

CUSTOMER GENDER

Female

Male

Number of
Customers

3059

Total Income

2bn

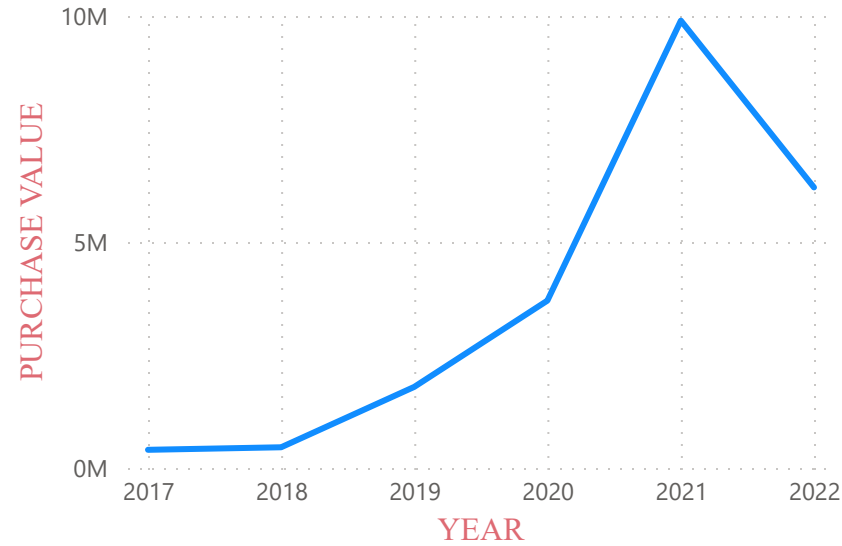
Average Customer Age

25

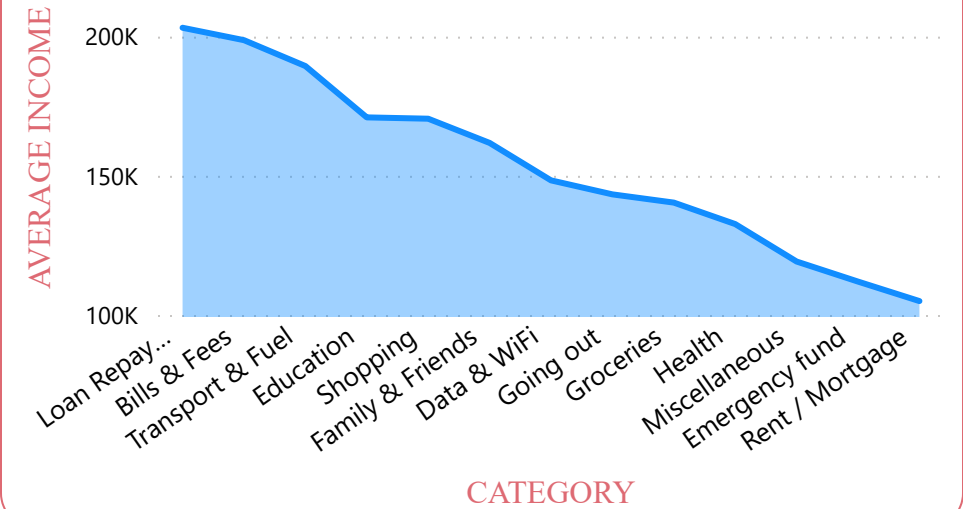
Total Transactions

10.93K

