

Customer Behaviour and financial Dataset

Total Sales

27M

Total Customers

500

Average Spending Score

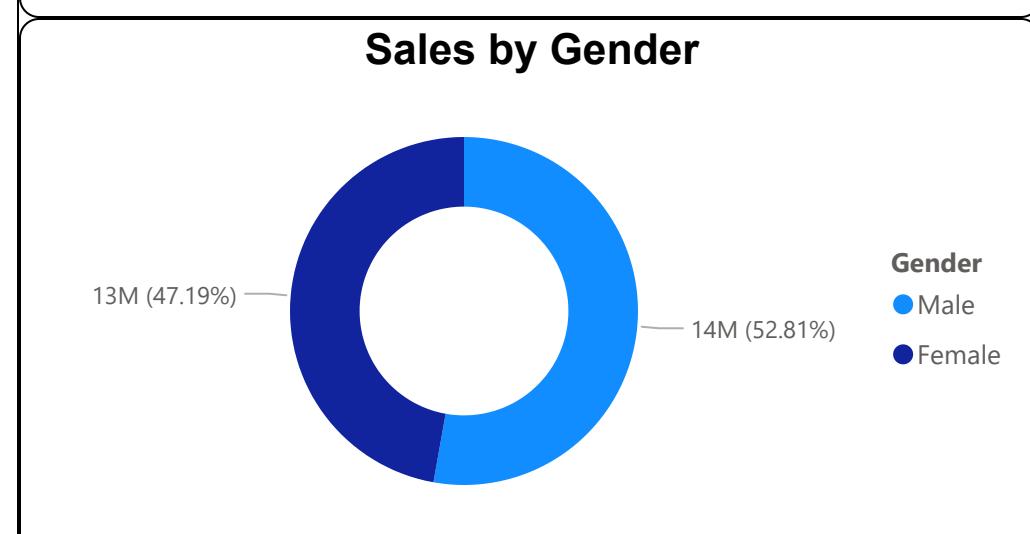
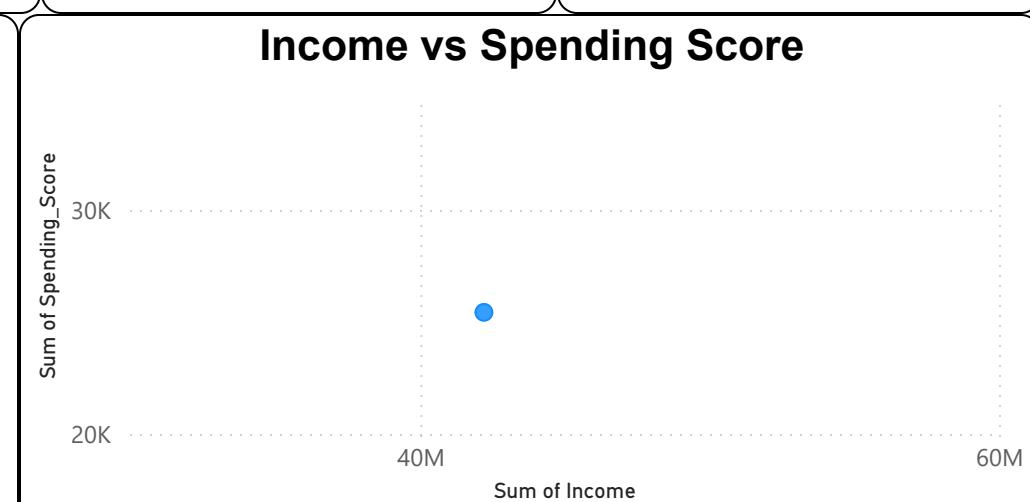
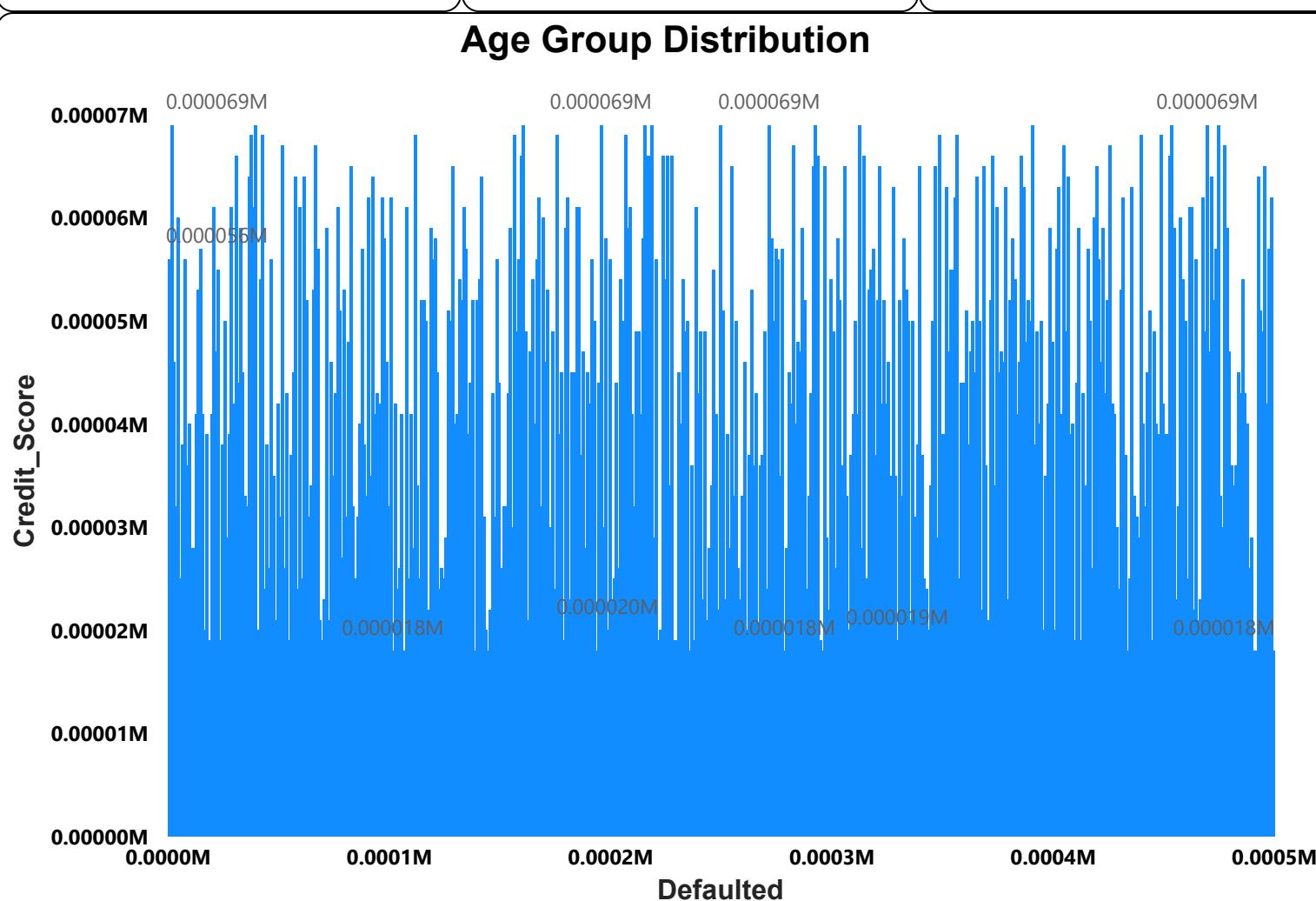
50.86

