Customer Segmentation Dashboard

705K
Sum of Average Purchase Value

71K
Sum of Number of Online Purchases

Products
All

Marital Status
All
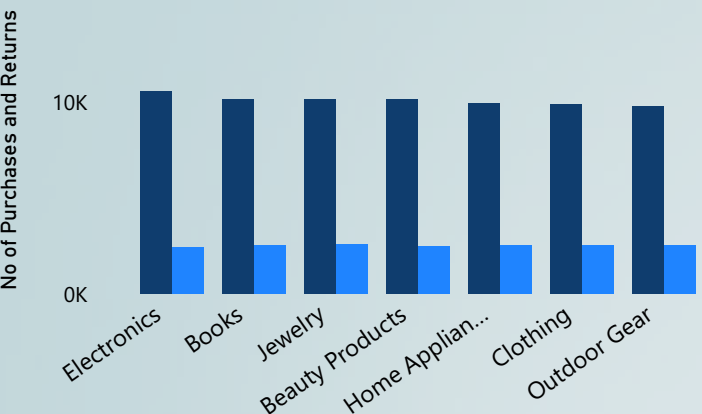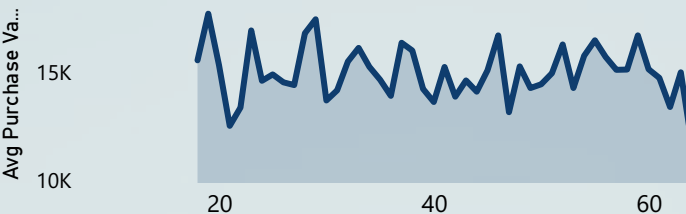
Occupation
All

Home Ownership
All

Gender
All

No of Purchases and Returns Of Products

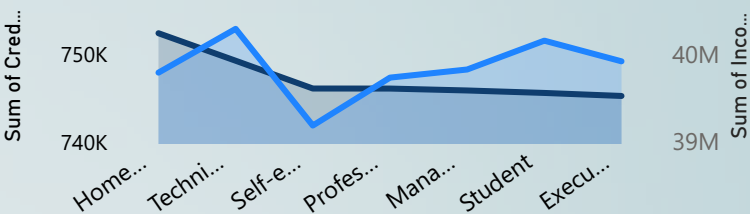● Sum of Number of Online Purchases ● Sum of Number of Returns
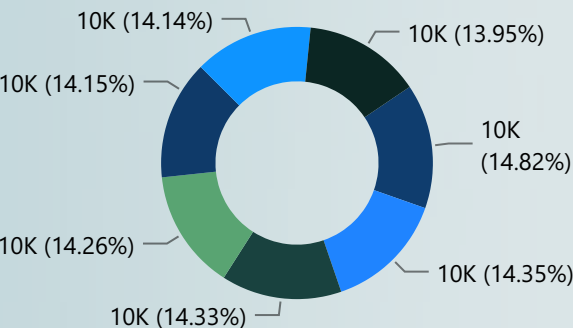

Avg Purchase Value and No of Online Purchases by Age

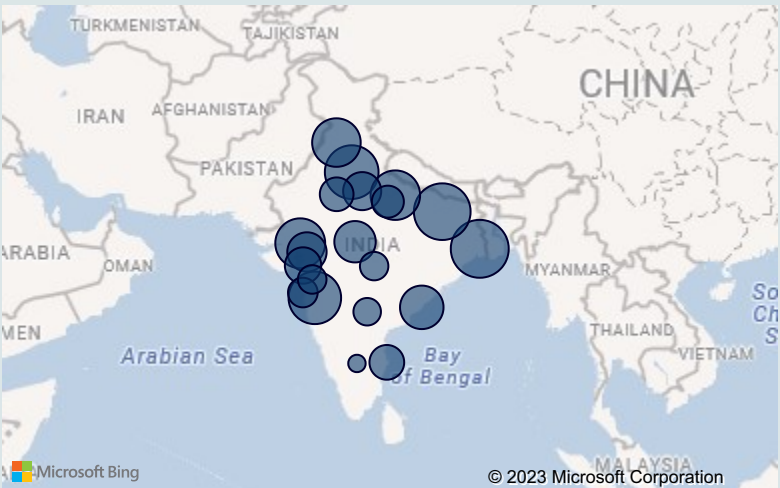## Credit Score by Occupation

● Sum of Credit Score ● Sum of Income

No of Online Purchases and Avg Purchase Value by Occupation

Occupation ● Executive ● Technician ● Self-employed ● Professional

10K (14.14%)
10K (13.95%)
10K (14.15%)
10K (14.82%)
10K (14.26%)
10K (14.35%)
10K (14.33%)

Avg Purchase Value by Locations

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Total Credit Card Balance and Limit by Age

● Sum of Total Credit Card Balance ● Sum of Total Credit Card Limit