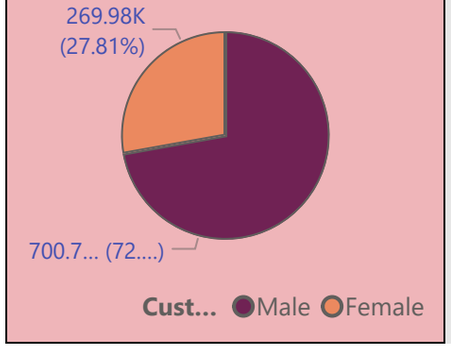
# Customer Demographics Analysis

**828K**
Total_Customers

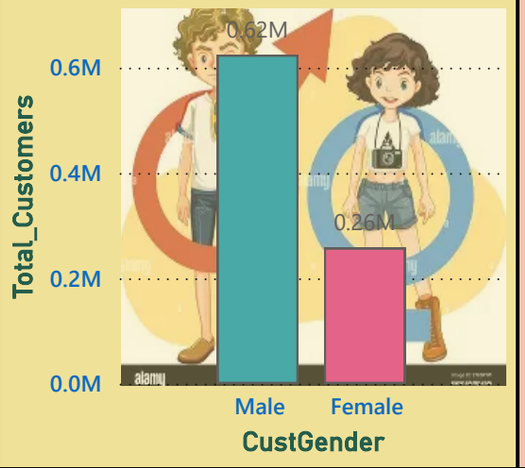
**8160**
Unique_Customer_Locations

**40.04**
Average_Age

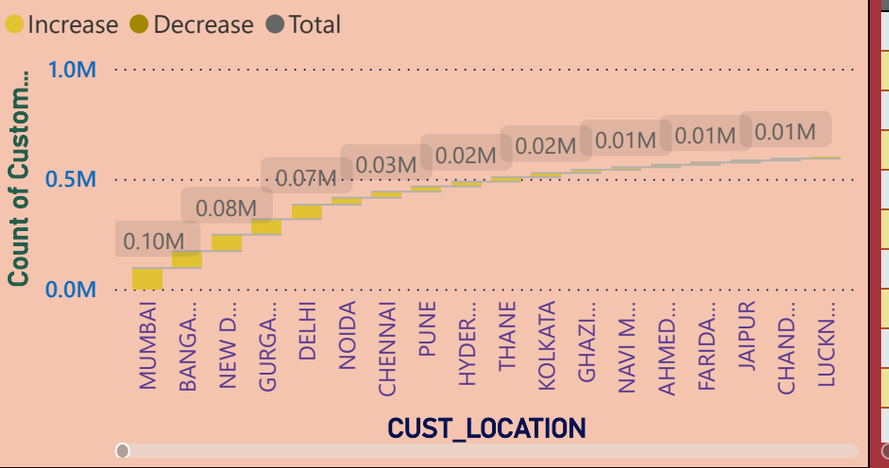
## Count of CustomerID by CustGender




## Total Customers by Gender

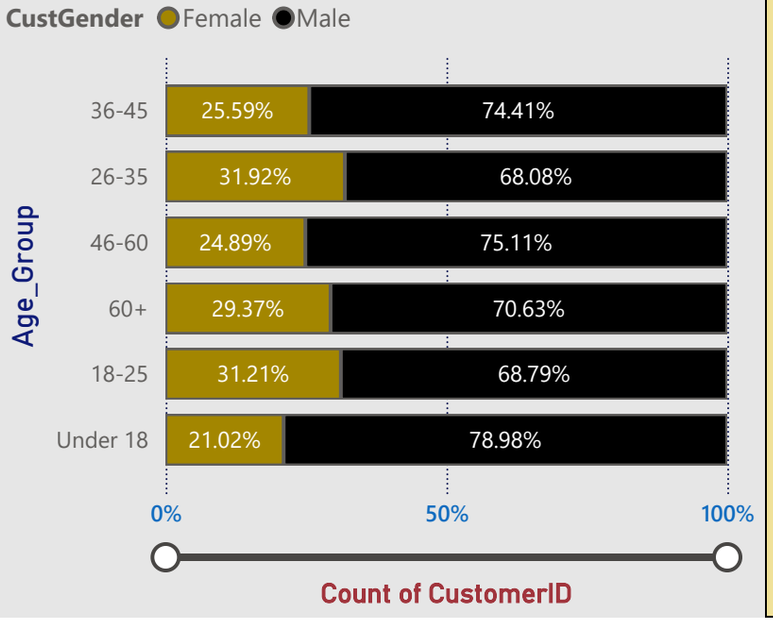



## Count of CustomerID by CustLocation

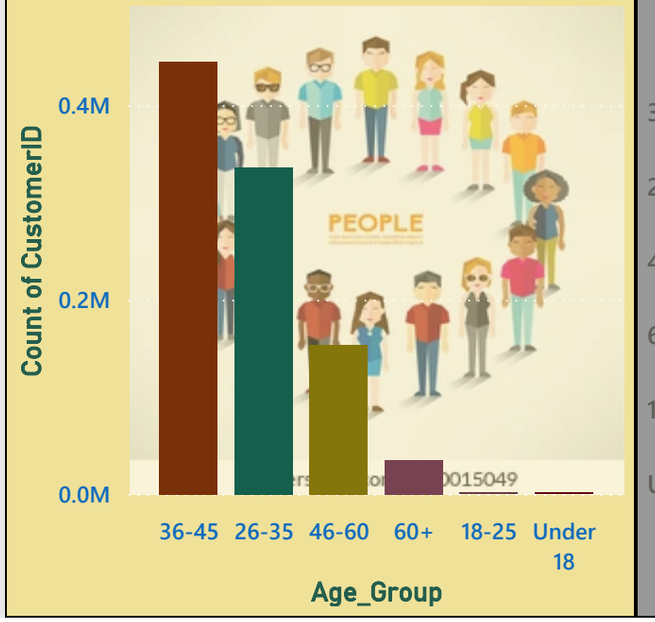



| CustomerID | CustGender | CustLocatio |
|---|---|---|
| C2728824 | Female | (154) BHASKOLA FA |
