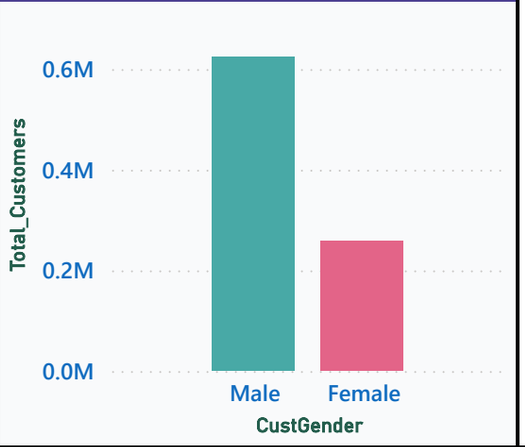
Customer Demographics Analysis

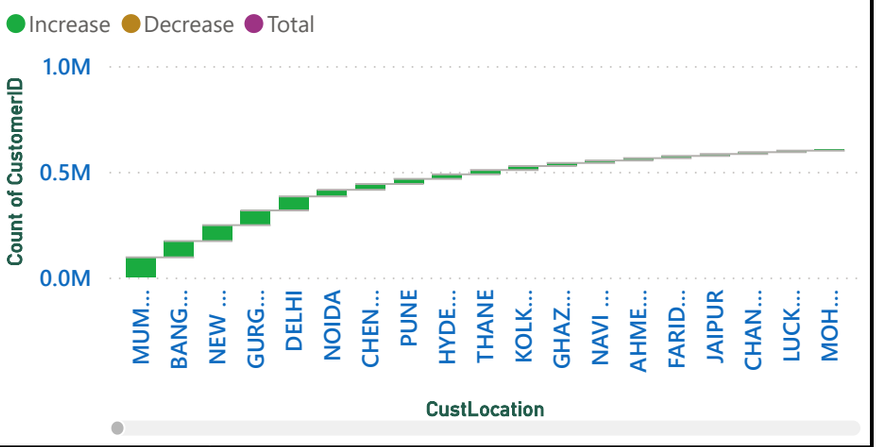
828K
Total_Customers

8160
Unique_Customer_Locations

Total Customers by Gender

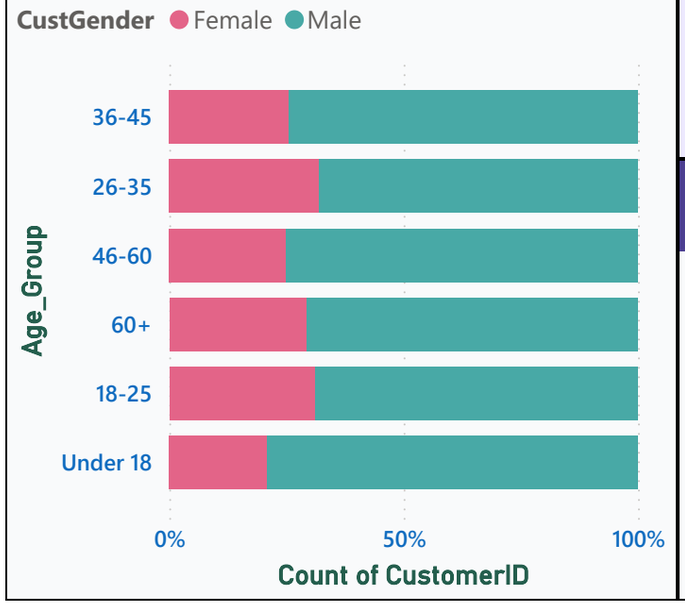


Count of CustomerID by CustLocation



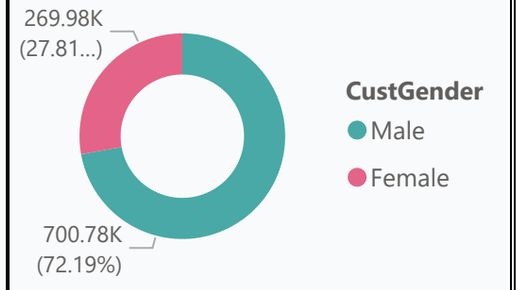
CustomerID	CustGender	CustLocation
C2728824	Female	(154) BHASKOLA FA
C3028850	Female	(154) BHASKOLA FA
C3428855	Female	(154) BHASKOLA FA
C3928834	Female	(154) BHASKOLA FA
C4128823	Female	(154) BHASKOLA FA
C4328852	Female	(154) BHASKOLA FA
C4728819	Female	(154) BHASKOLA FA
C5028866	Female	(154) BHASKOLA FA
C5328845	Female	(154) BHASKOLA FA
C6428880	Female	(154) BHASKOLA FA
C6528833	Female	(154) BHASKOLA FA
C1631052	Male	(BENAKA MDTS) BA
C1831044	Male	(BENAKA MDTS) BA
C1931070	Male	(BENAKA MDTS) BA
C2031070	Male	(BENAKA MDTS) BA