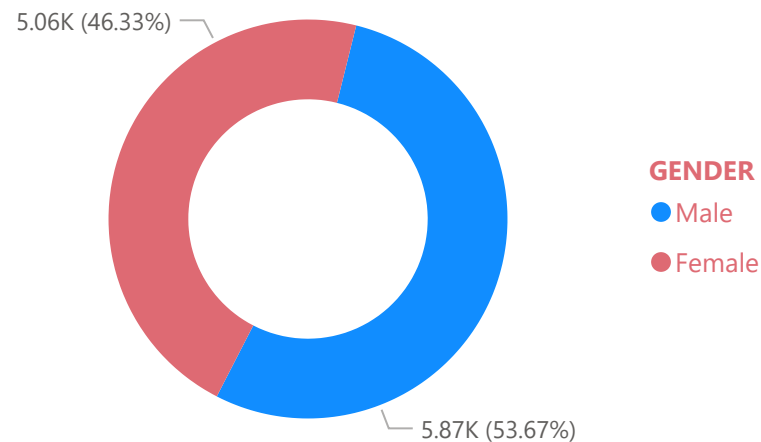
PURCHASE VALUE PER YEAR



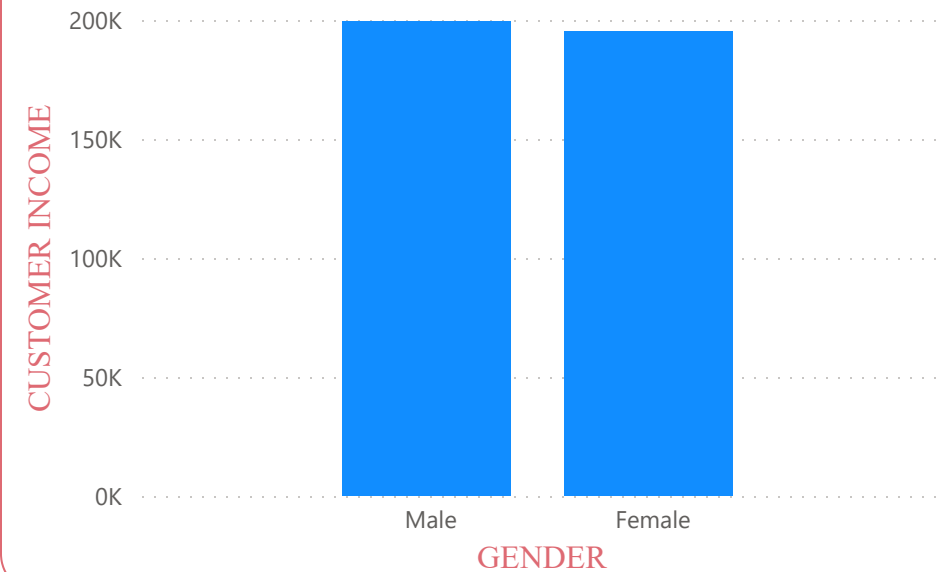
AVERAGE CUSTOMER INCOME BY CATEGORY



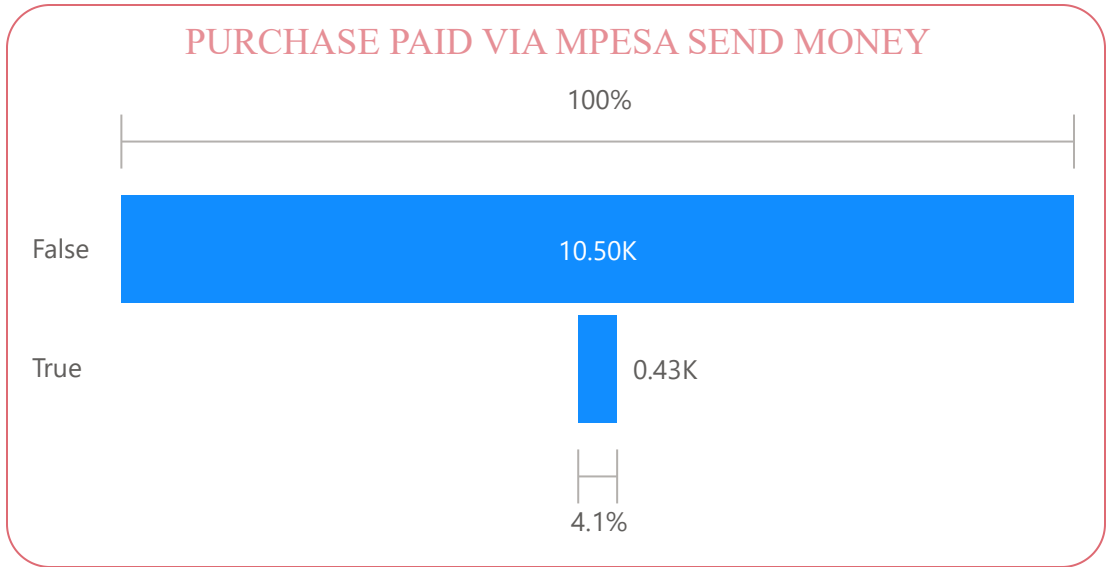
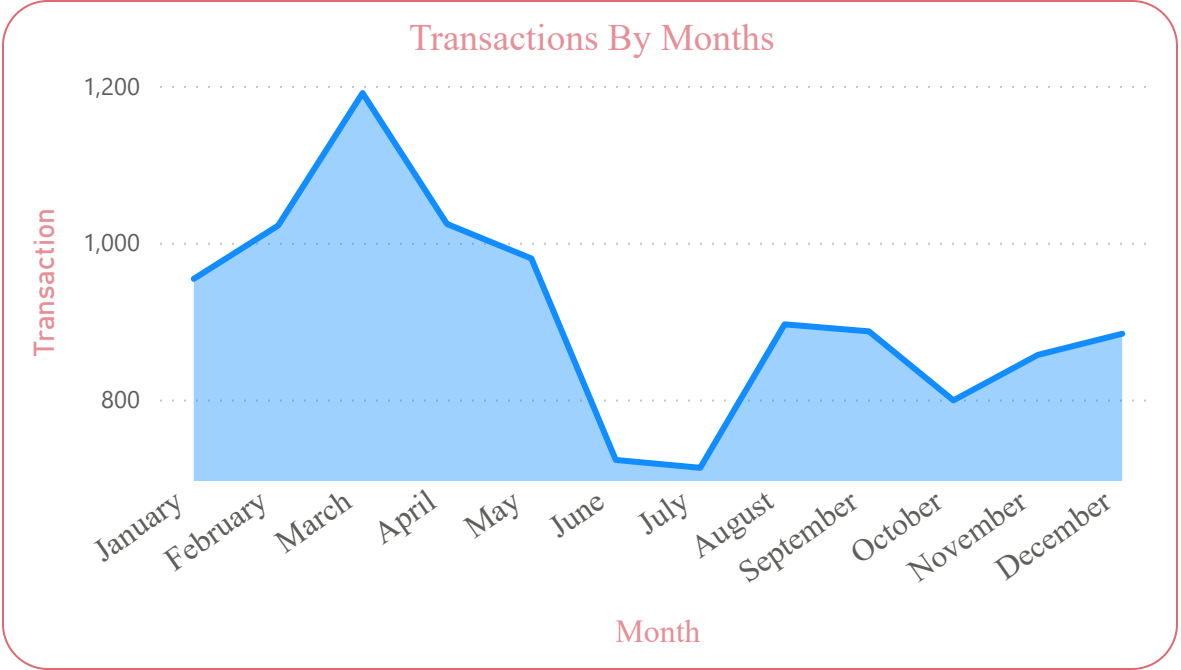
CUSTOMER GENDER