| C3028850 | Female | (154) BHASKOLA FA |
| C3428855 | Female | (154) BHASKOLA FA |
| C3928834 | Female | (154) BHASKOLA FA |
| C4128823 | Female | (154) BHASKOLA FA |
| C4328852 | Female | (154) BHASKOLA FA |
| C4728819 | Female | (154) BHASKOLA FA |
| C5028866 | Female | (154) BHASKOLA FA |
| C5328845 | Female | (154) BHASKOLA FA |
| C6428880 | Female | (154) BHASKOLA FA |
| C6528833 | Female | (154) BHASKOLA FA |

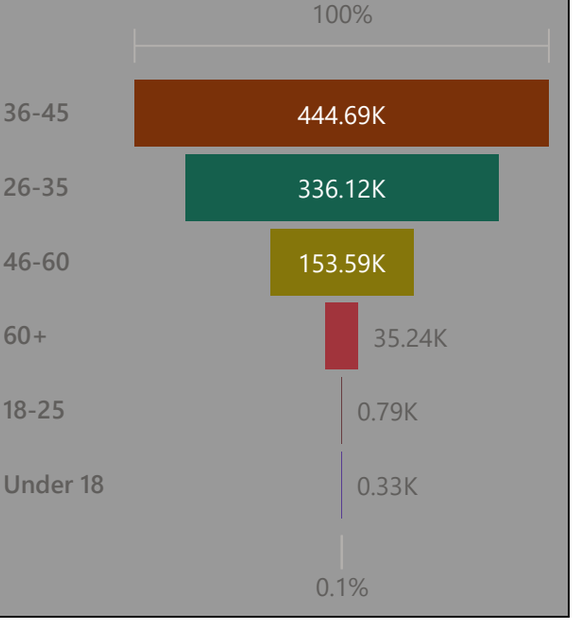
## Count of CustomerID by Age_Group and CustGender




