales 10.85 and northern 4.77%, In Attired customers in England 8.69%,Scotland 4.18%,wales 2.36 and northern 0.84%**

**Existing customers in blue card 78.27%,silver 4.58%,gold 0.94% and platinum 0.15% In Attired customers in blue card 15.02%,silver 0.79%,gold 0.21% and platinum 0.05%**

**Existing customers income category is 29.12% less than $40k, In Attired income category is 6.04% less than $40k**

**England region that has maximum number of customers.**

**England region that has maximum number of customers.**

**Attired customers and Existing customers are graduate.**

**Graduate customers do more transaction.**

**46% attired and the existing customers are married.**

**In England region have more Transaction amount.**