1.Customer Demographics Analysis

884K
Total Customers
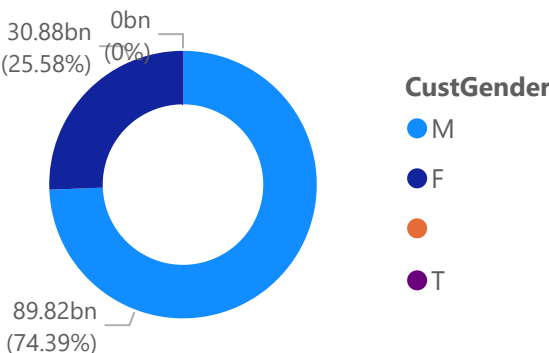
Count of CustomerID by CustGender
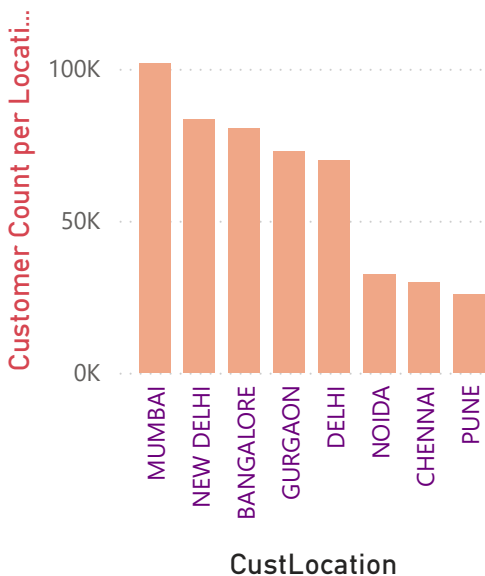
281.94K (26.89%)

0K (0%)

765.53K (73.01%)
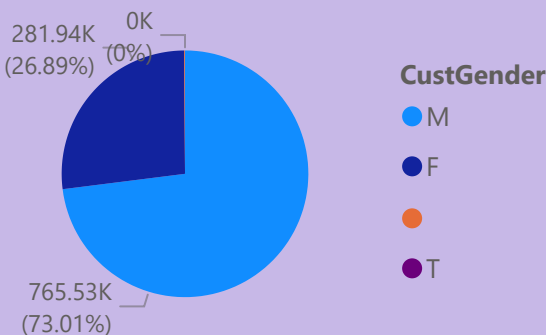
CustGender
- M
- F
- T

9355
Unique Customer Locations

Sum of CustAccountBalance by CustGender

30.88bn (25.58%)

0bn (0%)

89.82bn (74.39%)

CustGender
- M
- F
- T

Customer Count per Location by CustLocation

CustomerID	CustGender	CustLocation	CustomerAge
C1010011	F	NOIDA	126
C1010011	M	NEW DELHI	126
C1010012	M	MUMBAI	126
C1010014	F	MUMBAI	126
C1010014	M	MUMBAI	126
C1010018	F	CHAMPARAN	126
C1010024	M	KOLKATA	126
C1010028	F	DELHI	126
C1010031	M	TRICHY	126
C1010031	M	VAPI	126
C1010035	M	MUMBAI	126
C1010035	M	NAVI MUMBAI	126
C1010036	M	GURGAON	126
C1010037	M	BANGALORE	126
Total			**-2296**