## Count of CustomerID by Age_Group




## Count of CustGender by Age_Group



# Transaction Behavior Insights

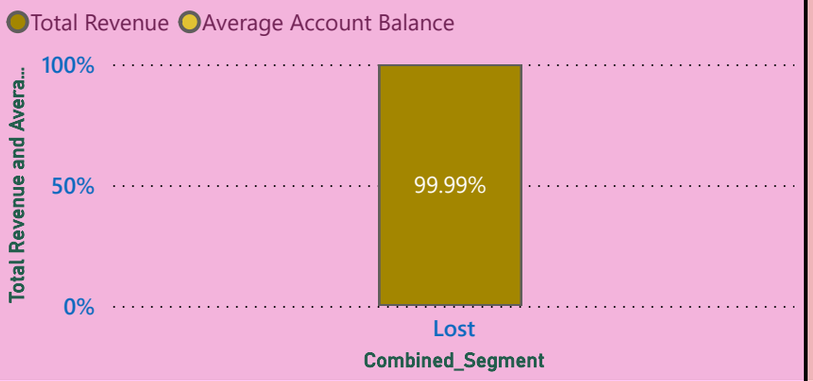
**1.41bn**
Total_Transaction_Volume

**1.46K**
Average_Transaction_Amount

**1.56M**
Highest_Transaction_Value

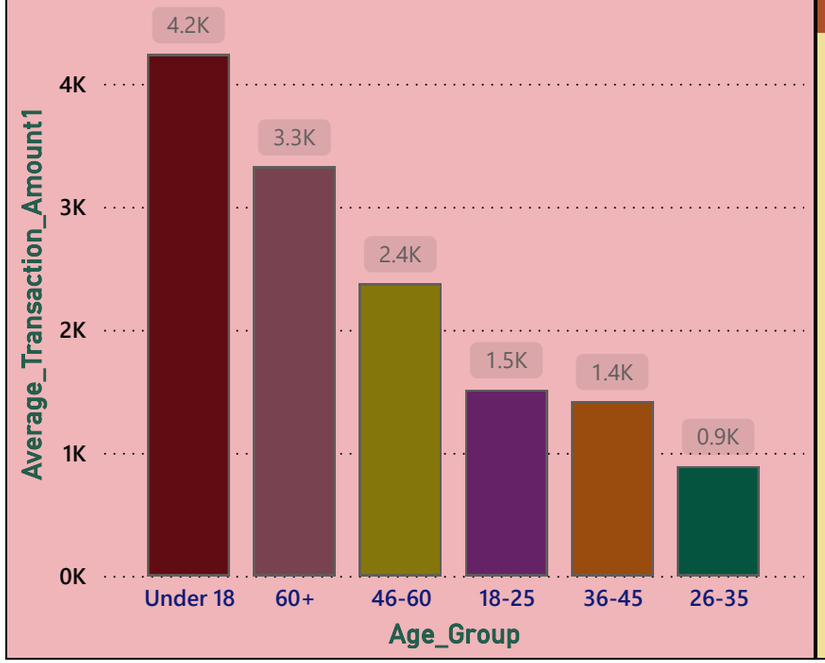
**106.17K**
Average Account Balance

## Total Revenue and Average Account Balance by Combined_Segment

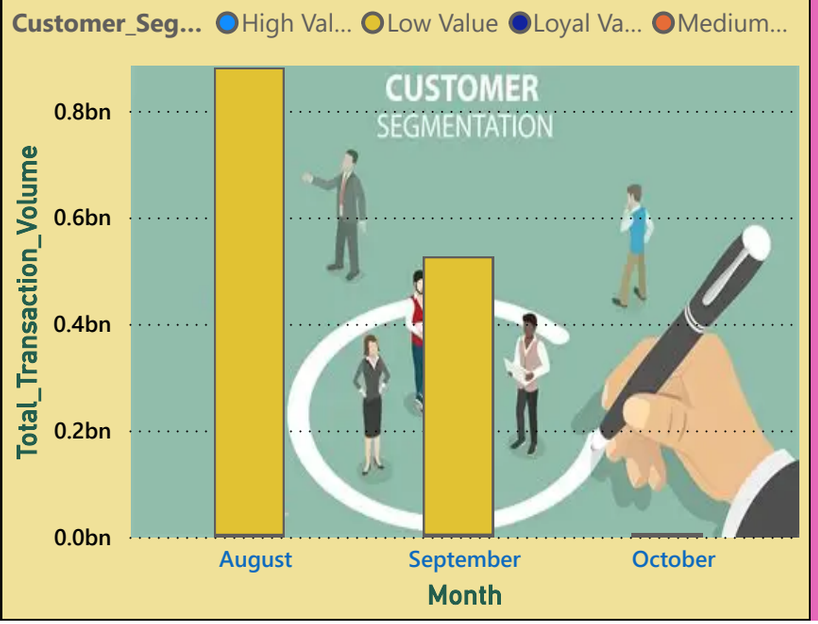



## Transaction Count by Year and Customer_Segment

## Average_Transaction_Amount1 by Age_Group




## Total_Transaction_Volume by Month and Customer_Segment




| Transaction Date and Time | CustomerID | Sum of TransactionAmount (INR) | Custome Segmen |
|---|---|---|---|
| 25-09-2016 22:57 | C9099956 | 855.00 | Low Valu |
| 28-08-2016 21:37 | C9099941 | 50.00 | Low Valu |
| 18-08-2016 12:25 | C9099919 | 126.00 | Low Valu |
| 15-09-2016 12:02 | C9099877 | 222.00 | Low Valu |
| 30-08-2016 13:56 | C9099832 | 590.00 | Low Valu |
| 05-08-2016 23:18 | C9099828 | 99.00 | Low Valu |
| 03-09-2016 12:01 | C9099811 | 27.00 | Low Valu |
| 20-08-2016 19:10 | C9099740 | 500.00 | Low Valu |
| 24-08-2016 21:51 | C9099739 | 707.96 | Low Valu |
| 21-10-2016 21:03 | C9099692 | 249.00 | Low Valu |
| 02-08-2016 11:06 | C9099680 | 497.00 | Low Valu |
| 15-09-2016 10:08 | C9099661 | 34.00 | Low Valu |
| 30-08-2016 15:25 | C9099628 | 50.00 | Low Valu |
| 20-08-2016 19:54 | C9099579 | 200.00 | Low Valu |
| **Total** | | **1,41,46,29,190.55** | |