Churn Rate

100.00%

Default Rate

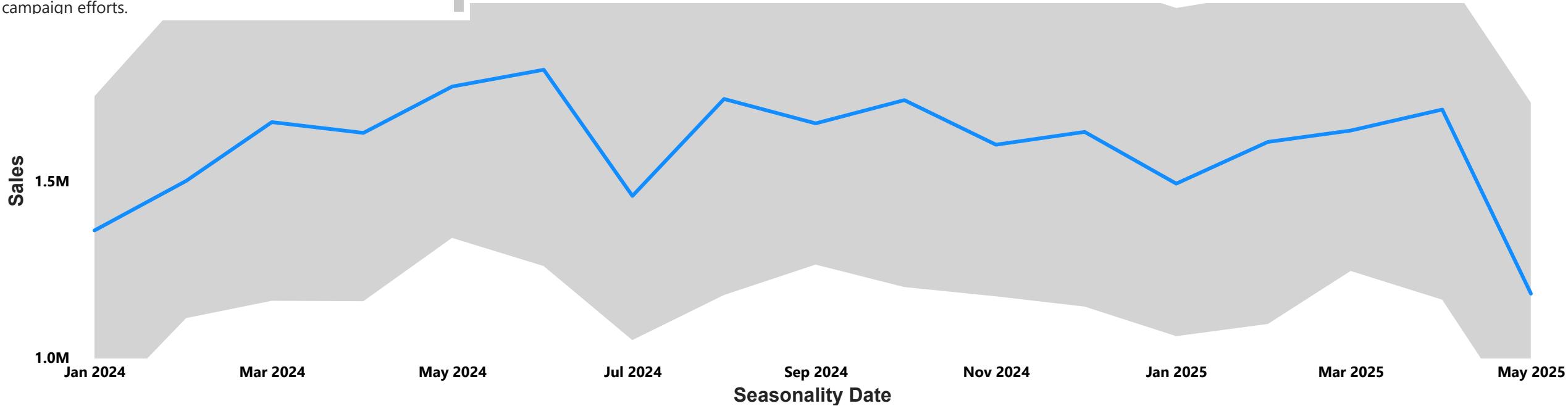
100.00%



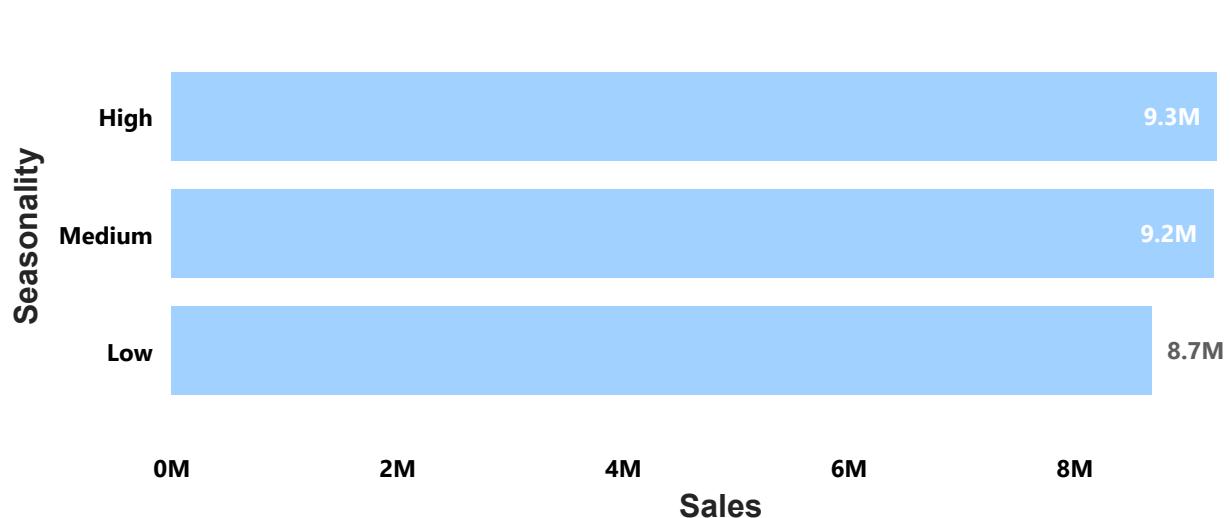
Seasonality & Anomaly Detection