Count of CustomerID by Age_Group and CustGender

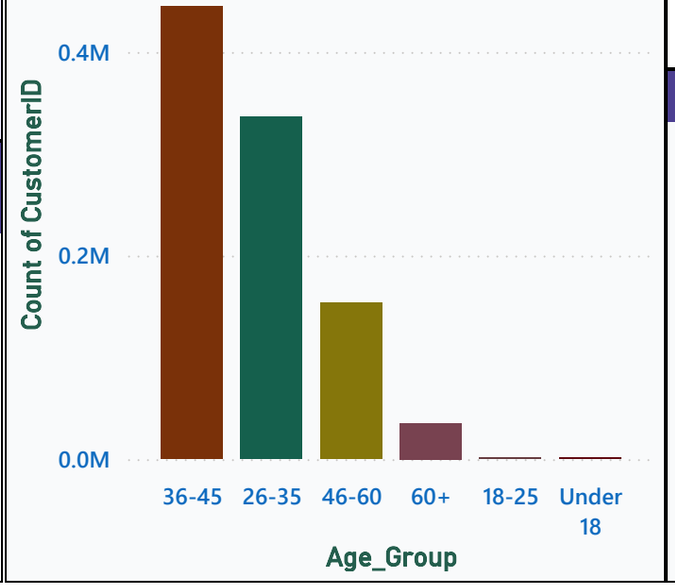


40.04
Average_Age

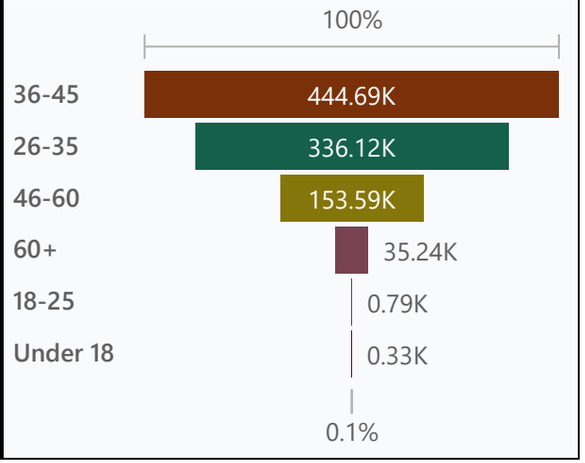
Count of CustomerID by CustGender



Count of CustomerID by Age_Group



Count of CustGender by Age_Group



Transaction Behavior Insights

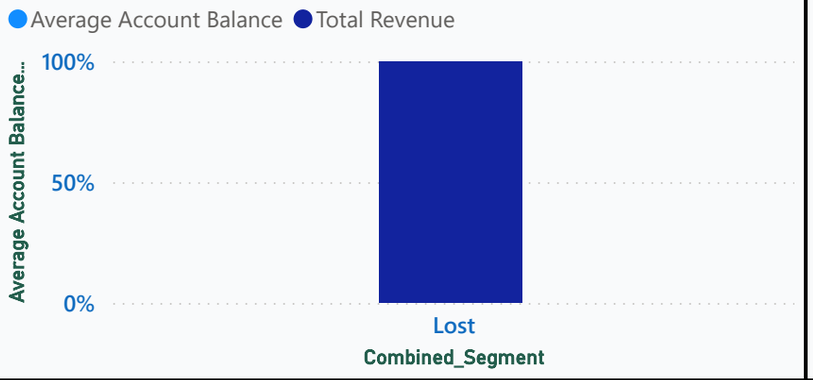
1.41bn
Total_Transaction_Volume

1.46K
Average_Transaction_Amount

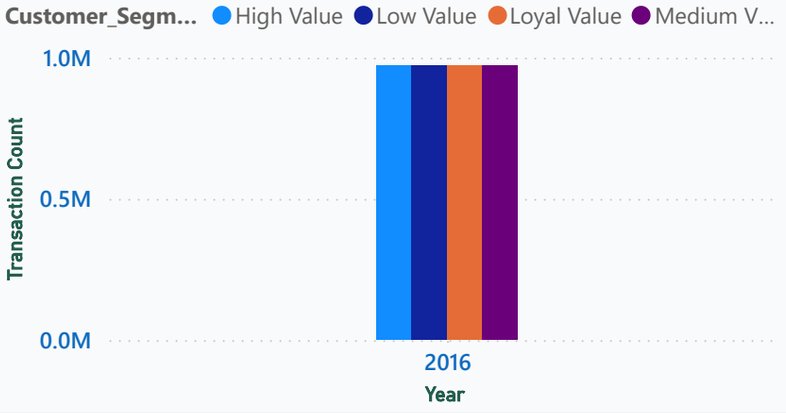
1.56M
Highest_Transaction_Value

106.17K
Average Account Balance

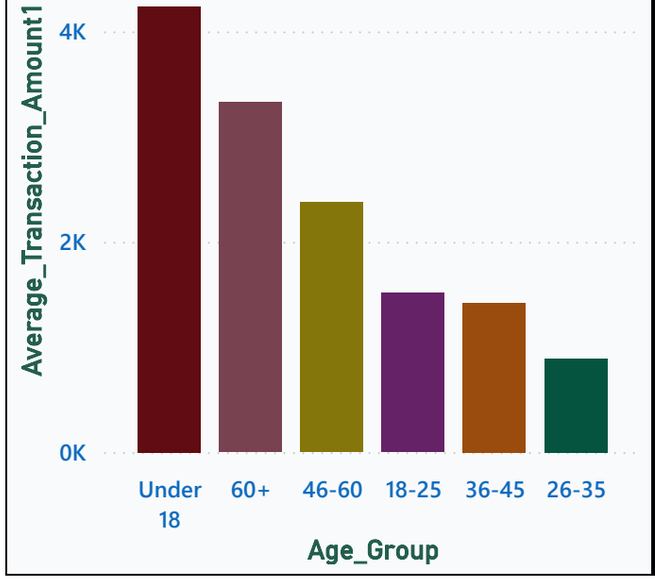
Average Account Balance and Total Revenue by Combined_Segment