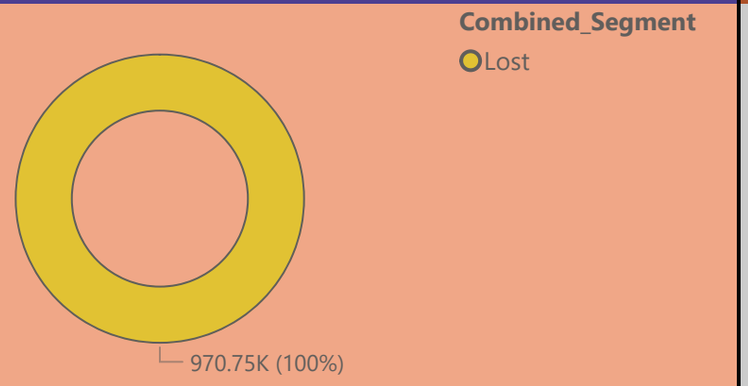
# Customer Segmentation Analysis

**28**
Loyal_Customers

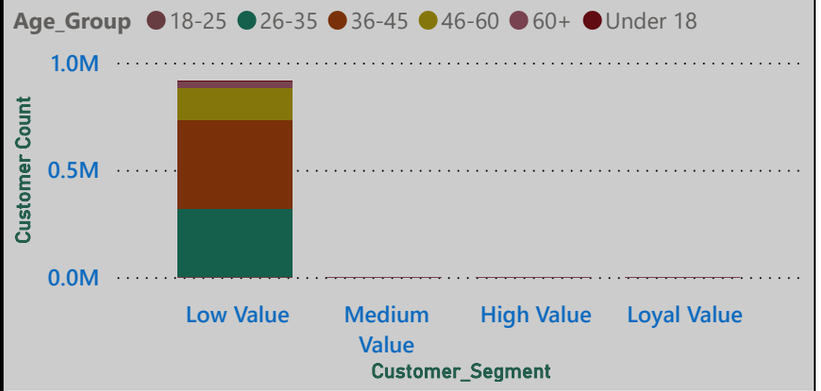
**828K**
Lost_Customers

**1.21bn**
Revenue_New_Customers

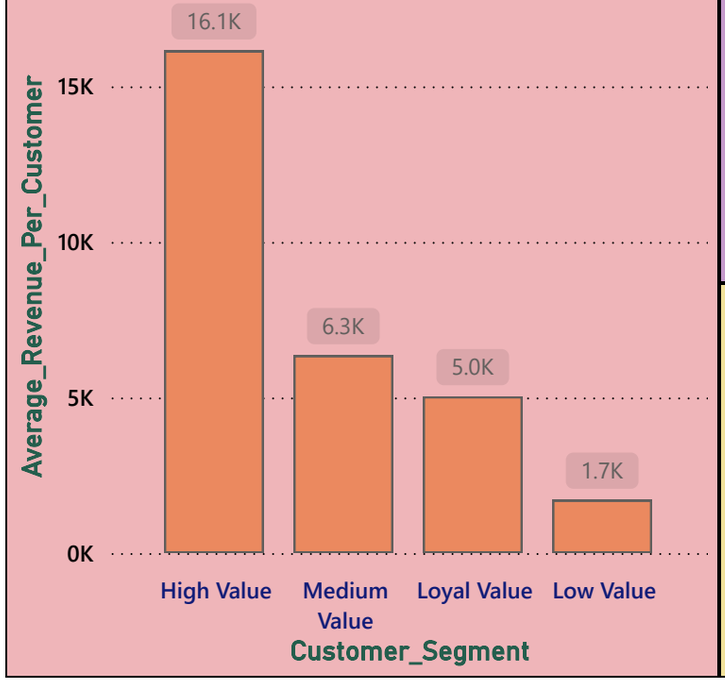
## Count of CustomerID by Combined_Segment