CUSTOMER INCOME BY GENDER



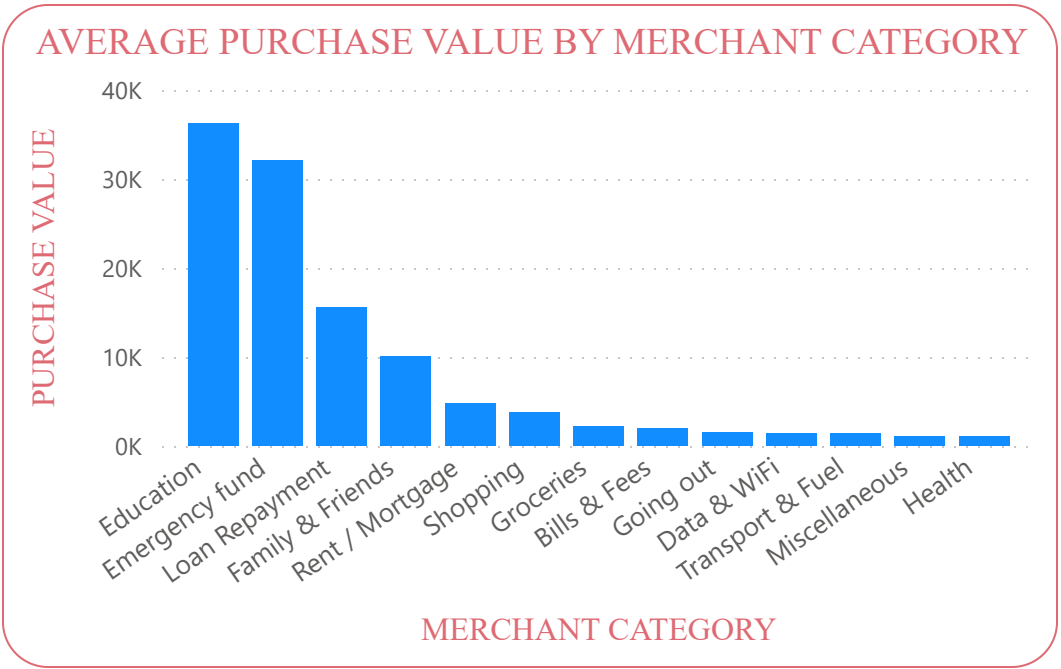
MERCHANT_CATEGORIZED_AS	Sum of PURCHASE_VALUE	Average of USER_HOUSEHOLD
Bills & Fees	21105330	3.04
Family & Friends	412456	3.27
Emergency fund	385402	1.92
Groceries	109068	2.04
Shopping	78546	3.00
Loan Repayment	77648	3.40
Education	72500	4.50
Going out	59946	3.05
Data & WiFi	59876	2.84
Miscellaneous	46912	2.26
Transport & Fuel	39397	3.72
Rent / Mortgage	9500	3.00
Health	6227	2.00
Total	22462808	94.52