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

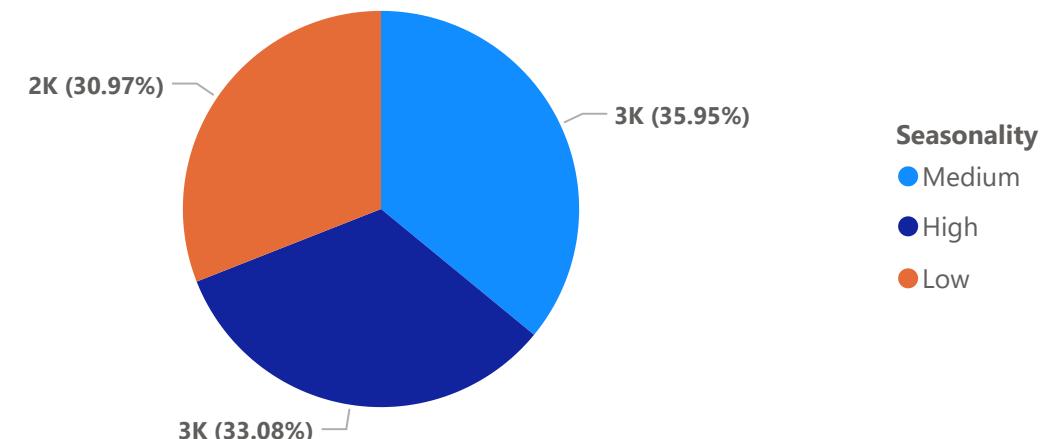
Sales with Anomalies



Sales by Seasonality

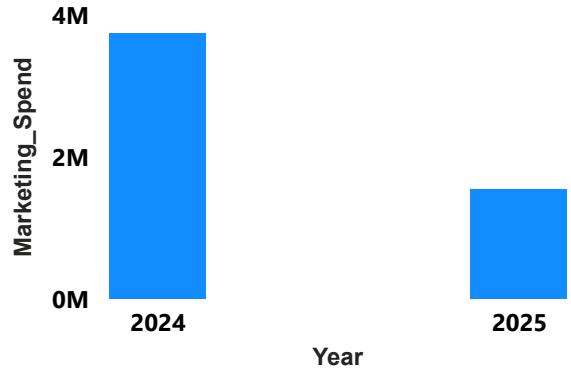


