

Customer Behaviour and financial Dataset

Total Sales

27M

Total Customers

500

Average Spending
Score

50.86

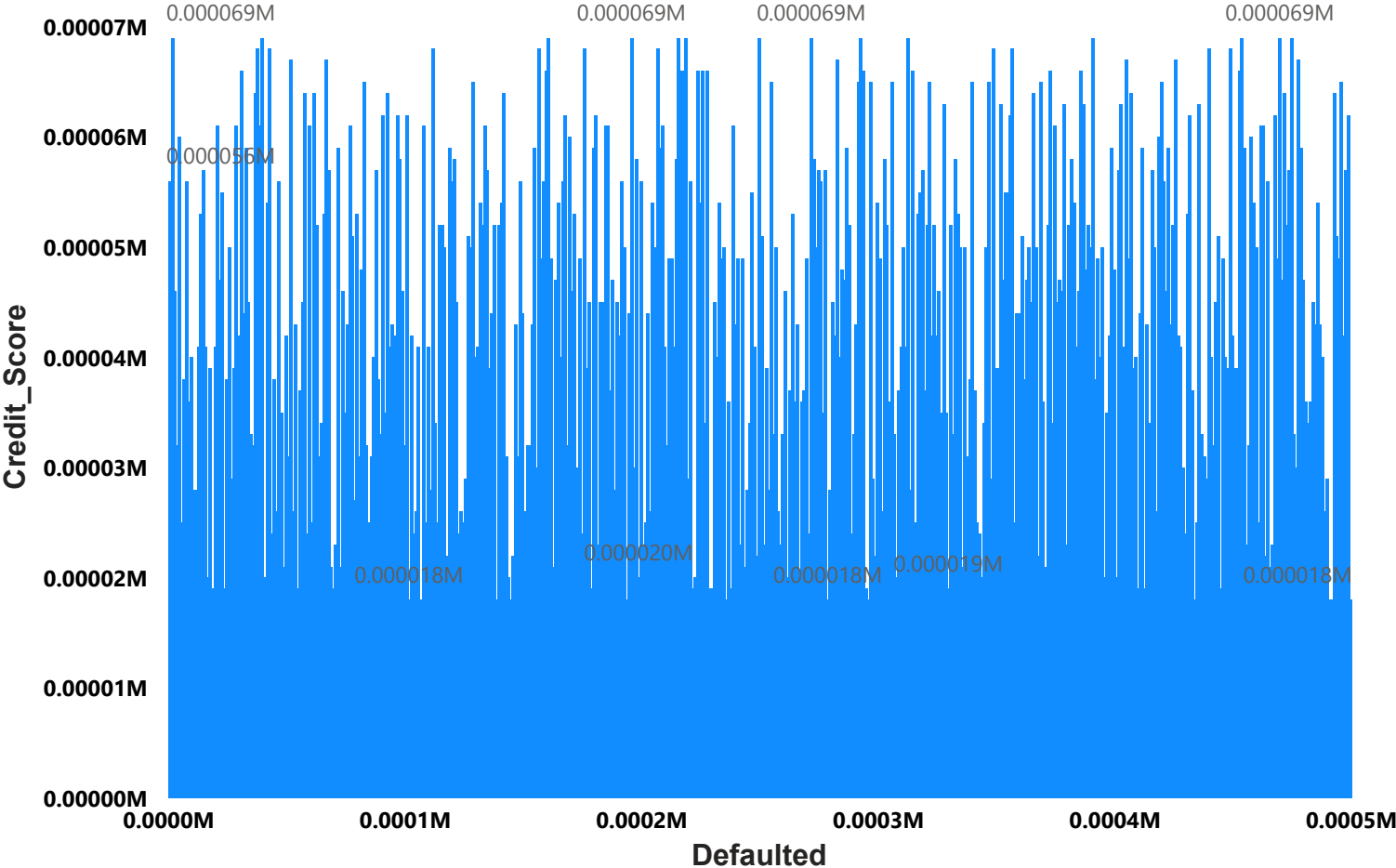
Churn Rate

100.00%

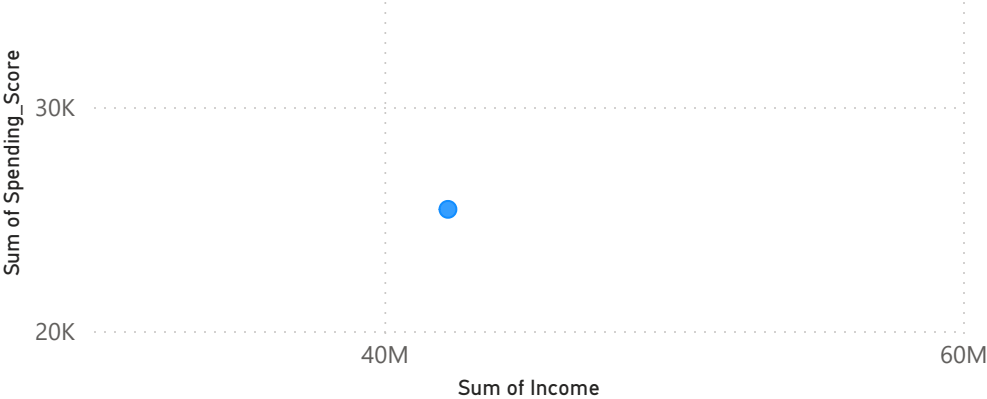
