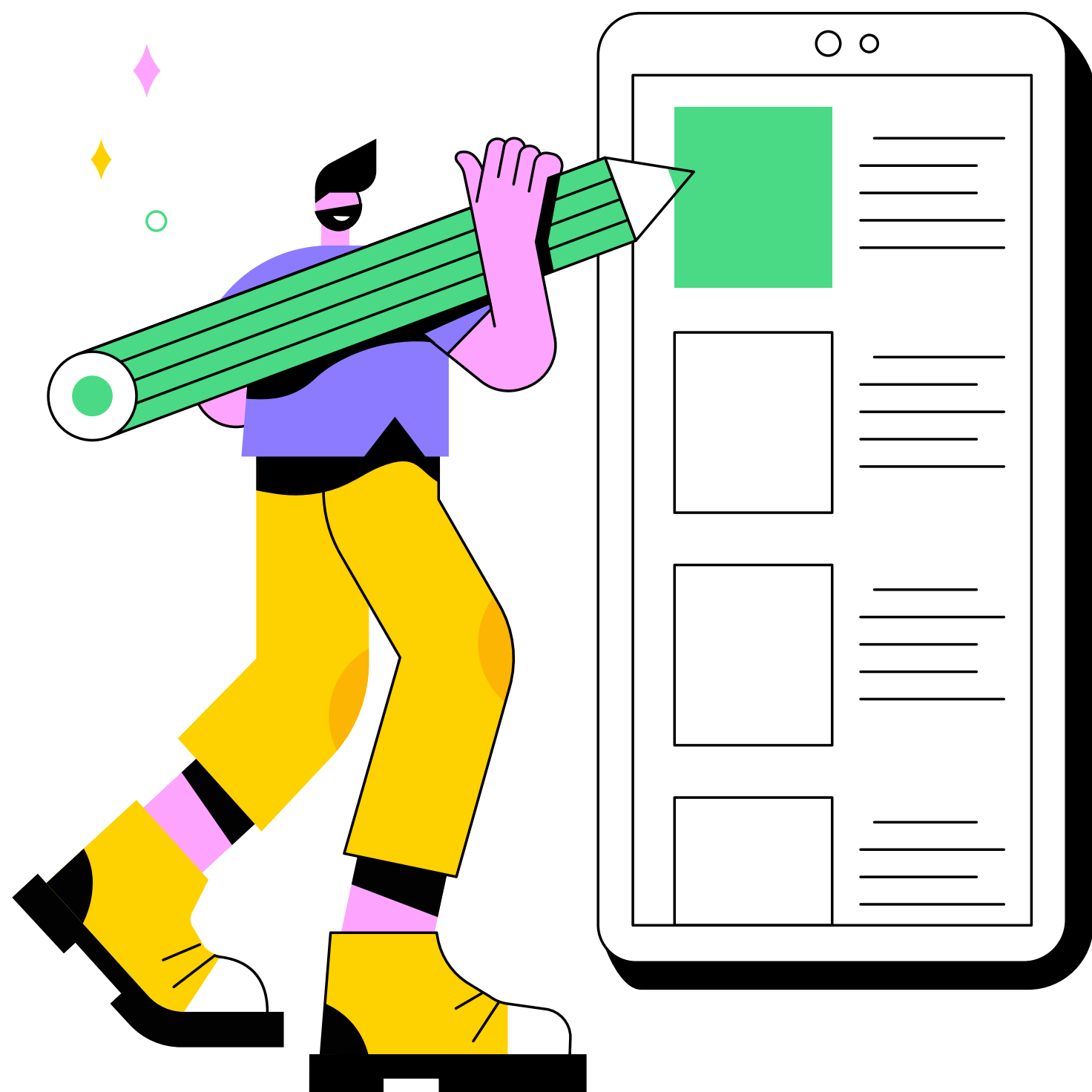


# 男女性於六都的消費樣態

織品行銷四甲

408221266許品宣、408221474邱以棠





# 分析項目

教育程度 / 年齡別

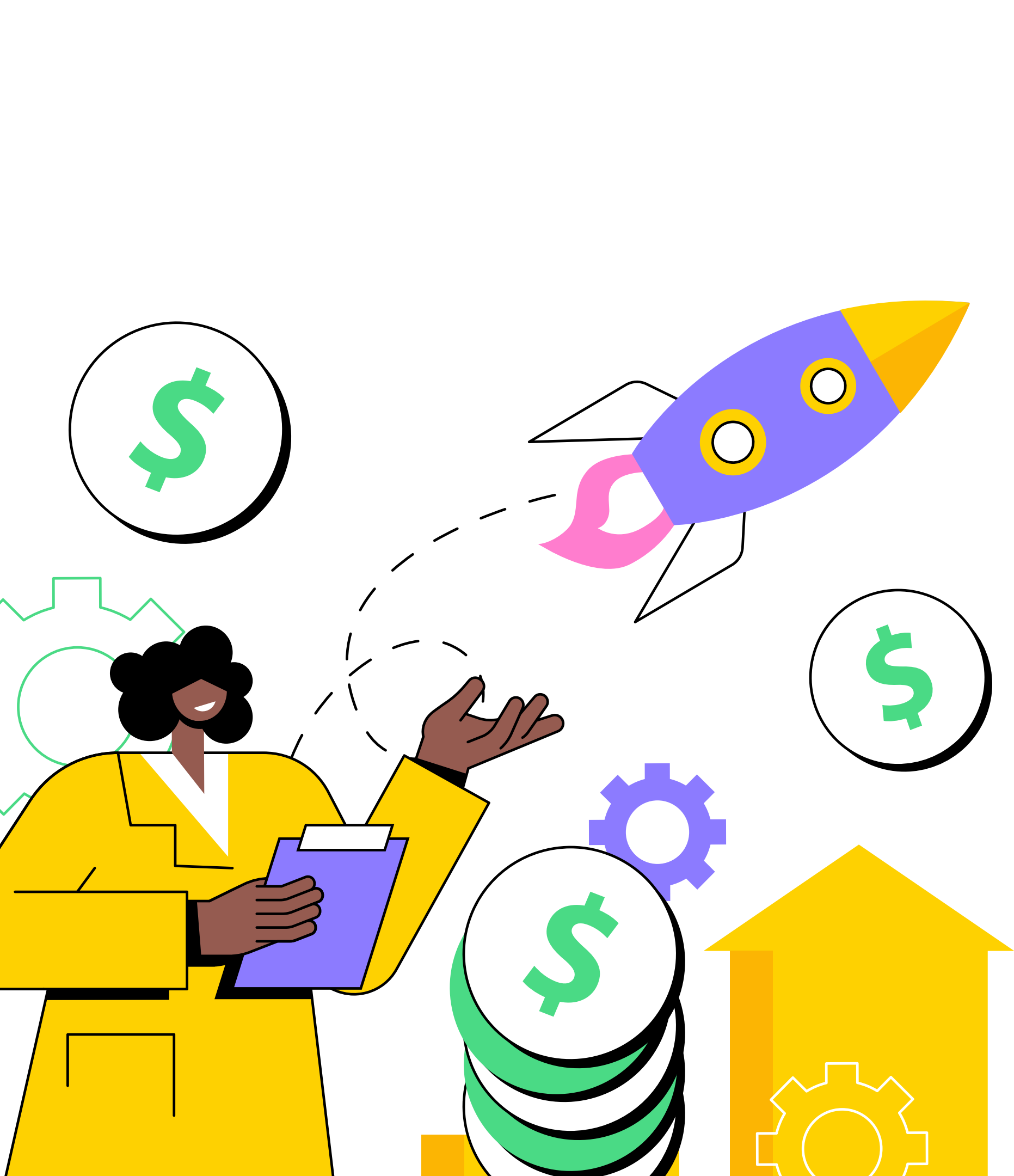
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信用卡交易筆數

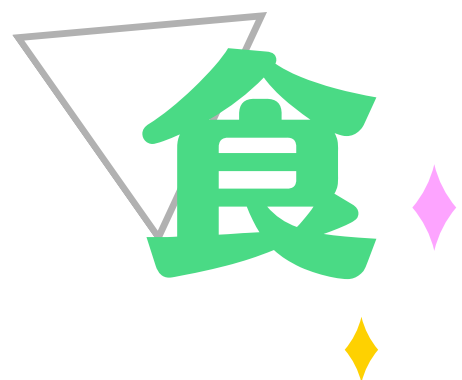
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花費產業別