Seasonality Distribution

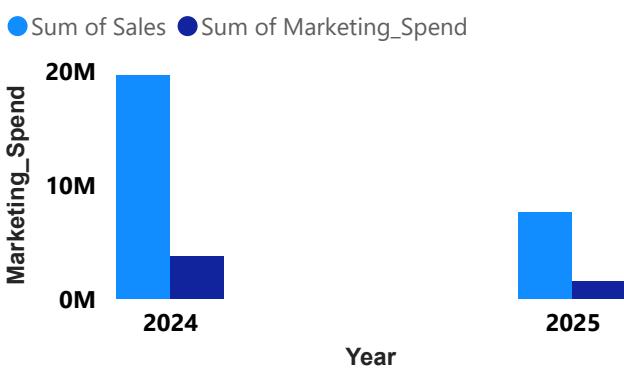


sales and marketing insights

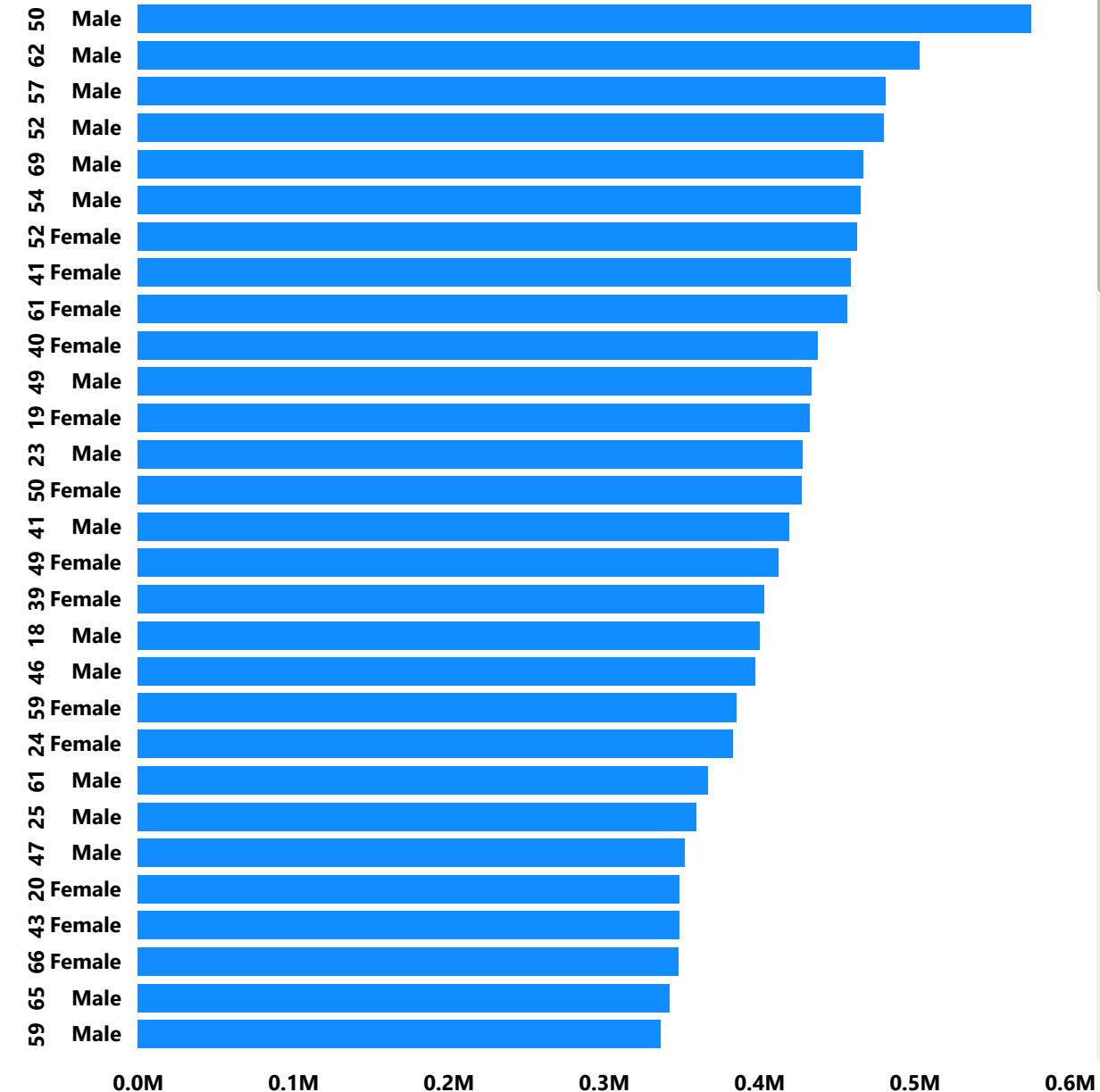
Marketing Spend by Year