Default Rate

100.00%

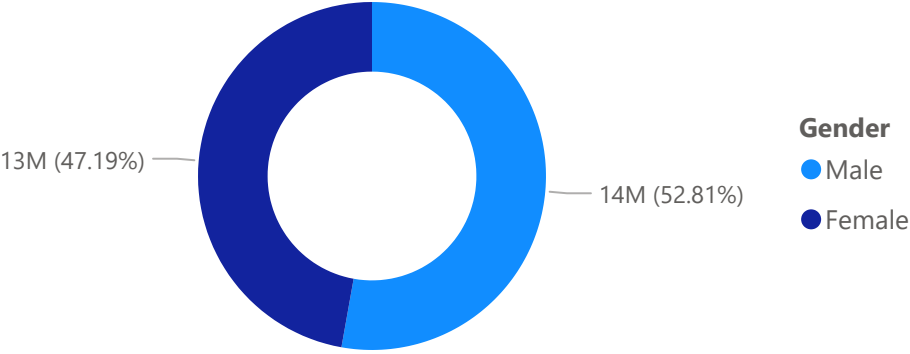
Age Group Distribution



Income vs Spending Score



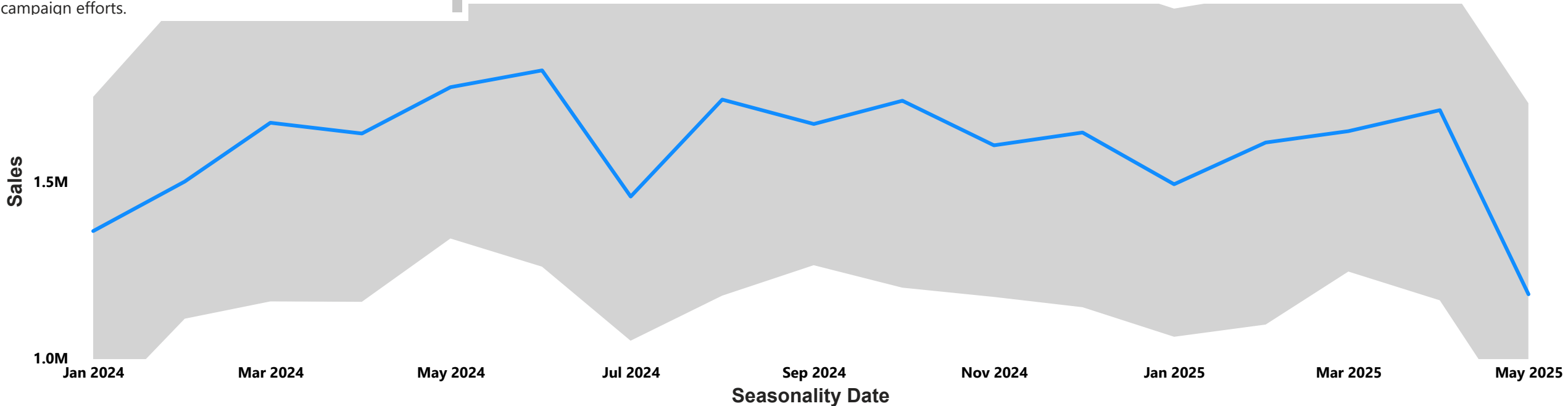
Sales by Gender



