



Increasing sales

Customers Insights For Revenue Gains

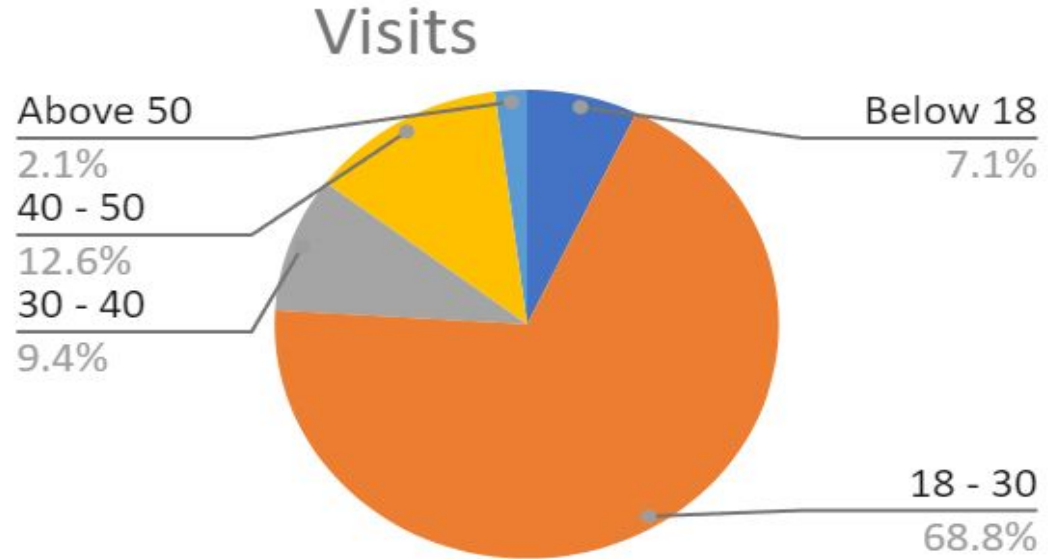
Distribution of customers w.r.t. visits

Highest :

- 18 - 30

Lowest :

- Above 50



Distribution w.r.t. Spendings with age

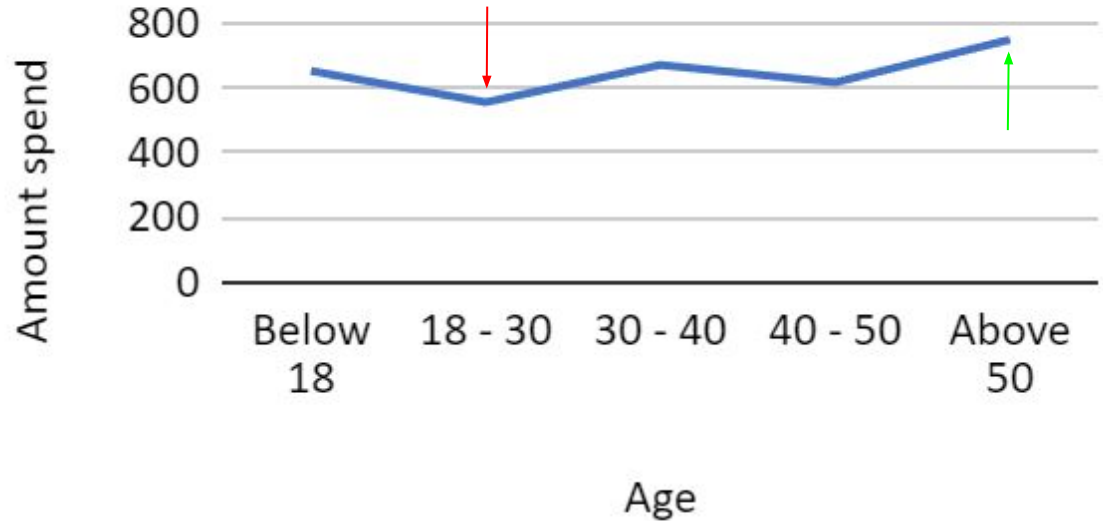
Maximum :

- Above 50

Minimum :

- 18 - 30

Amount spend vs. Age

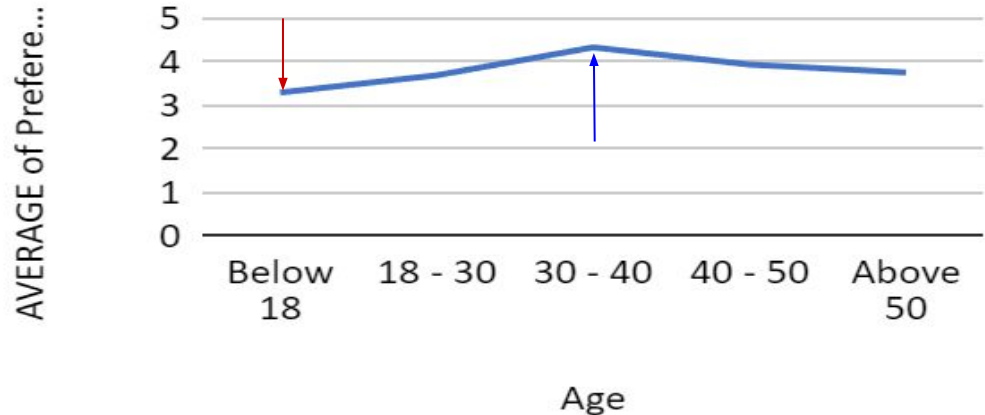


Distribution w.r.t. Online payment method

Maximum :

- Age between 30 - 40

AVERAGE of Preference for onli...



Minimum :

- Age below 18

Recommendation

Above 50

- Spends a lot
- Visits rarely
- Incentivise to visit more often
 - Offer time - limited discounts

Between 18 - 30

- Visit a lot
- Spends less
- Incentivise to spend more
 - Offer discounts like buy 2 get 1 free
 - provide discount coupon for online payment