Sales vs Marketing

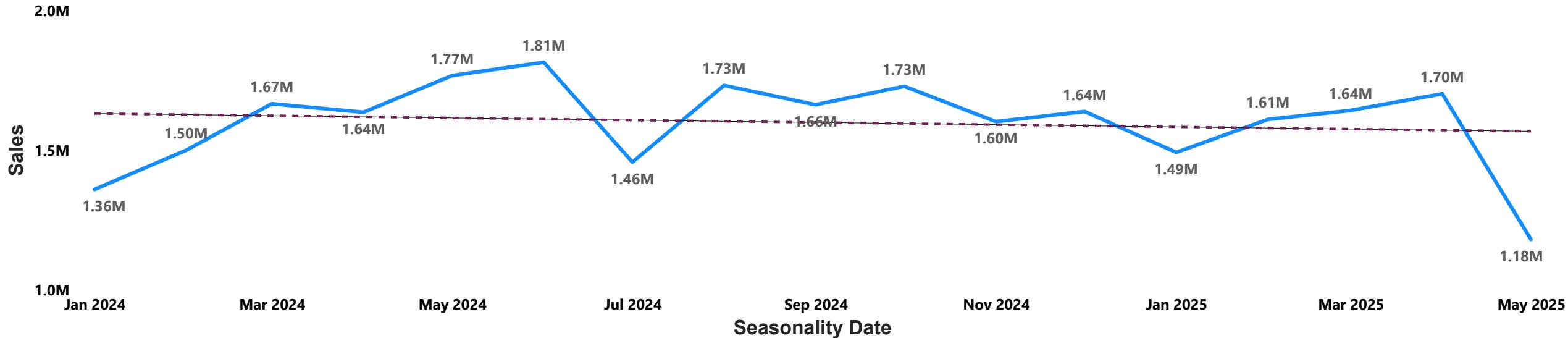


Customer Demographic

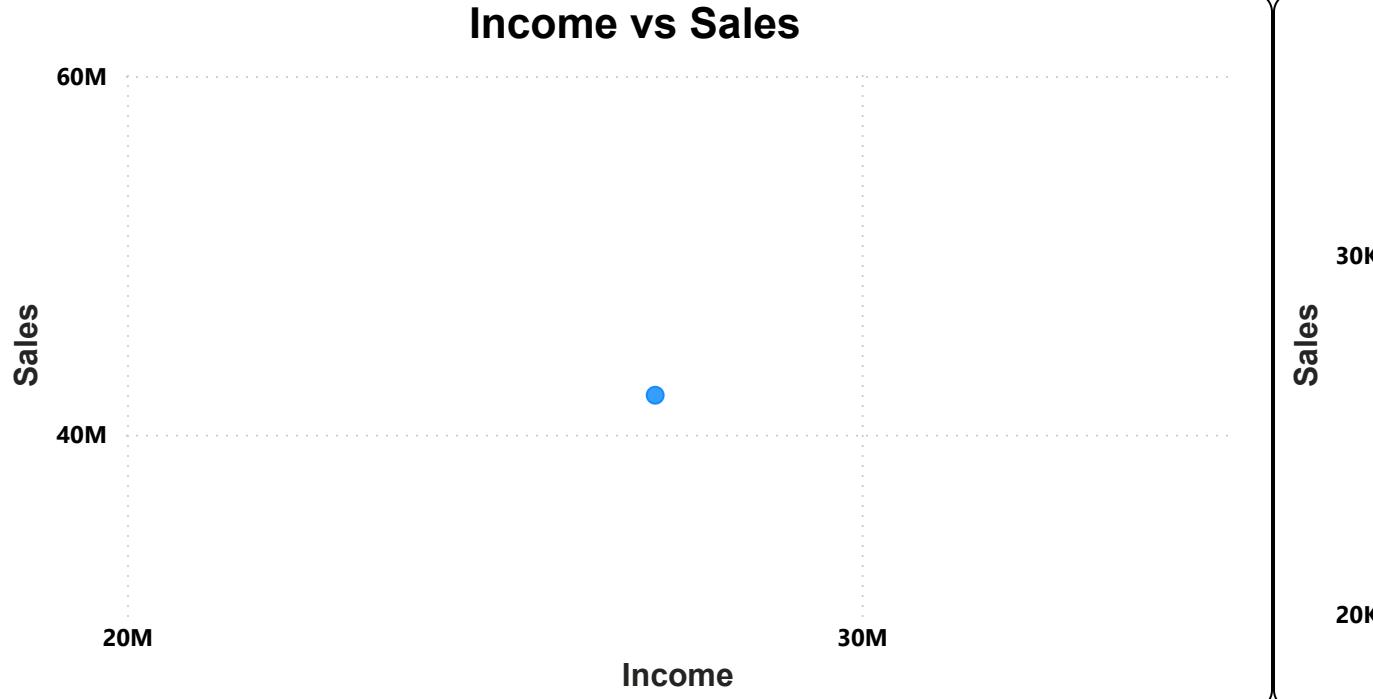


Sales and Revenue Analysis

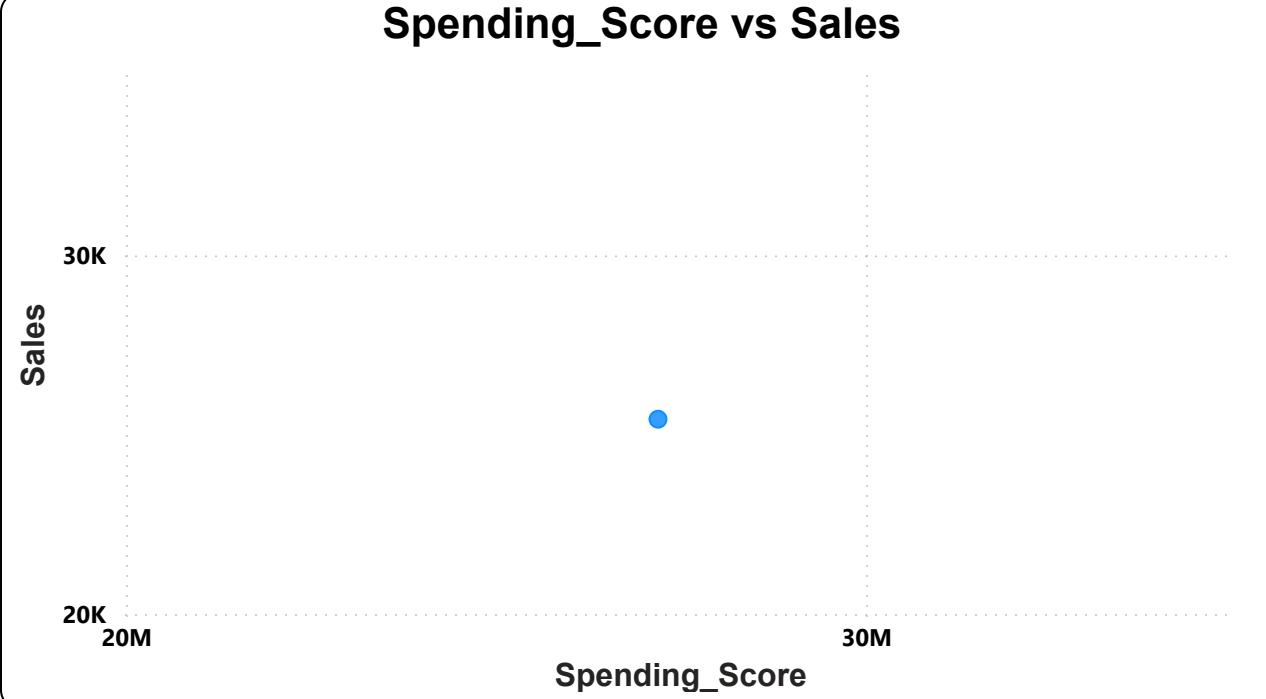