CustLocation, CustGender

- ☐
- ☐ (154) BHASKOLA FARIDABAD
- ☐ (BEFORE YMCA BLDG) CHENNAI
- ☐ (BENAKA MDTS) BANGALORE
- ☐ (BRINDA BAN) KOLKATA
- ☐ (DT) HOSUR
- ☐ (E) MUMBAI
- ☐ (E) THANE SECTOR 3
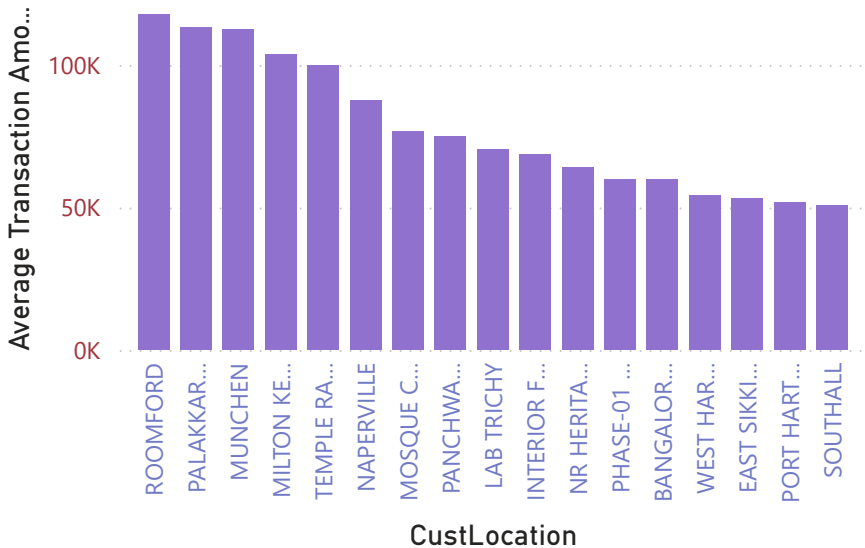- ☐ (EAST) DAHISAR MUMBAI
- ☐ (EAST) MUMBAI
- ☐ (EAST) THANE

1.87K
Avg Revenue per Customer
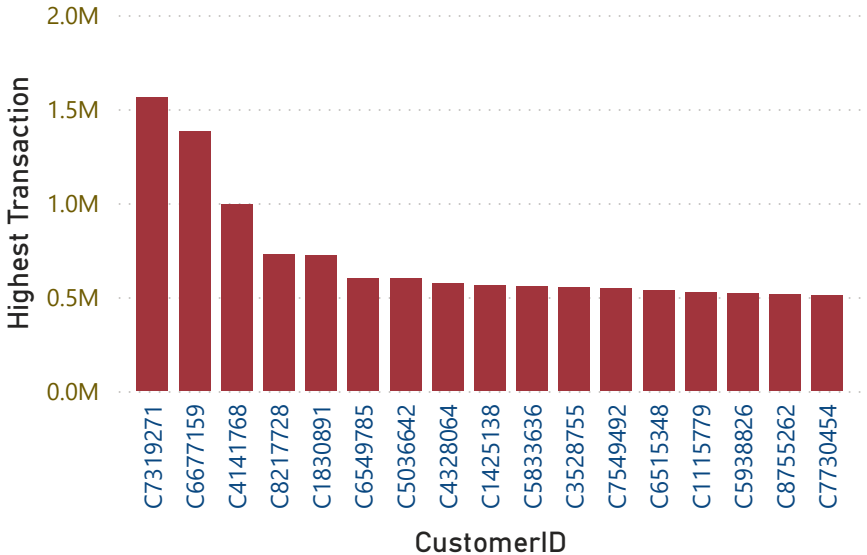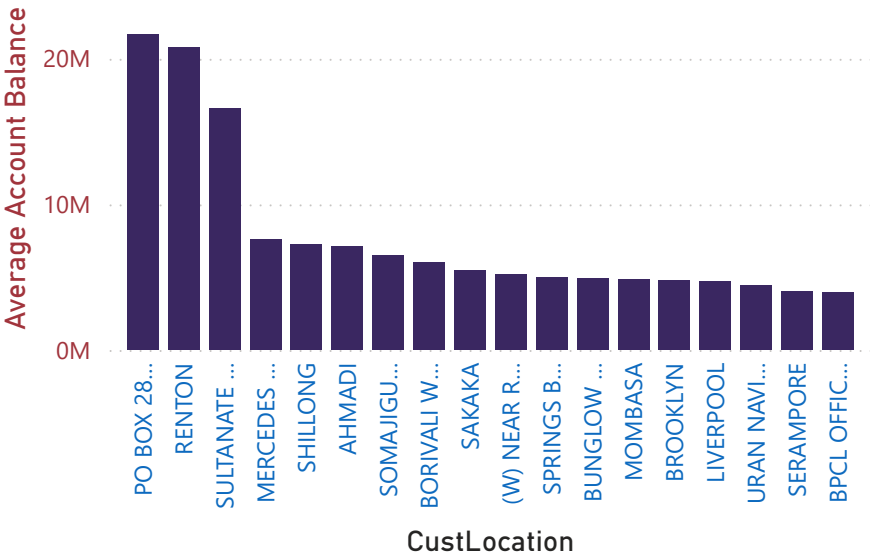
2.Transaction Behavior Insights
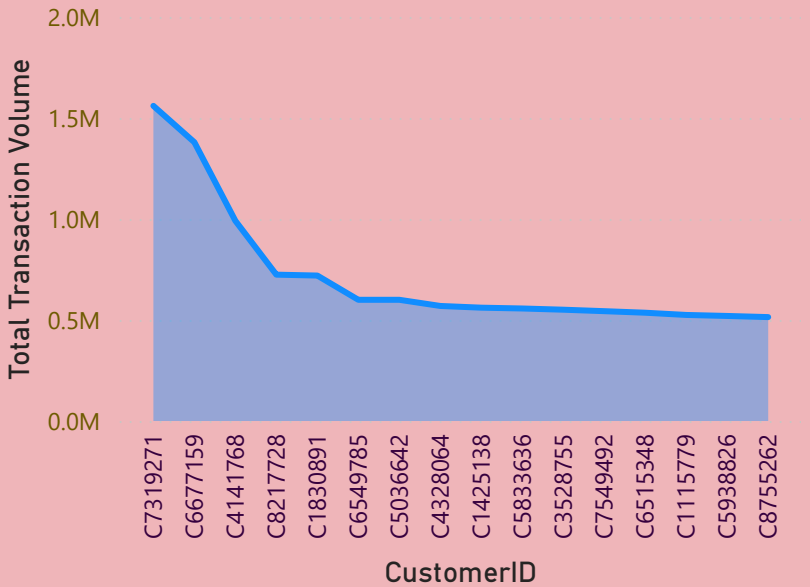
3.Customer Segmentation Analysis