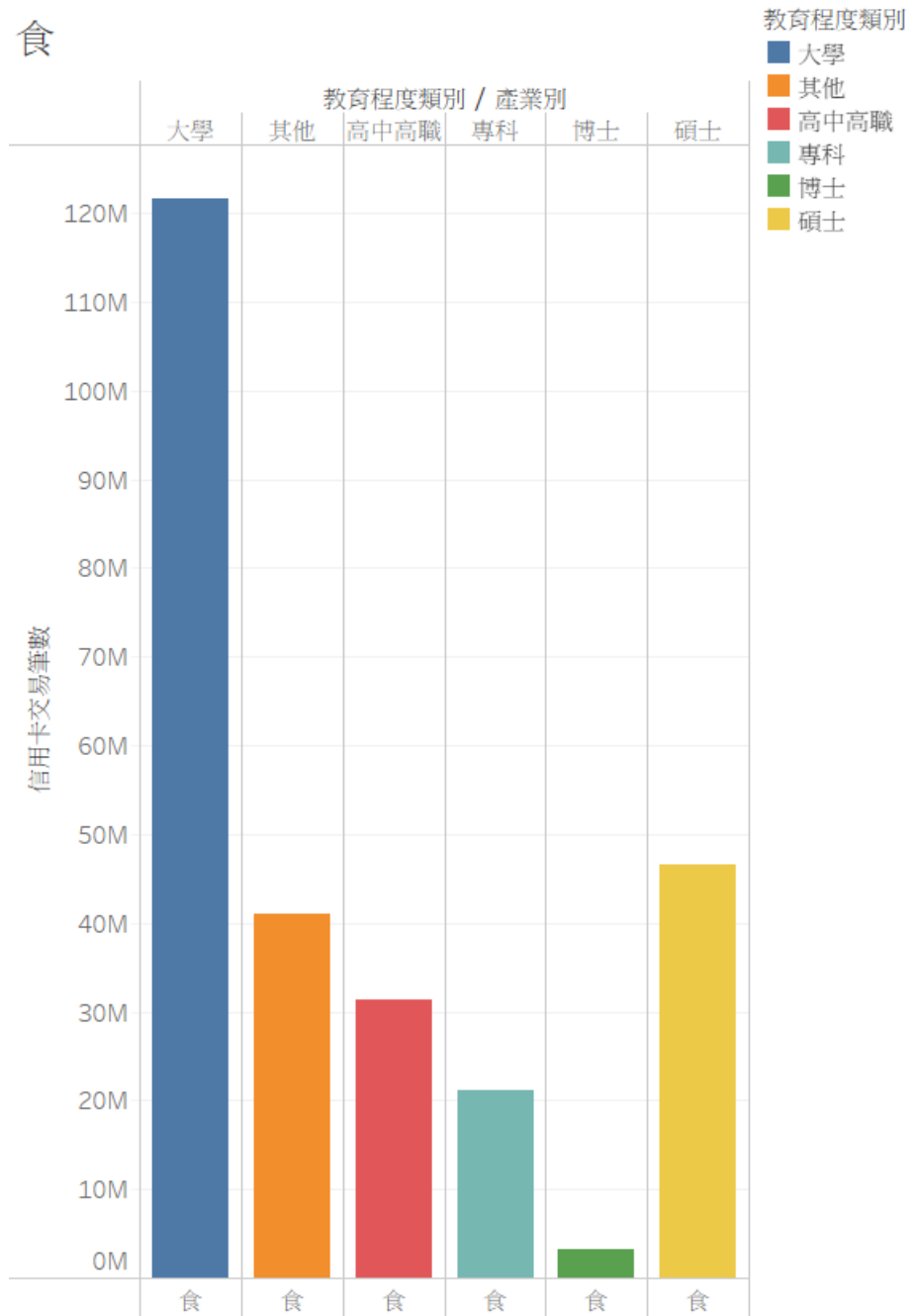
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