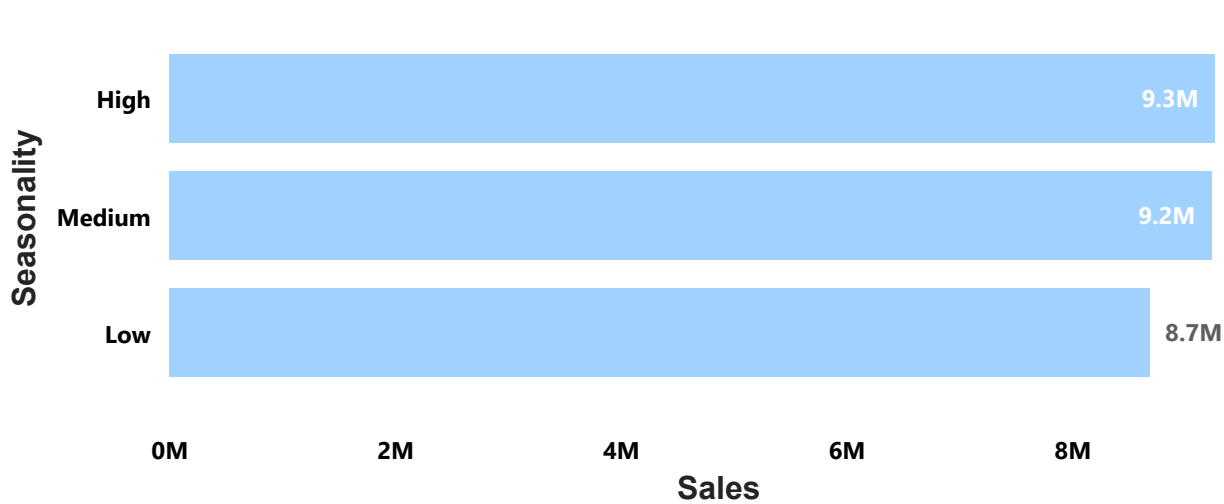
Seasonality & Anomaly Detection

Sales showed periodic spikes in revenue across the early 2024 and early 2025, possibly reflecting seasonal patterns or campaign efforts.