Loyal Customers by CustomerID
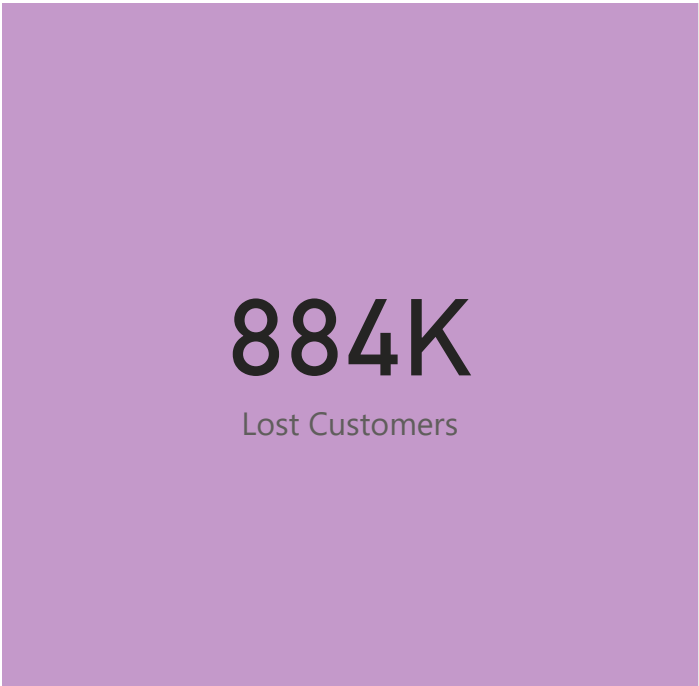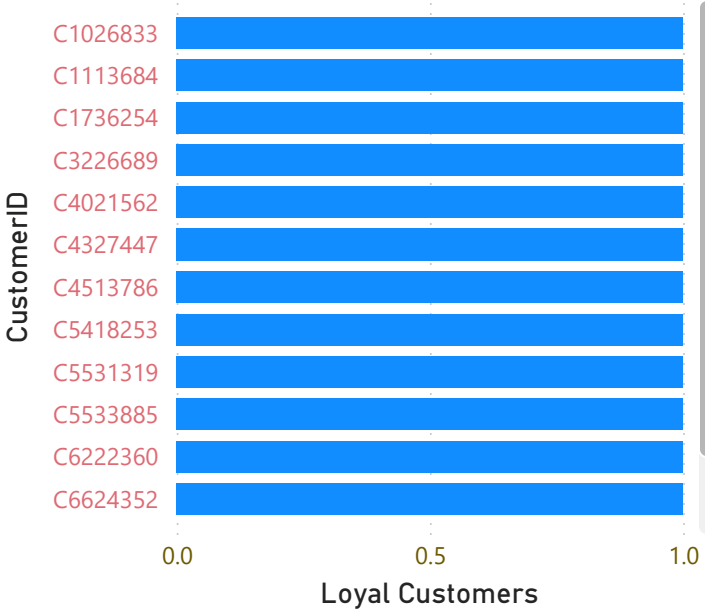
Avg Revenue per Customer and CustomerSegment