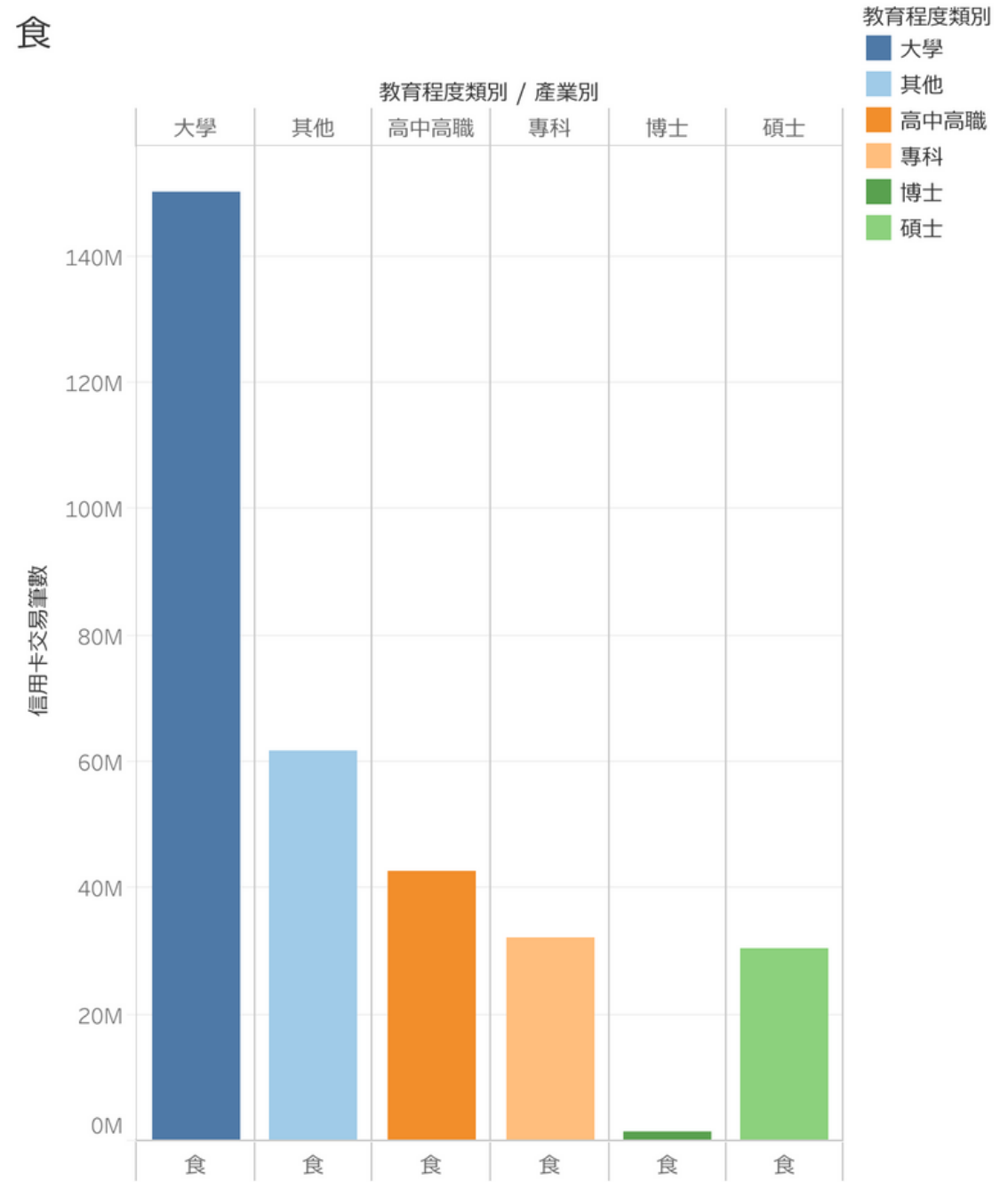
依照  
教育程度



