

CID	Gender	Net Amount
255607	Male	8361.2256
433217	Male	8238.5352
238320	Male	8172.292799999999
329974	Male	8146.067999999999
403680	Male	8133.770399999999
295440	Male	8069.263199999999
821211	Male	8041.706399999999
391497	Male	8027.878999999999
378607	Male	8003.630799999999
327312	Male	7991.792399999999
769795	Male	7968.567999999999
533864	Male	7968.4752
670392	Male	7954.799999999999
214419	Male	7917.900399999999
861538	Male	7903.990399999999
216356	Male	7878.074399999999
166490	Male	7877.9952
778120	Male	7839.0944
949598	Male	7834.823499999999
309385	Male	7817.227599999999
430569	Male	7806.825599999999
816299	Male	7792.6898
589097	Male	7769.067199999999
758015	Male	7752.1096
816379	Male	7738.400699999999
279112	Male	7714.828799999999
862006	Male	7700.8142
588989	Male	7697.197200000000
857260	Male	7676.190199999999
300022	Male	7673.8879
791308	Male	7670.359199999999
450504	Male	7660.899399999999
361224	Male	7650.162
248683	Male	7637.4324
568524	Male	7631.2236
609845	Male	7618.3492
419527	Male	7616.817599999999
601992	Male	7603.374599999999
282973	Male	7595.711199999999
490941	Male	7579.680299999999
658386	Male	7575.774499999999
586377	Male	7567.5428
461899	Male	7565.712
948749	Male	7555.277999999999
990396	Male	7554.362200000000
373472	Male	7553.111199999999
390900	Male	7523.487799999999
660392	Male	7516.184
539486	Male	7511.226299999999
102914	Male	7510.826399999999

Age Group	avg_spending
25-45	2904.7392141753626
60 and above	2686.688813533907
18-25	2848.5737954004603
45-60	2653.3681236063576
under 18	2889.693613226266

CID	Discount Name	Campaign_Type	
943146	FESTIVE50	Festival	
200614	FESTIVE50	Festival	
570860	FESTIVE50	Festival	
292237	FESTIVE50	Festival	
204788	FESTIVE50	Festival	
252895	FESTIVE50	Festival	
889471	FESTIVE50	Festival	
794630	FESTIVE50	Festival	
140970	FESTIVE50	Festival	
826501	FESTIVE50	Festival	
882401	FESTIVE50	Festival	
528736	FESTIVE50	Festival	
204574	FESTIVE50	Festival	
291768	FESTIVE50	Festival	
737600	FESTIVE50	Festival	
566432	FESTIVE50	Festival	
998348	FESTIVE50	Festival	
540636	FESTIVE50	Festival	
854914	FESTIVE50	Festival	
423508	FESTIVE50	Festival	
714298	FESTIVE50	Festival	
918243	FESTIVE50	Festival	
712451	FESTIVE50	Festival	
176231	FESTIVE50	Festival	
836201	FESTIVE50	Festival	
207697	FESTIVE50	Festival	
867333	FESTIVE50	Festival	
616554	FESTIVE50	Festival	
604283	FESTIVE50	Festival	
765748	FESTIVE50	Festival	
293741	FESTIVE50	Festival	
902059	FESTIVE50	Festival	
838927	FESTIVE50	Festival	
194782	FESTIVE50	Festival	
703027	FESTIVE50	Festival	
357853	FESTIVE50	Festival	
784925	FESTIVE50	Festival	
705773	FESTIVE50	Festival	
841320	FESTIVE50	Festival	
421228	FESTIVE50	Festival	
270686	FESTIVE50	Festival	
142550	FESTIVE50	Festival	
843404	FESTIVE50	Festival	
802136	FESTIVE50	Festival	
320295	FESTIVE50	Festival	
864147	FESTIVE50	Festival	
353633	FESTIVE50	Festival	
952117	FESTIVE50	Festival	
962280	FESTIVE50	Festival	
668011	FESTIVE50	Festival	