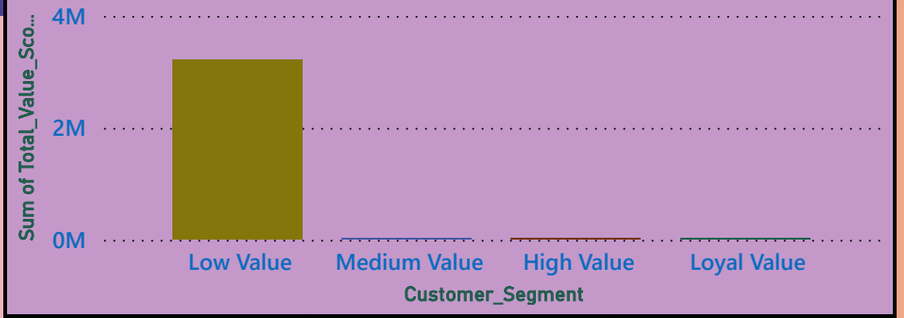

## Customer Count by Customer_Segment and Age_Group



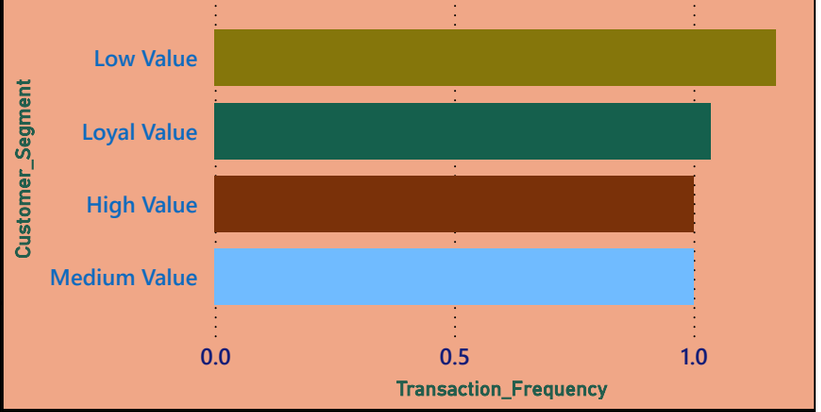

## Average_Revenue_Per_Customer by Customer_Segment




## Sum of Total_Value_Score by Customer_Segment




## Transaction_Frequency by Customer_Segment




**Combined_Seg...**
- [ ] Lost

**Age_Group**
- [ ] 18-25
- [ ] 26-35
- [ ] 36-45
- [ ] 46-60
- [ ] 60+
- [ ] Under 18

**CustGender**
- [ ] Female
- [ ] Male

| Customer_Segment | Total Revenue | Revenue_Percentage |
|---|---|---|
| Low Value | 1,40,90,39,621.68 | 1.00 |
| Medium Value | 37,70,110.15 | 0.00 |
| High Value | 16,78,656.04 | 0.00 |
| Loyal Value | 1,40,802.68 | 0.00 |
| **Total** | **1,41,46,29,190.55** | **1.00** |