# 男性

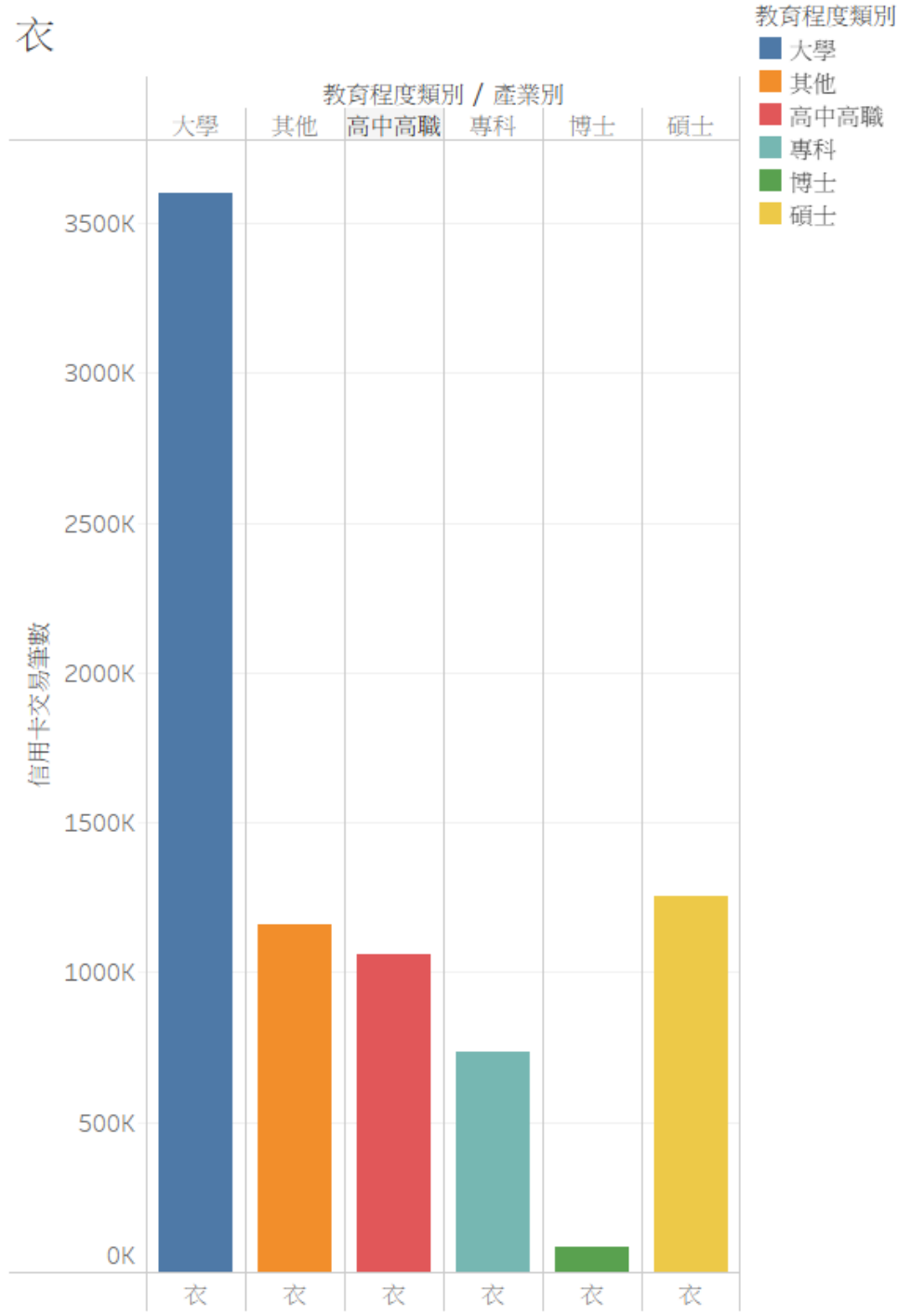