884K
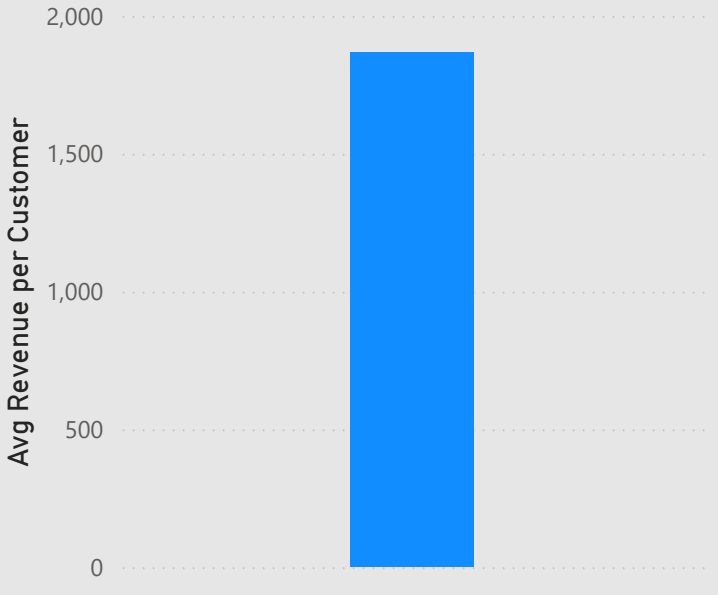
Lost Customers

Count of CustomerID and Customer Segment

- Count of Cu...

1.05M (100%)
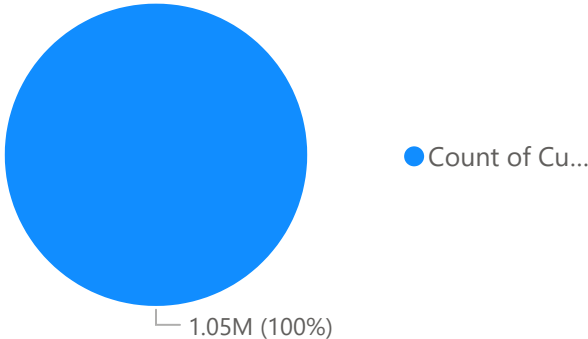
4.Profitability & Risk Indicators

Total Customer Revenue

Average Credit Score

1.57K

Sum of CustAccountBalance

120.73bn

High Risk Customers

● High Risk...

884K (100%)

Customer Revenue

1.65bn

Customer Count