# Customer Data Analysis Dashboard

Payment_method: All | Category: All

HOME

CUSTOMERS_DASHBOARD

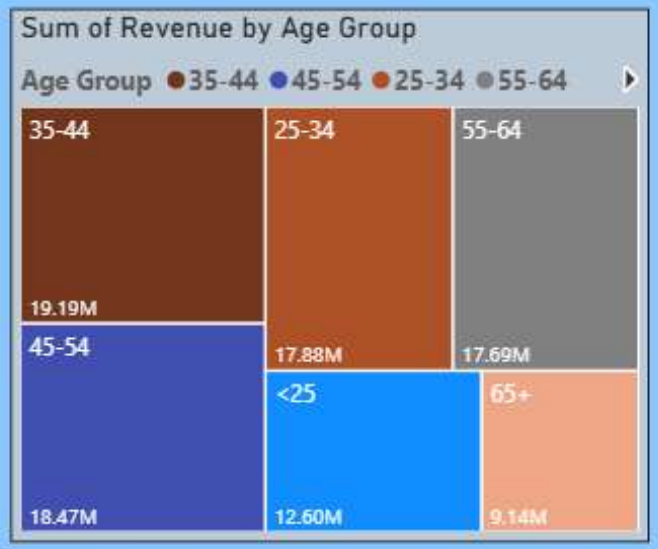
**Filters**

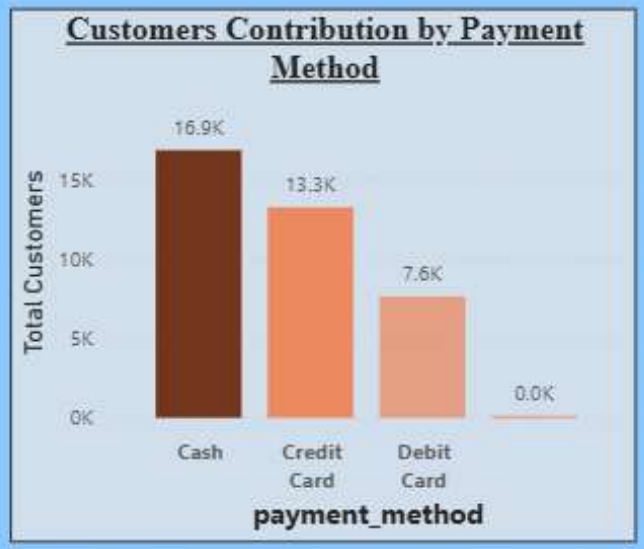
Shopping_mall: All

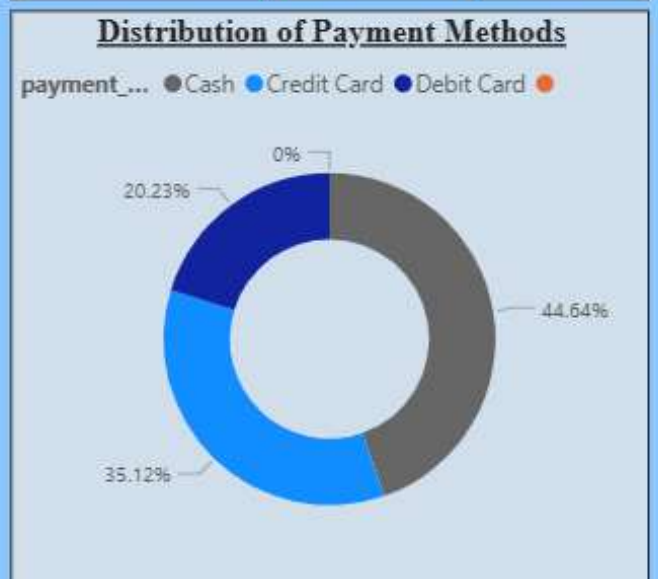
Age Group: All | Gender: All

**Business Recommendations**

- Focus marketing on 25–44 customers
- Promote Credit Card offers (high usage)
- Run targeted campaigns to increase loyalty



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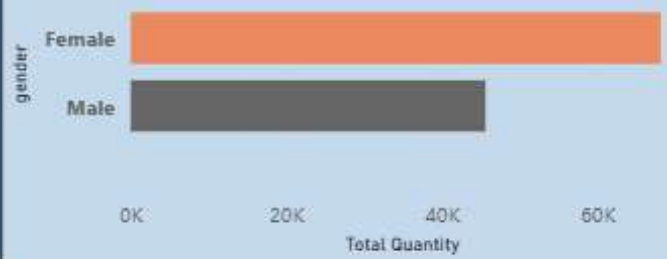
## Performance Highlights

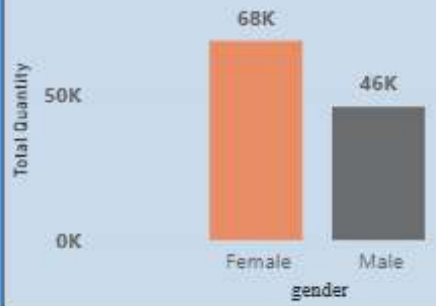
📈 Strong Customer Engagement | 🎯 Sales Predominantly Driven by the 25–44 Age Group | 💰 Consistently High Revenue Performance | 🤝 Balanced Contribution from Both Genders

| 38K | 114K | 94.98M | 38K |
|---|---|---|---|
| Total Customers | Total Quantity | Total Revenue | Total Transactions |

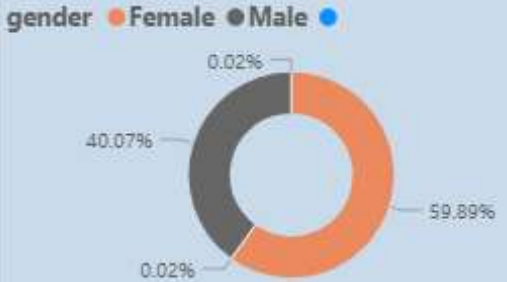
### Gender Shopping Distribution




### Gender Analysis

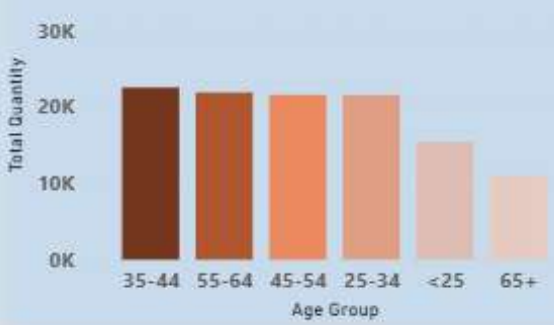



### Gender vs Revenue




### Category vs Payment Method

| category | Cash | Credit Card | Debit Card | Total |
|---|---|---|---|---|
| Books | 2696 | 2006 | 1244 | 5946 |
| Clothing | 17526 | 13508 | 8000 | 39034 |
| Cosmetics | 7605 | 6051 | 3553 | 17209 |
| Food & Beverage | 7630 | 6120 | 3475 | 17225 |
| Shoes | 5193 | 4061 | 2207 | 11461 |
| Souvenir | 2533 | 2072 | 1170 | 5775 |
| Technology | 2531 | 2046 | 1096 | 5673 |
| Toys | 5007 | 4062 | 2333 | 11402 |
| **Total** | 50721 | 39926 | 23078 | 113725 |

### Sum of quantity by Age Group and category

### Quantity Sold by Age Category