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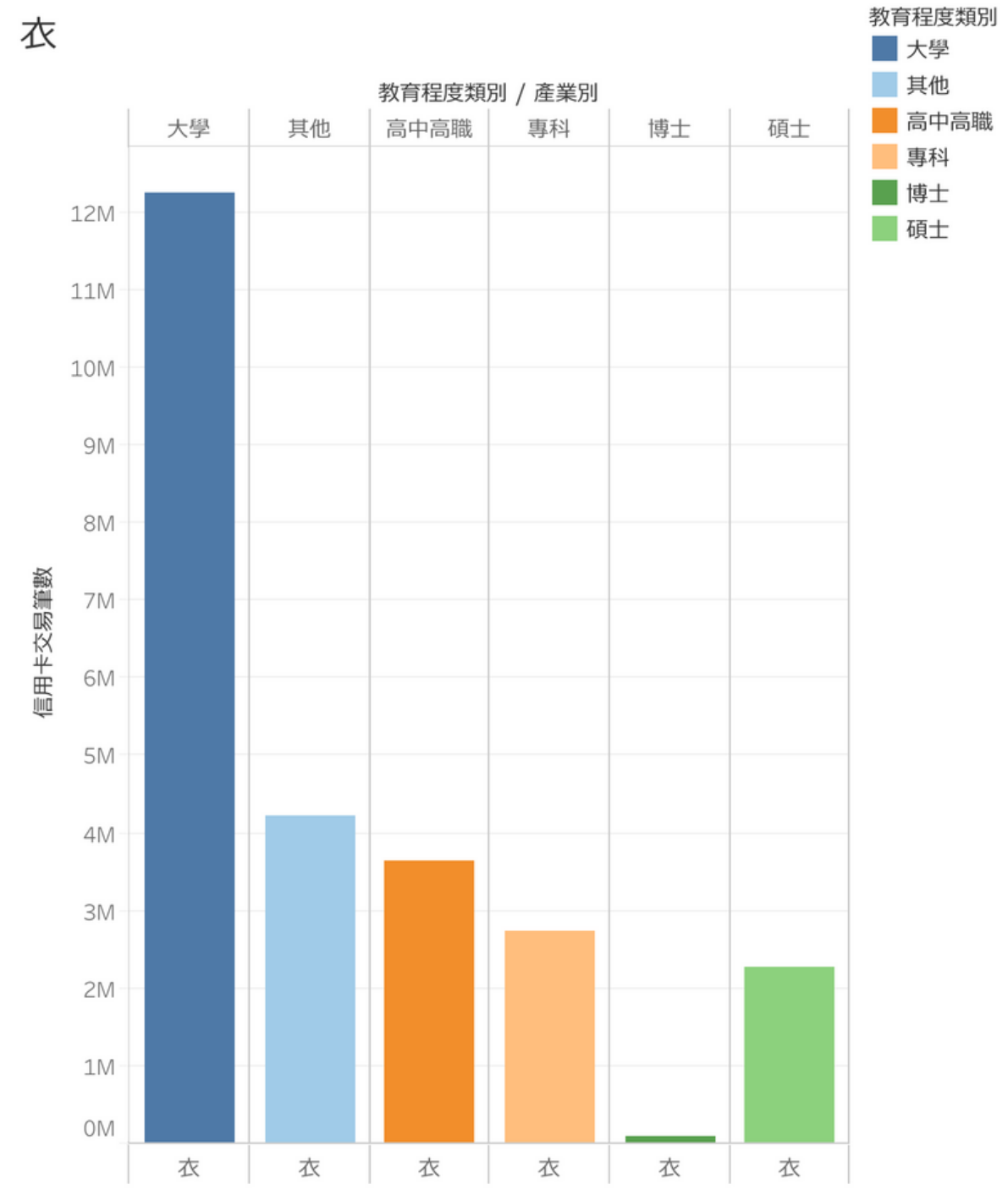