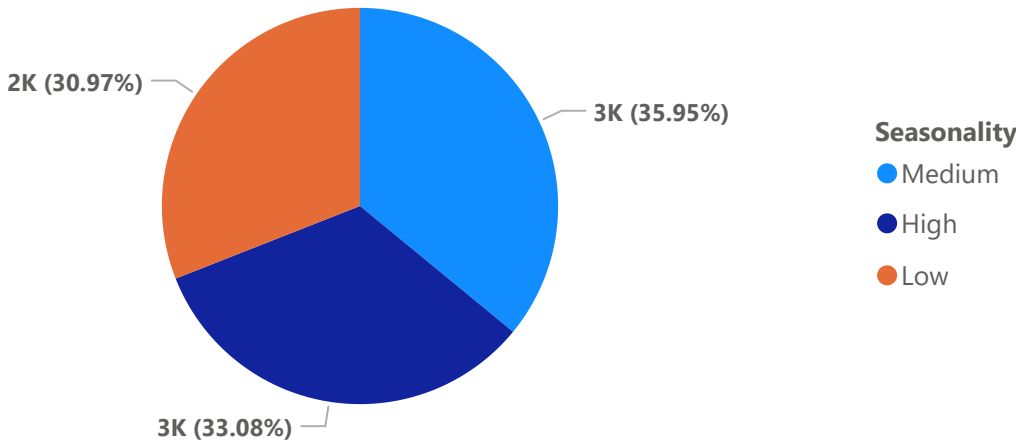
Sales with Anomalies



Sales by Seasonality

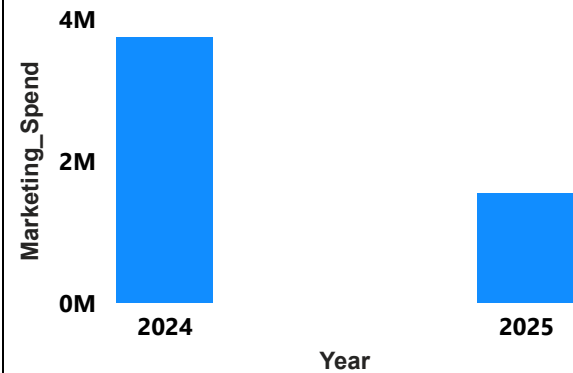


Seasonality Distribution