Sales Trend



Income vs Sales

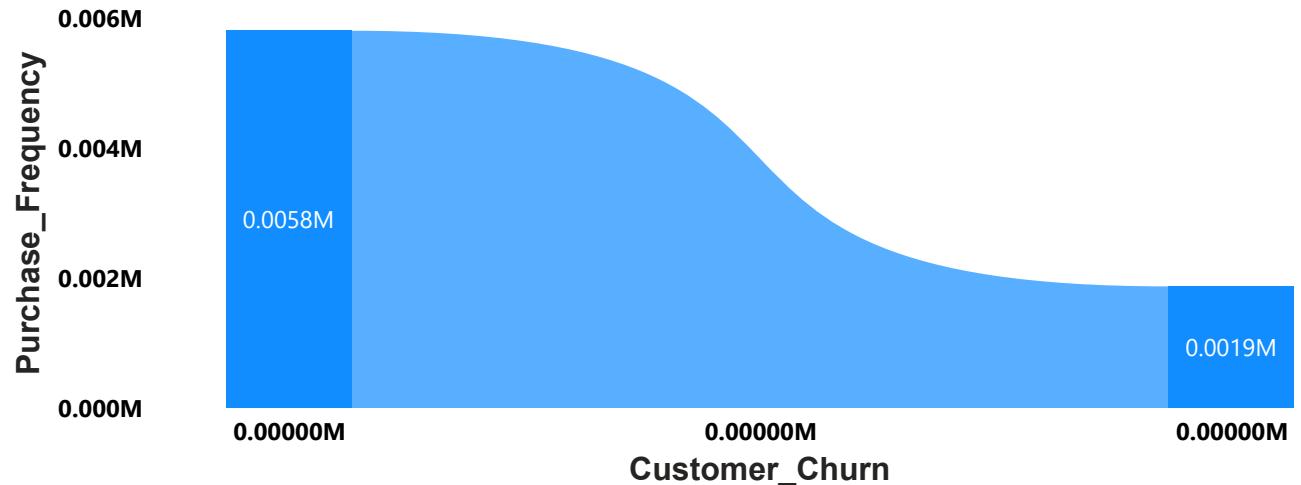


Spending_Score vs Sales

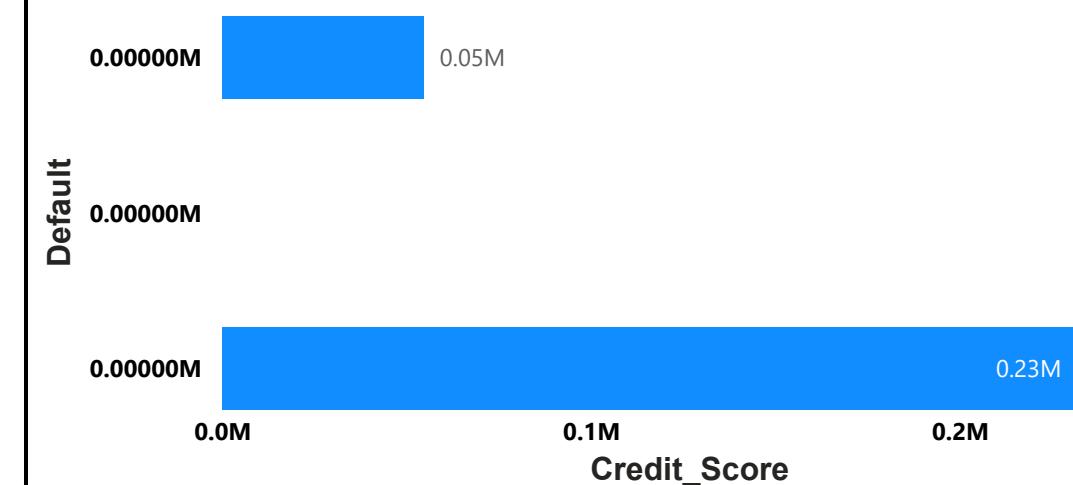