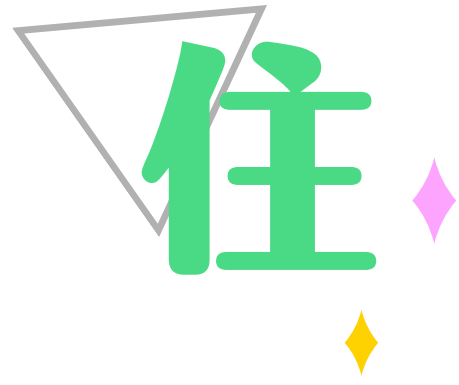


# 男性



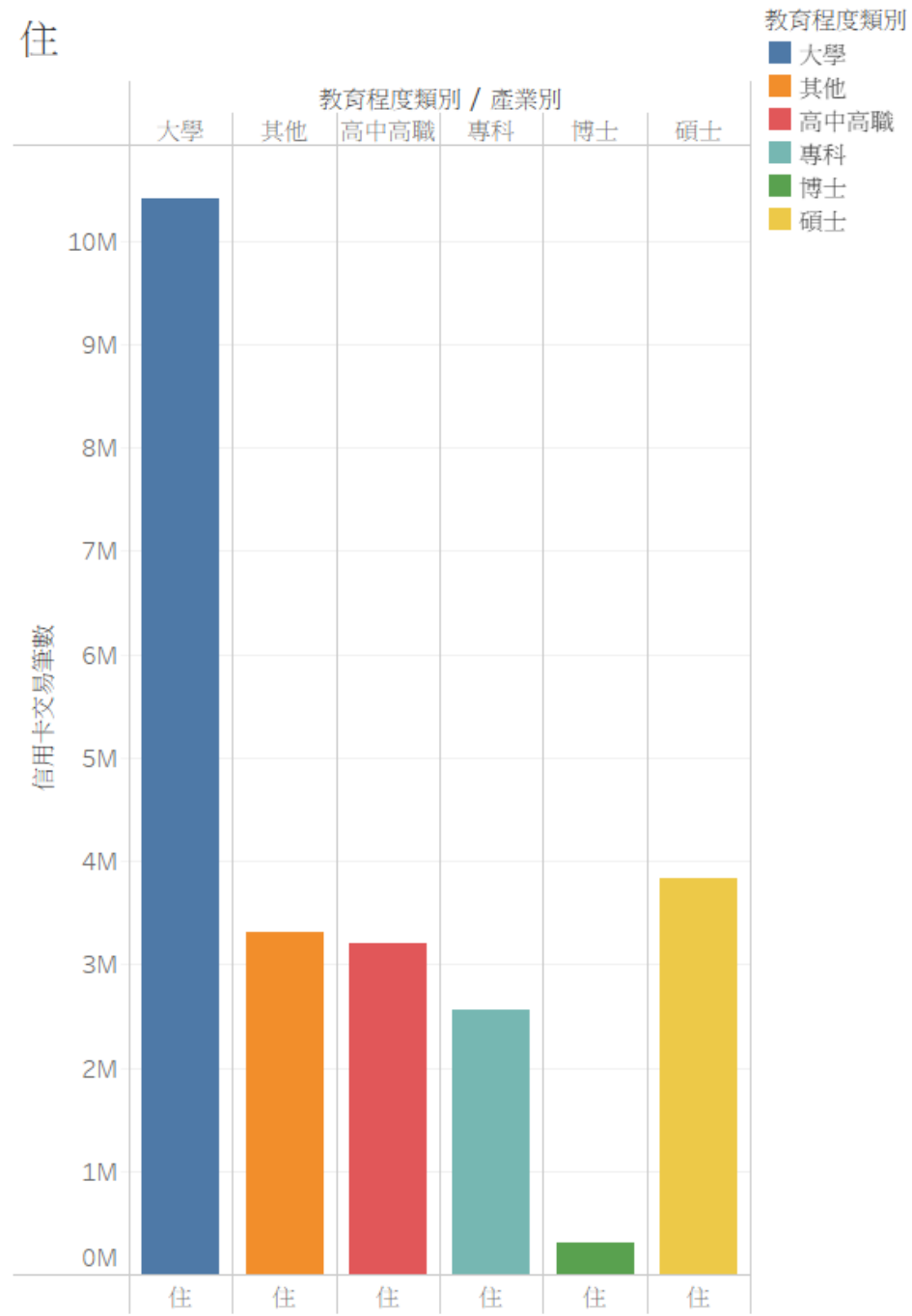
# 女性