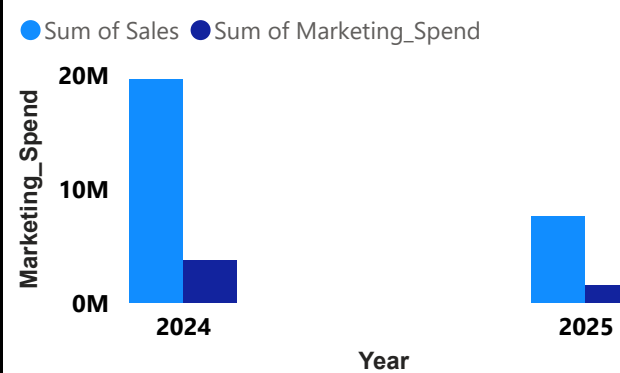


sales and marketing insights

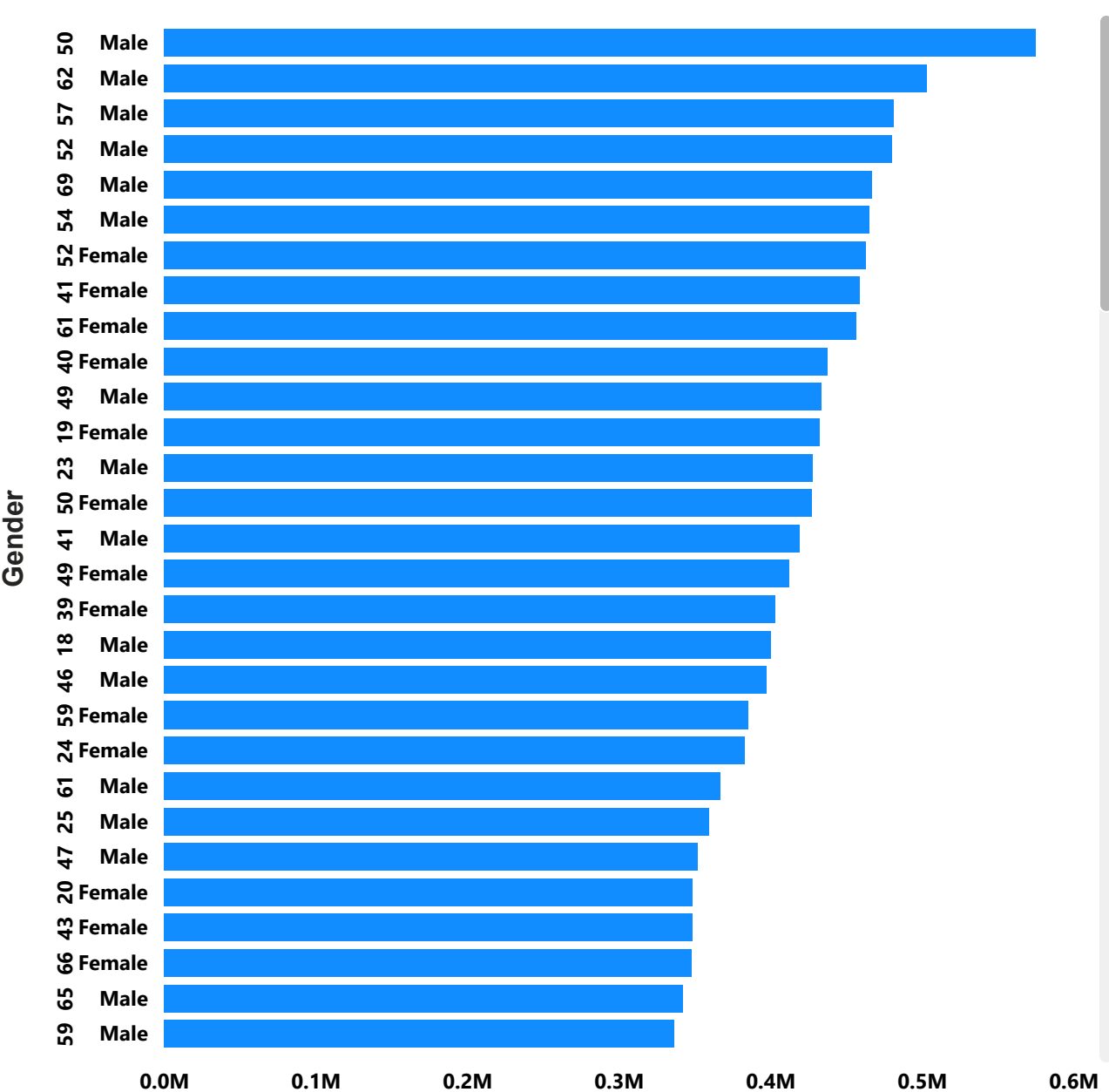
Marketing Spend by Year



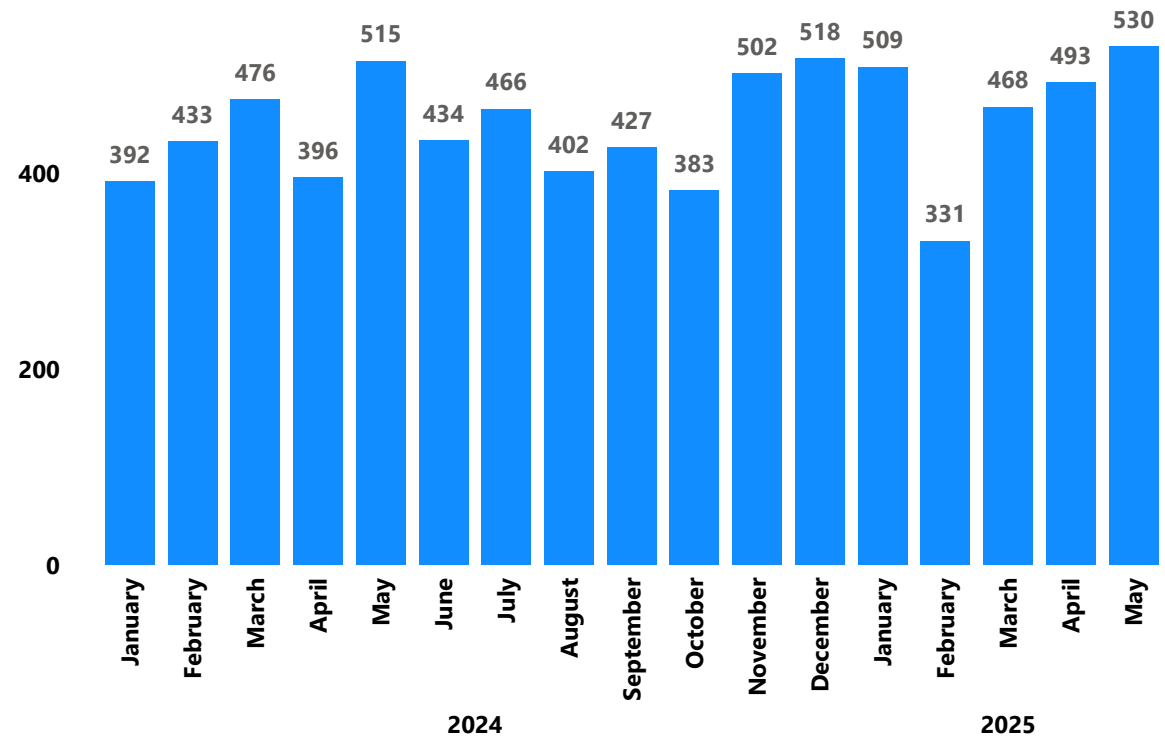
Sales vs Marketing



