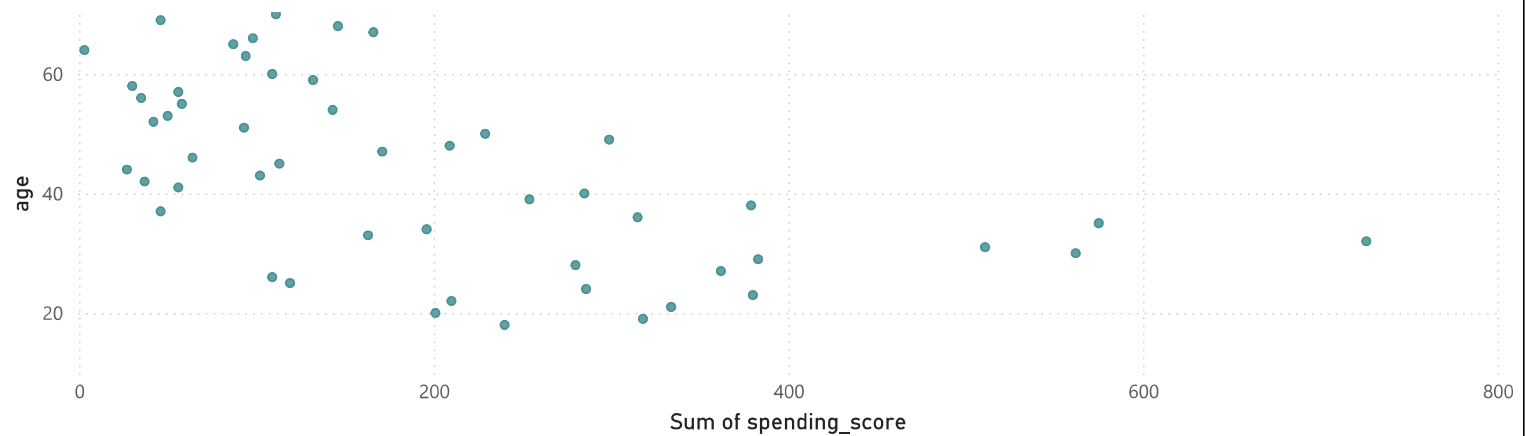# Customer Spending Analysis
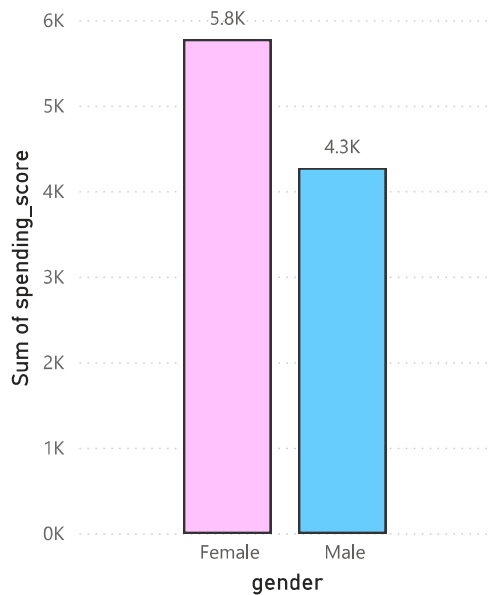
60.56
Average of annual_income...
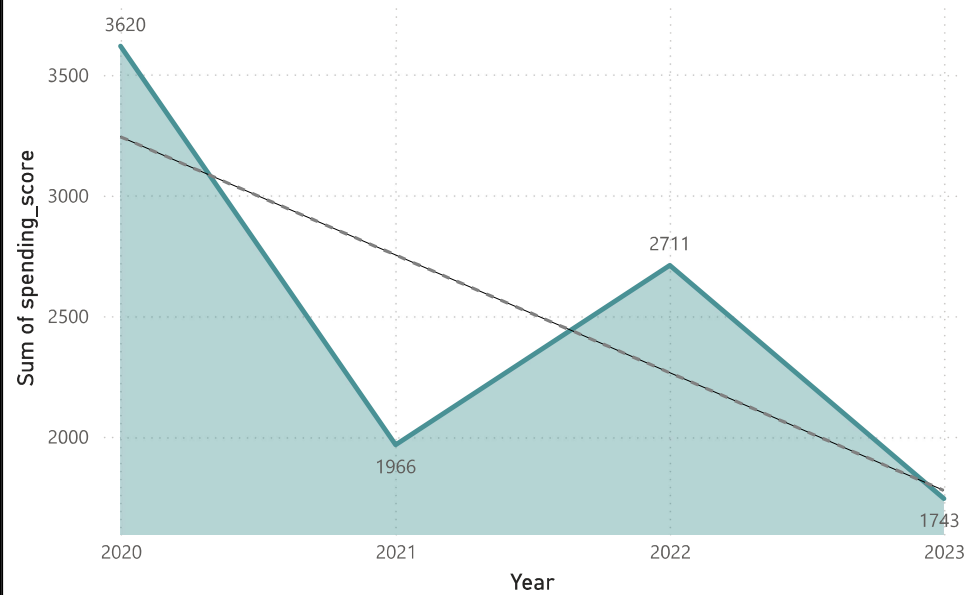
200
Count of customerid

How Spending_score changes for Age

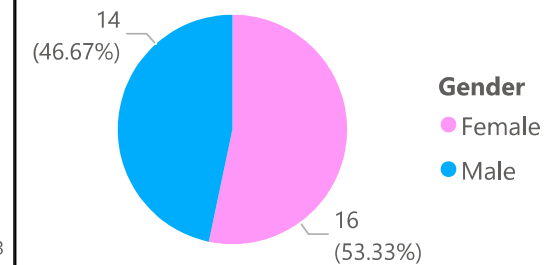## Male vs Female Spending_score

Over the Years Spending_score trend

People who have Spending_score above 80

30
HighPerformers

HighPerformers by gender

14 (46.67%)
16 (53.33%)

Gender
- Female
- Male

Summary

This dashboard analyzes customer spending behavior across age, gender, and time.

Key insights include:

The **average annual income** is approximately **60.56K**, across **200 customers**.

Female customers exhibit a higher overall **spending score** (5.8K) compared to males (4.3K).

Spending peaked in **2020 (3620)** and dropped sharply by **2023 (174)**.

The **scatter plot** suggests that high spending is spread across various age groups without a strong age pattern.

A total of **30 high performers** (score > 80) were identified, with a relatively even **gender split** (16 females, 14 males).

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