

# Customer Analysis

## AJIO

Age

All

State, City

All

Category

All

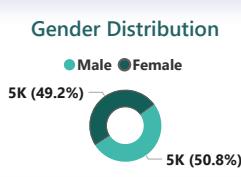
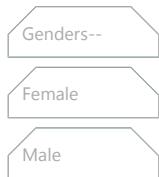
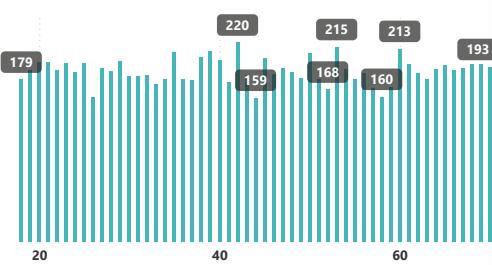
Total Customer  
10K  
Male % 50.80%  
Female % 49.20%

Total Revenue  
₹ 97.24M  
Total Discount 91K  
Rewards Used 10K

Total Orders  
10K  
Return Rate 20.0%

Average Order Value  
9.72K  
Average Product Rating 2.99  
Average Delivery Rating 3.01

Repeat purchase rate  
0.26  
High Loyalty % 7.89%

**Age Distribution**

Customer_Name	State	Age	Mobile	Total Revenue	Total Orders	Rewards Used
George Halder	Uttar Pradesh	25	9490854846	₹ 86,844.00	5	4
Anthony Goda	Gujarat	49	9915125027	₹ 82,207.00	5	1
Chaaya Mani	Madhya Pradesh	33	9432111075	₹ 76,608.00	5	3
Gautam Nori	Gujarat	33	9479199419	₹ 72,328.00	4	5
Manbir Rai	Telangana	20	9459739915	₹ 71,411.00	4	4
Bishakha Khalsa	Tamil Nadu	46	9991795719	₹ 70,888.00	5	6
Eiravati Chakraborty	Gujarat	37	9817229581	₹ 69,780.00	5	3
Vedhika Mane	Uttar Pradesh	55	9982590644	₹ 69,626.00	6	6
Veda Sinha	Bihar	63	9894674265	₹ 68,117.00	5	1
Wakeeta Bakshi	Andhra Pradesh	31	9929683792	₹ 66,841.00	6	5
Mekhala Comar	Gujarat	32	9891320714	₹ 66,830.00	4	4
Yatan Peri	Gujarat	36	9804896145	₹ 66,319.00	4	3
Total				₹ 97,236,411.00	10000	10001

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