Customer Demographic

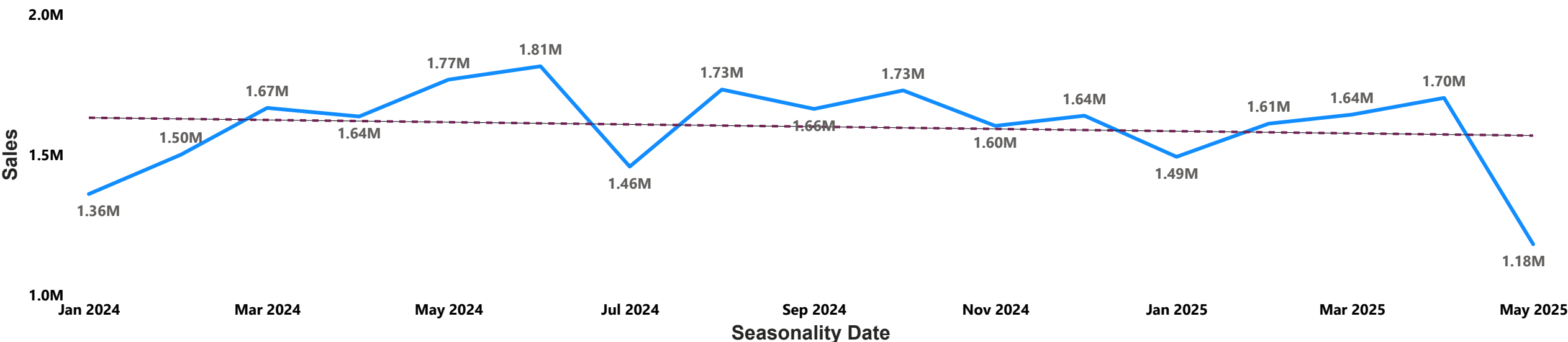


Purchase Frequency

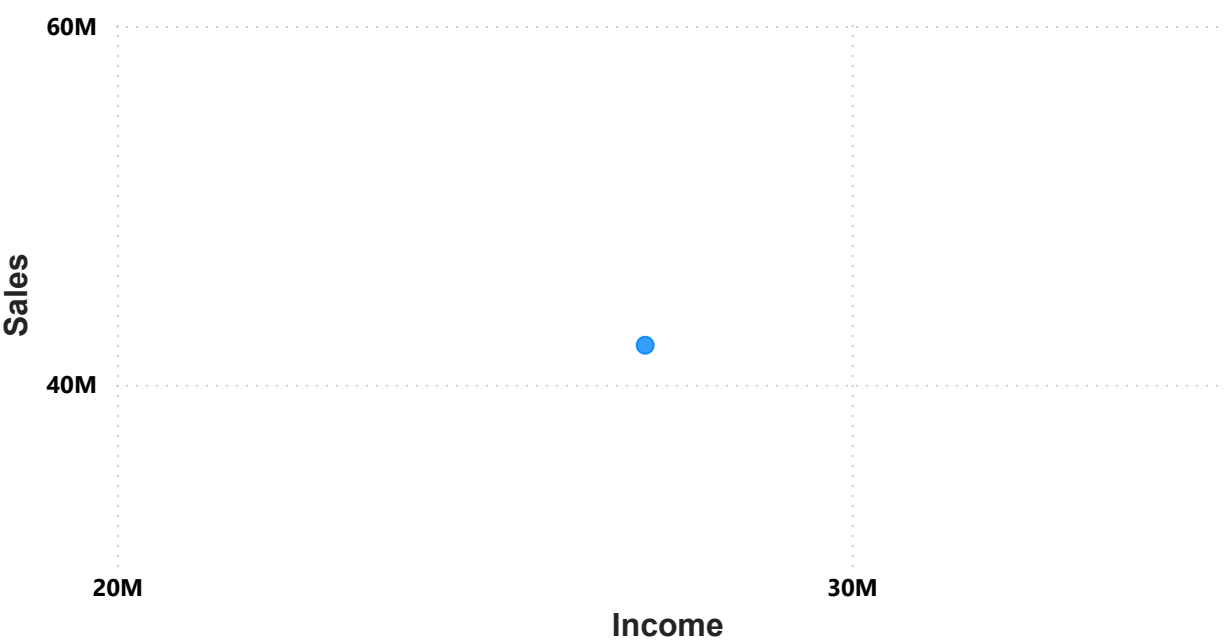


Sales and Revenue Analysis