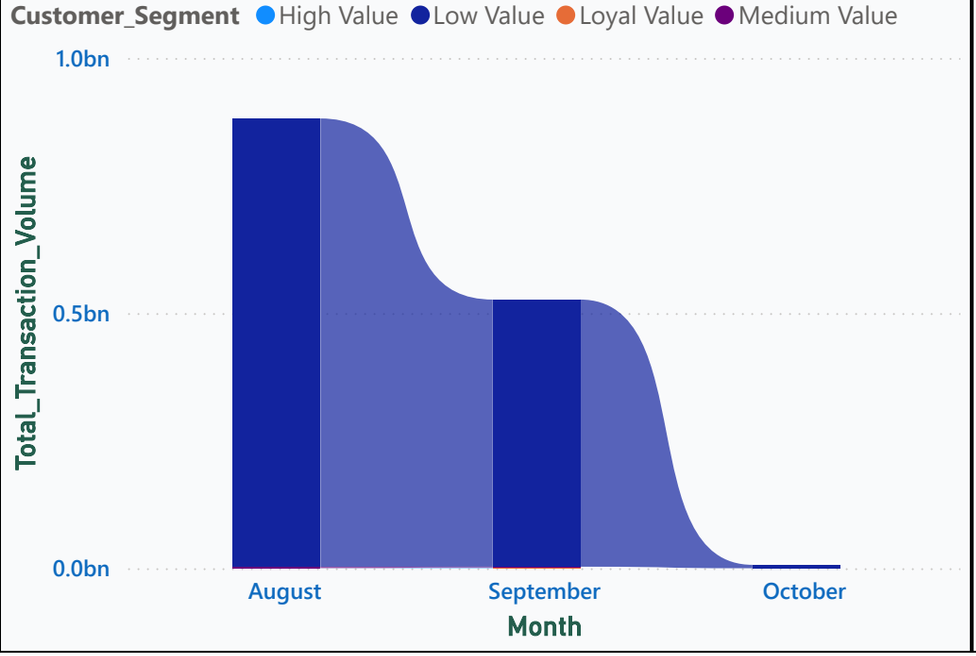
Transaction Count by Year and Customer_Segment



Average_Transaction_Amount1 by Age_Group



Total_Transaction_Volume by Month and Customer_Segment



Transaction Date and Time	CustomerID	Sum of TransactionAmount (INR)	Custom 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
Total		**1,41,46,29,190.55**	