CUSTOMER GENDER ▾

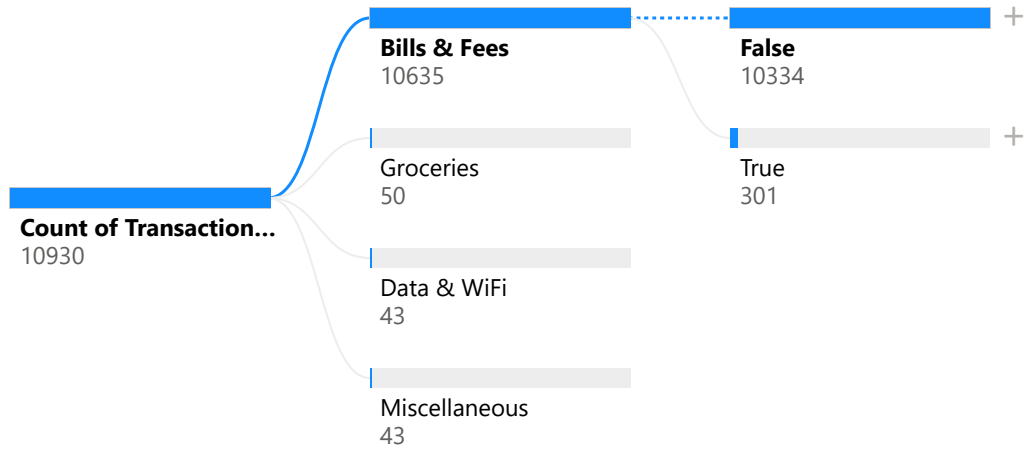
Female

Male



💡 MERCHANT_CAT... ×
Bills & Fees

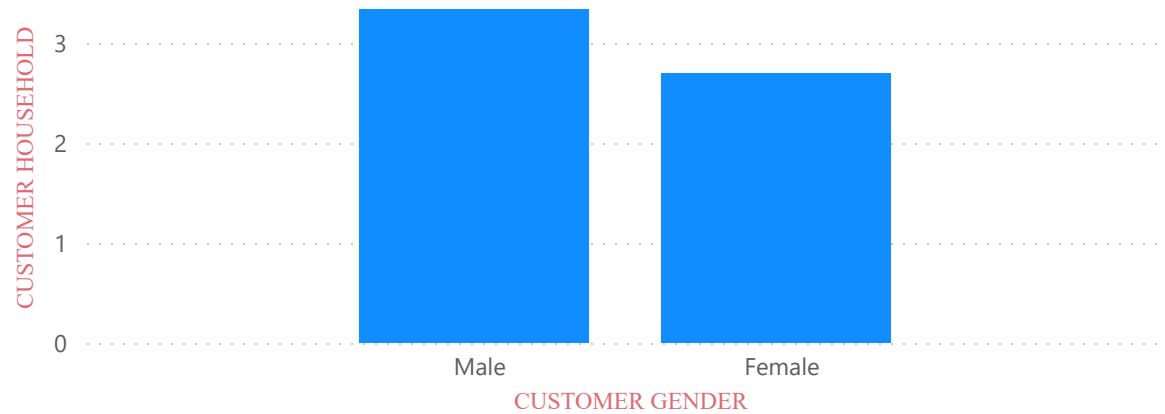
💡 IS_PURCHASE_P... ×



PURCHASE VALUE BY QUARTER



AVERAGE CUSTOMERS PER HOUSEHOLD



AVERAGE CUSTOMER INCOME BY AGE