CID	Discount Name	Campaign_Type
943146	FESTIVE50	Festival
180079	SEASONALOFFER21	Seasonal
337580	SEASONALOFFER21	Seasonal
180333		NULL
447553	WELCOME5	Welcome
200814	FESTIVE50	Festival
668787		NULL
933551		NULL
414167		NULL
889269	SAVE10	NULL
931578		NULL
629298		NULL
665042	SEASONALOFFER21	Seasonal
570860	FESTIVE50	Festival
367541	NEWYEARS	NULL
143460		NULL
573208		NULL
454101	NEWYEARS	NULL
337178	SEASONALOFFER21	Seasonal
787512		NULL
538174		NULL
110195	WELCOME5	Welcome
443120	NEWYEARS	NULL
910099		NULL
745014	SAVE10	NULL
292237	FESTIVE50	Festival
654718		NULL
772149		NULL
655550		NULL
566018		NULL
336108	NEWYEARS	NULL
521139		NULL
171973	SEASONALOFFER21	Seasonal
427162	SEASONALOFFER21	Seasonal
572298	WELCOME5	Welcome
582489	WELCOME5	Welcome
287594	NEWYEARS	NULL
862400	NEWYEARS	NULL
343390		NULL
657783		NULL
520940	SAVE10	NULL
338169		NULL
652368		NULL
124340		NULL
850800		NULL
860652		NULL
892356	NEWYEARS	NULL
189026		NULL
543565		NULL
130710		NULL

CID	Net Amount	
180079	4463.801875	
180333	5695.61265	
200614	3522.3874	
968787	5593.9358	
414167	3961.6710000000003	
931578	7824.165299999999	
865042	3411.057775	
140460	4996.1106	
337178	3766.1286	
538174	5025.7116000000005	
110195	3893.4395249999993	
745014	3504.1920000000005	
654718	5057.9964	
566018	2945.2248000000004	
336108	3600.4076	
521139	3290.55595	
171973	6763.9580000000005	
592489	3735.8283999999994	
343390	4940.5650000000005	
520940	5748.04	
338189	3283.3305	
662388	3876.0885000000005	
860652	3060.680700000001	
130710	4824.20915	
873964	3691.443	
770342	3572.6931999999997	
136445	6077.68	
559693	3427.358225	
695402	5000.7964999999995	
346425	3898.7513500000001	
708761	5584.0428999999998	
355652	5162.2609999999995	
361977	5198.95	
770699	3159.1715	
823811	3828.2400000000002	
499917	4328.5536	
443818	5018.2671	
148050	3437.8884	
133782	3471.69315	
889188	6050.3983000000001	
334882	5704.7943750000001	
718541	5524.976049999999	
376347	5359.166399999999	
204768	3206.4280000000003	
119469	3672.9210000000003	
855553	3378.516	
626704	4013.4035000000003	
773003	4124.592	
930924	5960.1233999999995	
245117	3542.0190000000002	
320914	3787.2455500000005	
547287	4829.15685	
895810	3283.632	
952444	3618.06245	
962466	4032.505625	

Location	total_discount
Ahmedabad	376811.80999999976
Bangalore	1134591.17000000006
Delhi	1452468.72000000018
Other	141220.50999999998
Chennai	604148.00999999999
Dehradun	76972.16999999995
Pune	510377.73999999976
Hyderabad	769658.58000000019
Mumbai	1552999.00000000005
Jaipur	241503.230000000019
Lucknow	150790.8
Kolkata	372968.870000000005
Srinagar	71149.680000000002
Varanasi	78623.47999999994

Product Category	avg_gross
Electronics	3001.297605036499
Clothing	2984.323708271779
Sports & Fitness	3039.9173543683605
Pet Care	3000.300453491966
Home & Kitchen	3034.0317998815754
Books	3009.4657141564117
Beauty and Health	3038.9017116958776
Other	2999.746874435748
Toys & Games	3067.438286494435