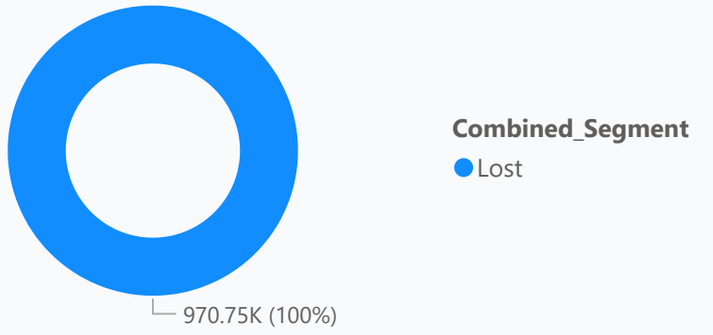
Customer Segmentation Analysis

28
Loyal_Customers

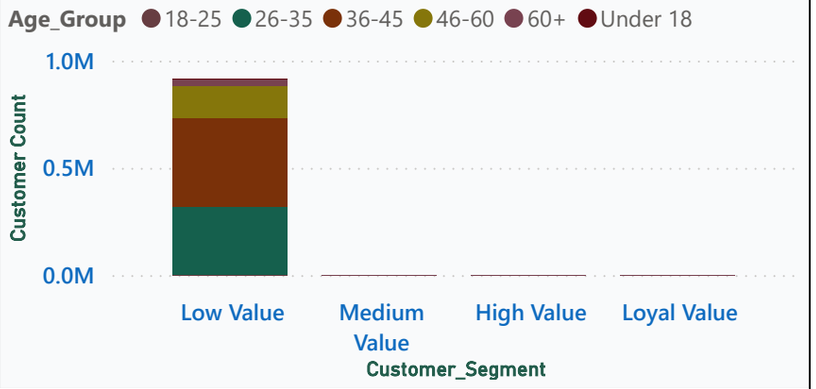
828K
Lost_Customers

1.21bn
Revenue_New_Customers

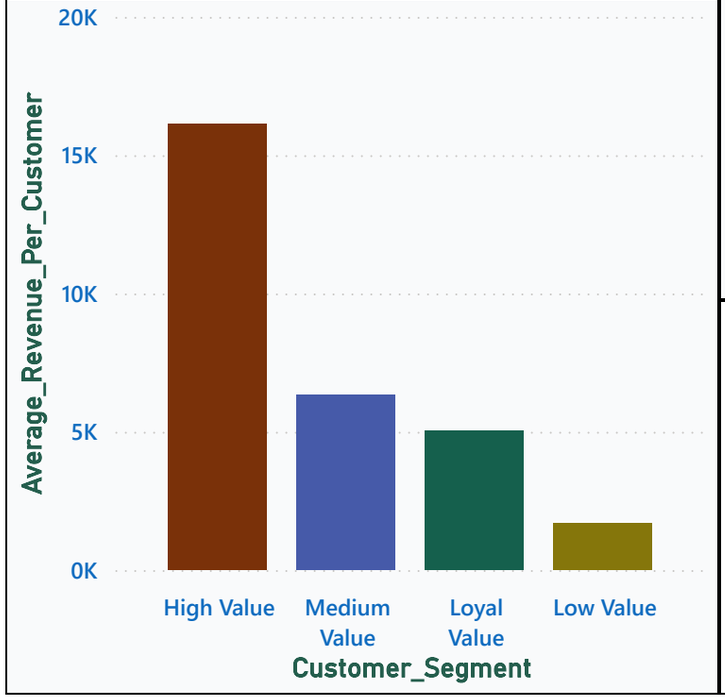
Count of CustomerID by Combined_Segment



Customer Count by Customer_Segment and Age_Group

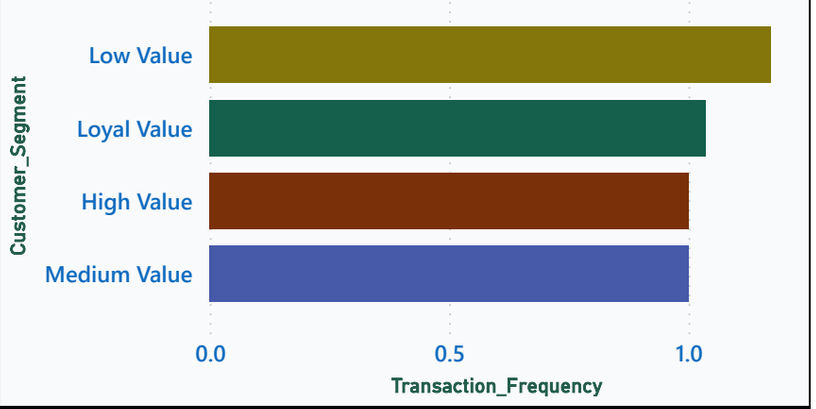


Average_Revenue_Per_Customer by Customer_Segment