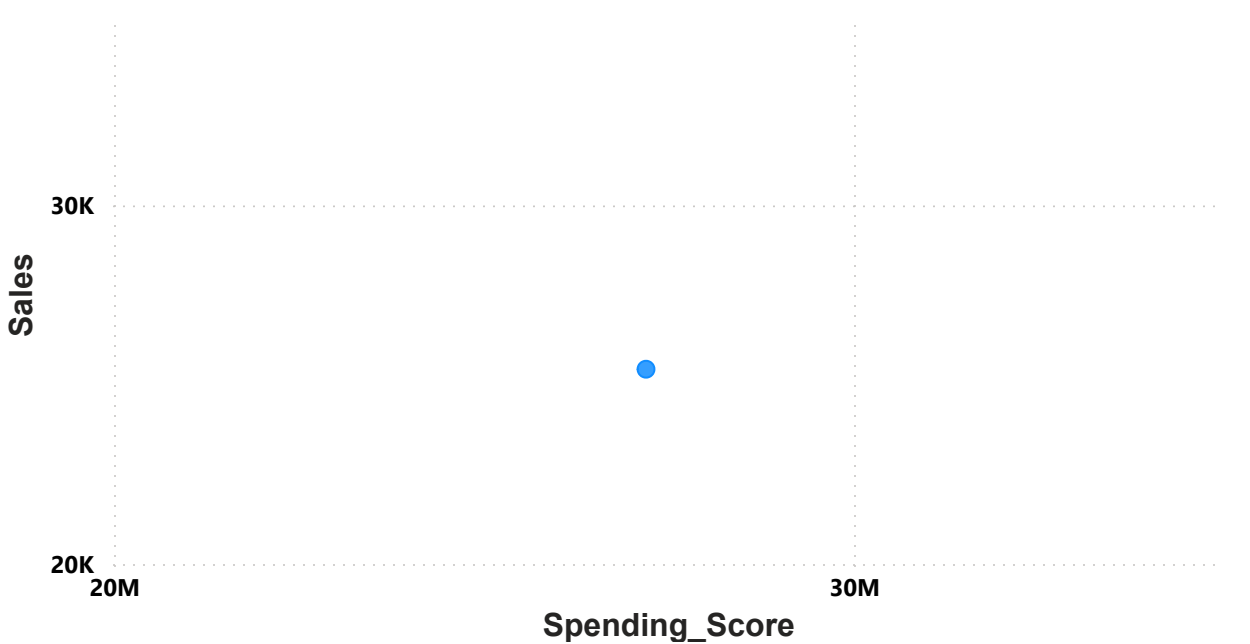
Sales Trend



Income vs Sales

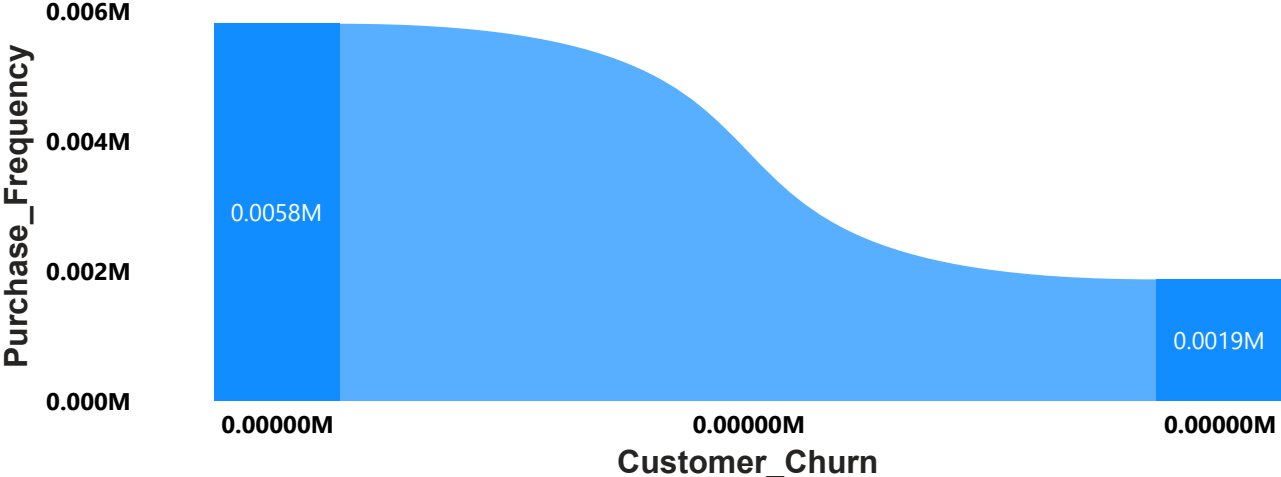


Spending_Score vs Sales

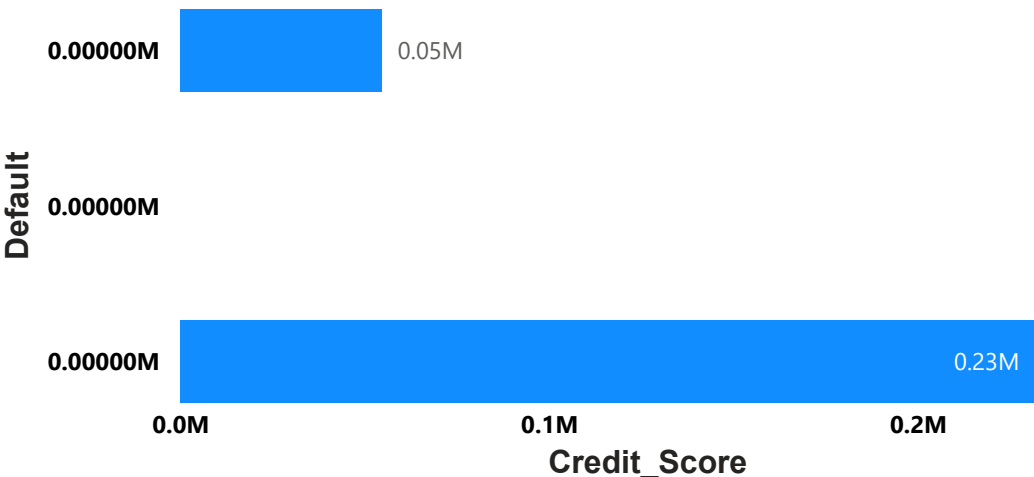