Customer Risk & Loan Default Analysis

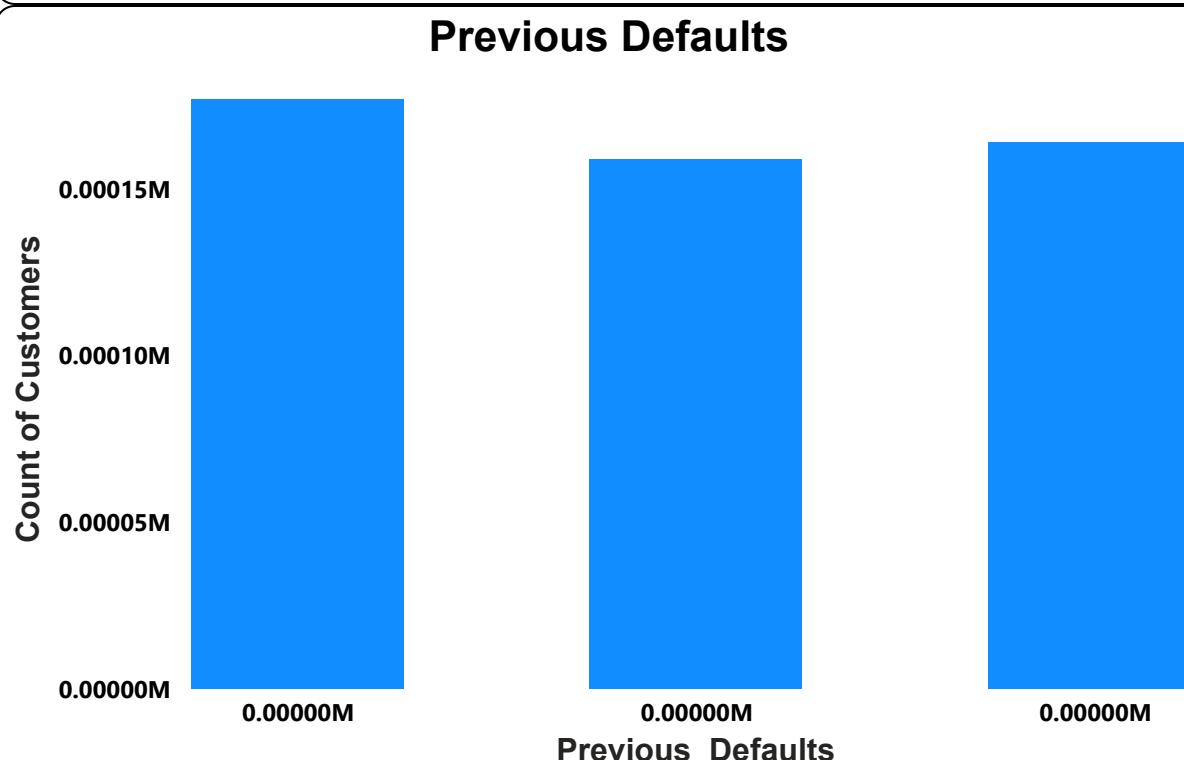
Purchase_Frequency by Churn



Credit Score vs Default



Previous Defaults



Loan Amount by Income