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

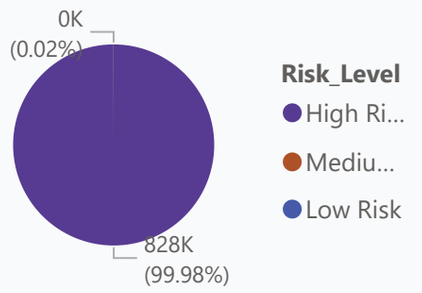
828.34K
High Risk Customers

1.41bn
Total Customer Revenue

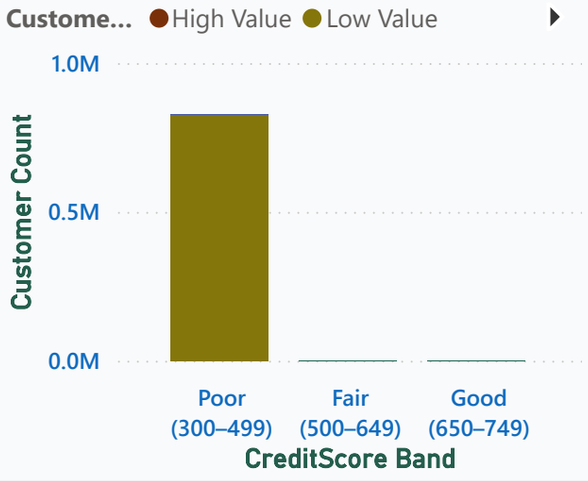
300.47
Average_Credit_Score

1.71K
Total Monetary Value

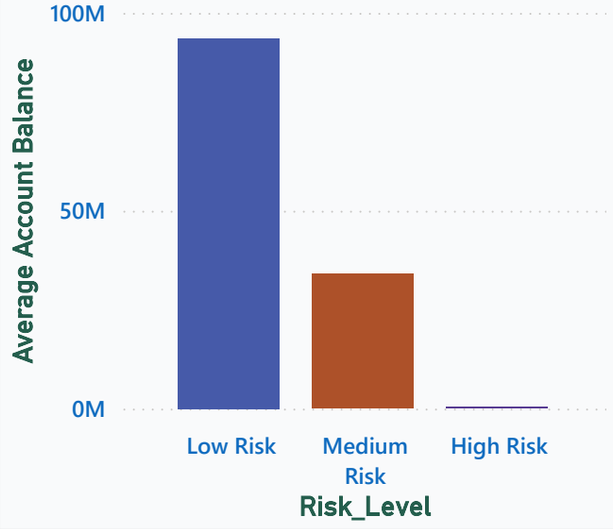
Customer Count by Risk_Level



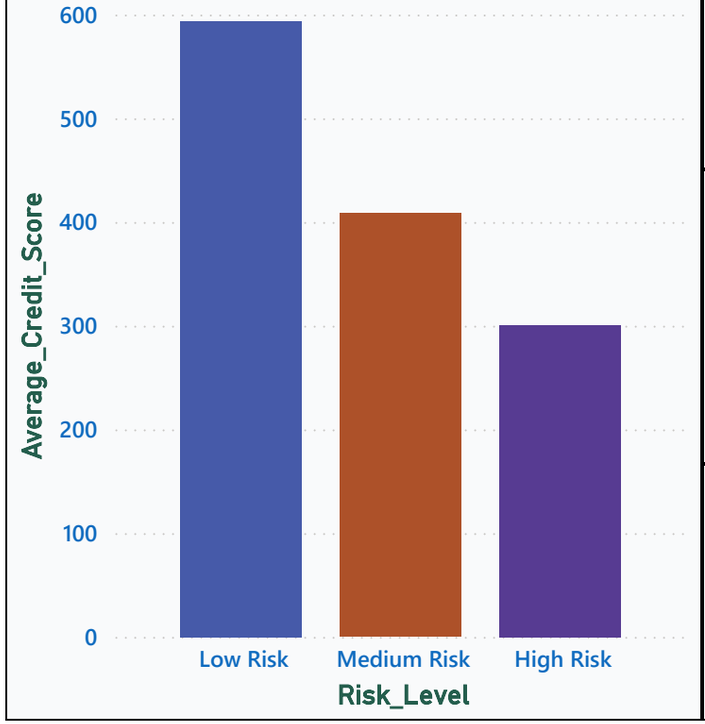
Customer Count by CreditScore Band and Customer_Segment