Customer Risk & Loan Default Analysis

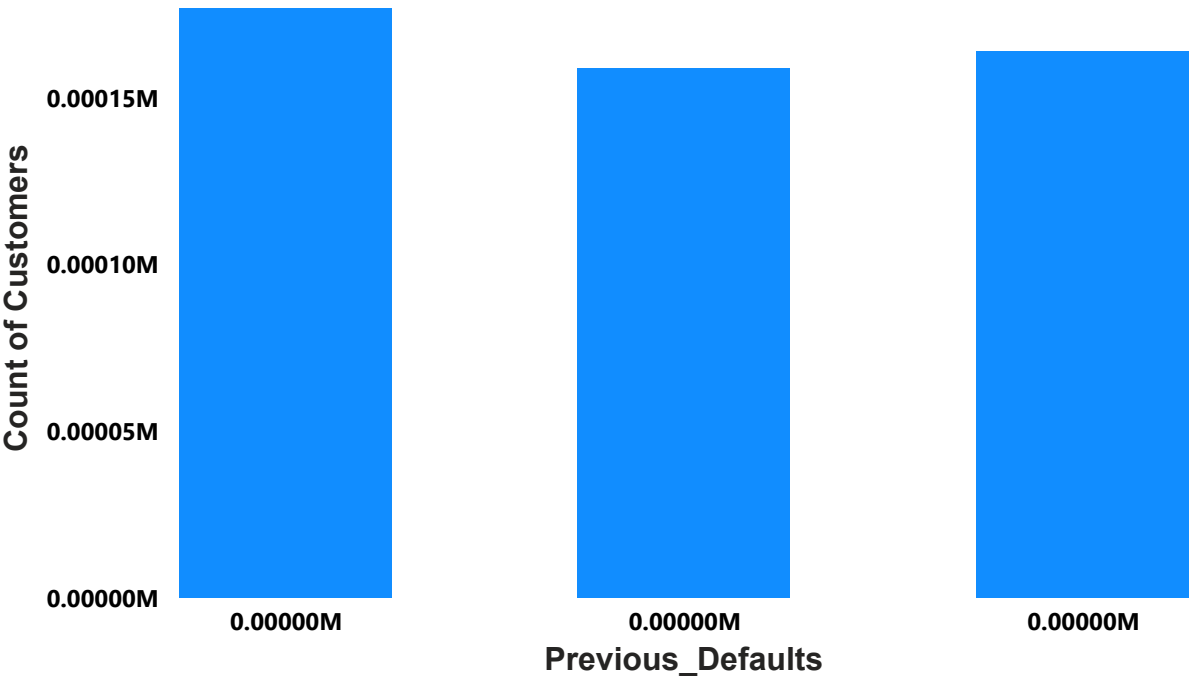
Purchase_Frequency by Churn



Credit Score vs Default



Previous Defaults



Loan Amount by Income