# Profitability & Risk Indicators

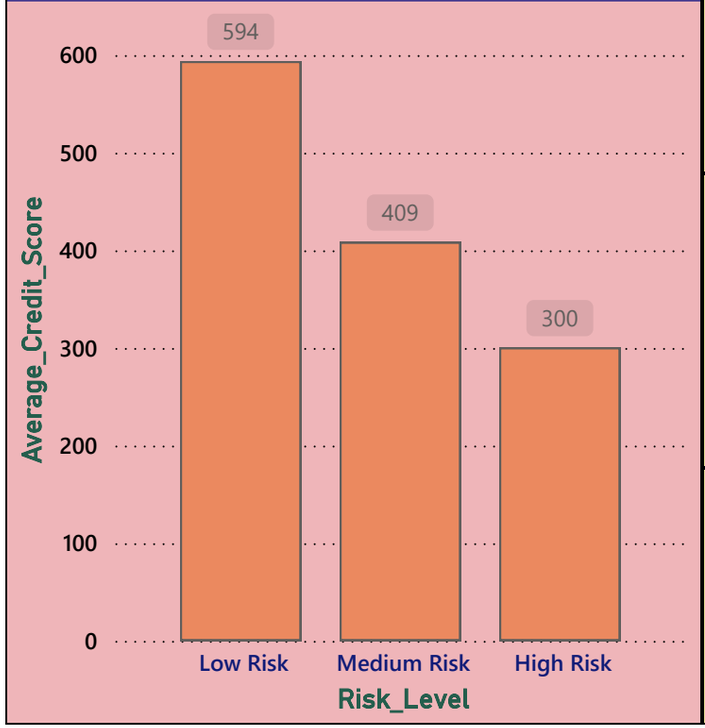
**828.34K**
High Risk Customers

**1.41bn**
Total Customer Revenue

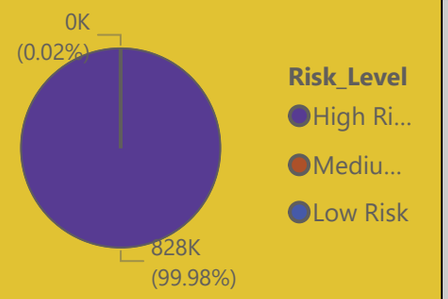
**300.47**
Average_Credit_Score

**1.71K**
Total Monetary Value

## Average_Credit_Score by Risk_Level




## Customer Count by Risk_Level




## Total_Value_Score

3 8

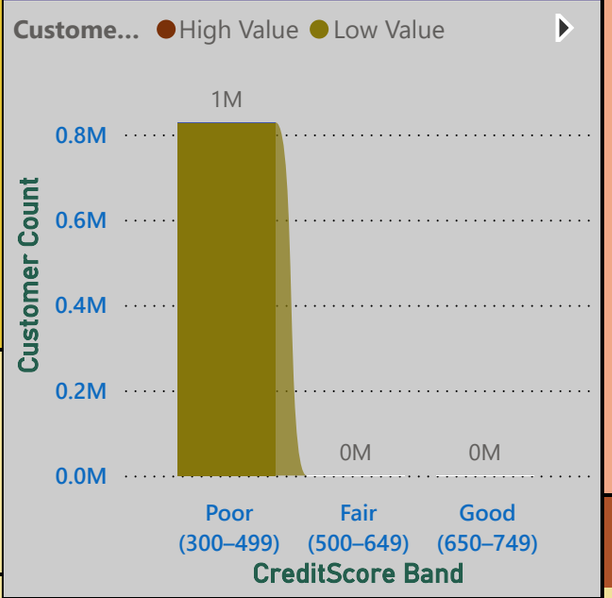
## CreditScore Band

- [ ] Fair (500–649)
- [ ] Good (650–749)
- [ ] Poor (300–499)

## Risk_Level

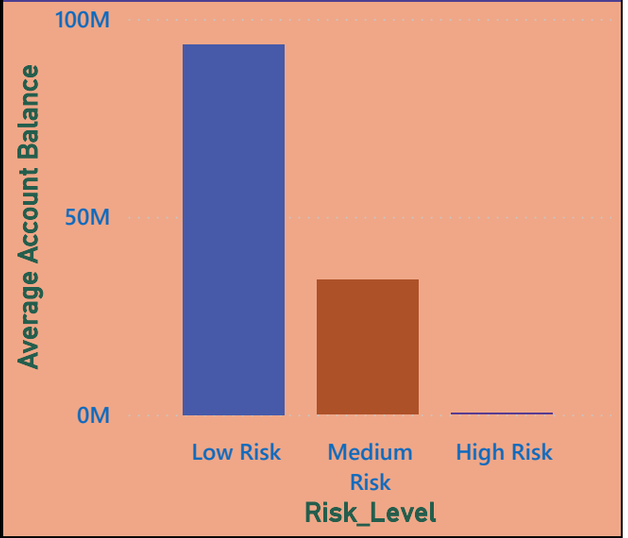
- [ ] High Risk
- [ ] Low Risk
- [ ] Medium Risk

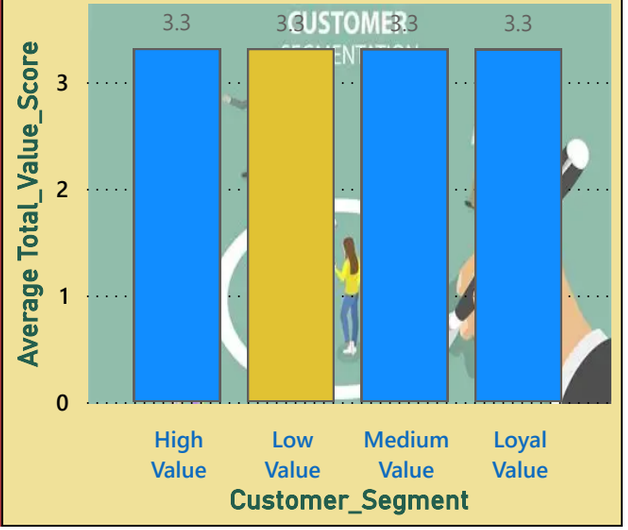
## Customer Count by CreditScore Band and Customer_Segment




| CustomerID | Risk_Level | Sum of Total_Revenue |
|---|---|---|
| C1425138 | High Risk | 5,61,001.00 |
| C1830891 | High Risk | 7,20,001.16 |
| C3528755 | High Risk | 5,50,972.34 |
| C4141768 | High Risk | 9,91,132.22 |
| C4328064 | High Risk | 5,69,500.27 |
| C5036642 | High Risk | 6,00,003.45 |
| C6549785 | High Risk | 6,00,008.32 |
| C6677159 | High Risk | 13,80,002.88 |
| C7319271 | High Risk | 15,60,034.99 |
| C7549492 | High Risk | 5,43,699.36 |
| **Total** | | **80,76,355.99** |

## Average Account Balance by Risk_Level




## Average Total_Value_Score by Customer_Segment