Average Account Balance by Risk_Level



Average_Credit_Score by Risk_Level



Total_Value_Score

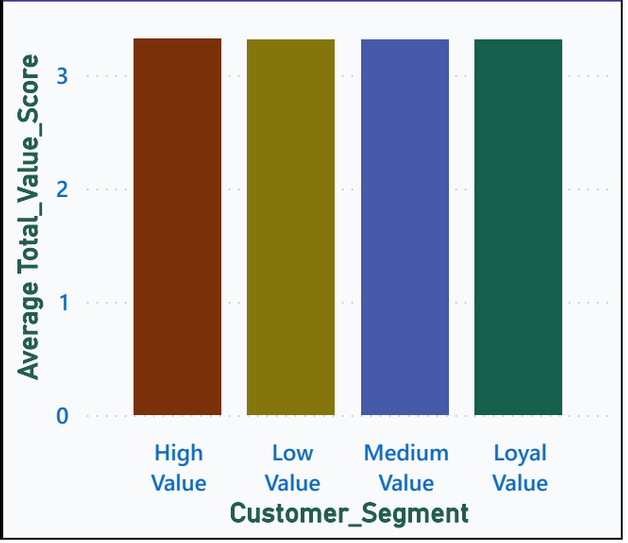
3 — 9

CreditScore Band

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

Risk_Level

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

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 Total_Value_Score by Customer_Segment