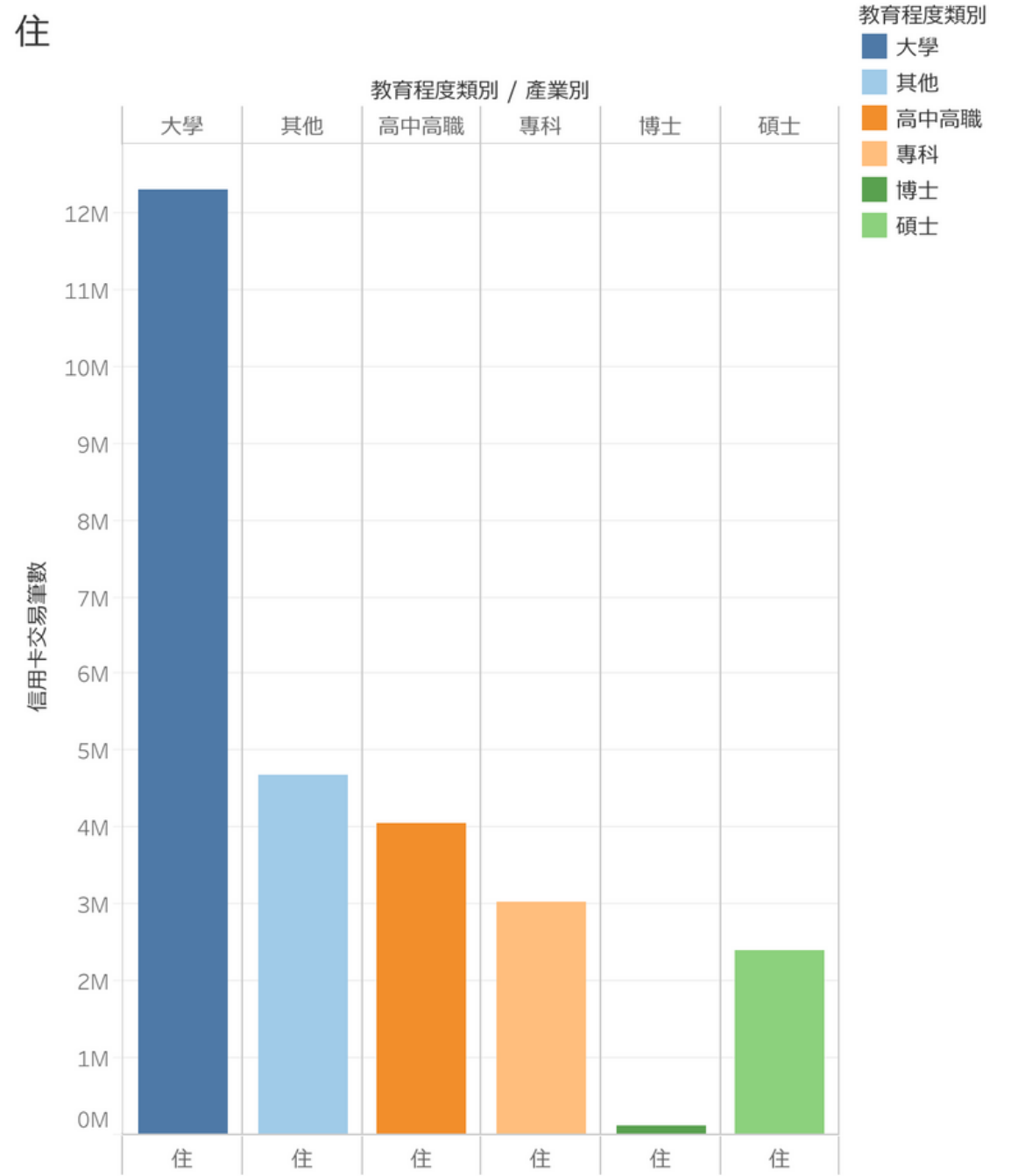
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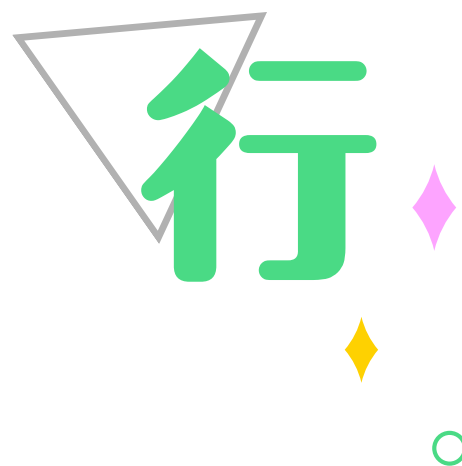
住



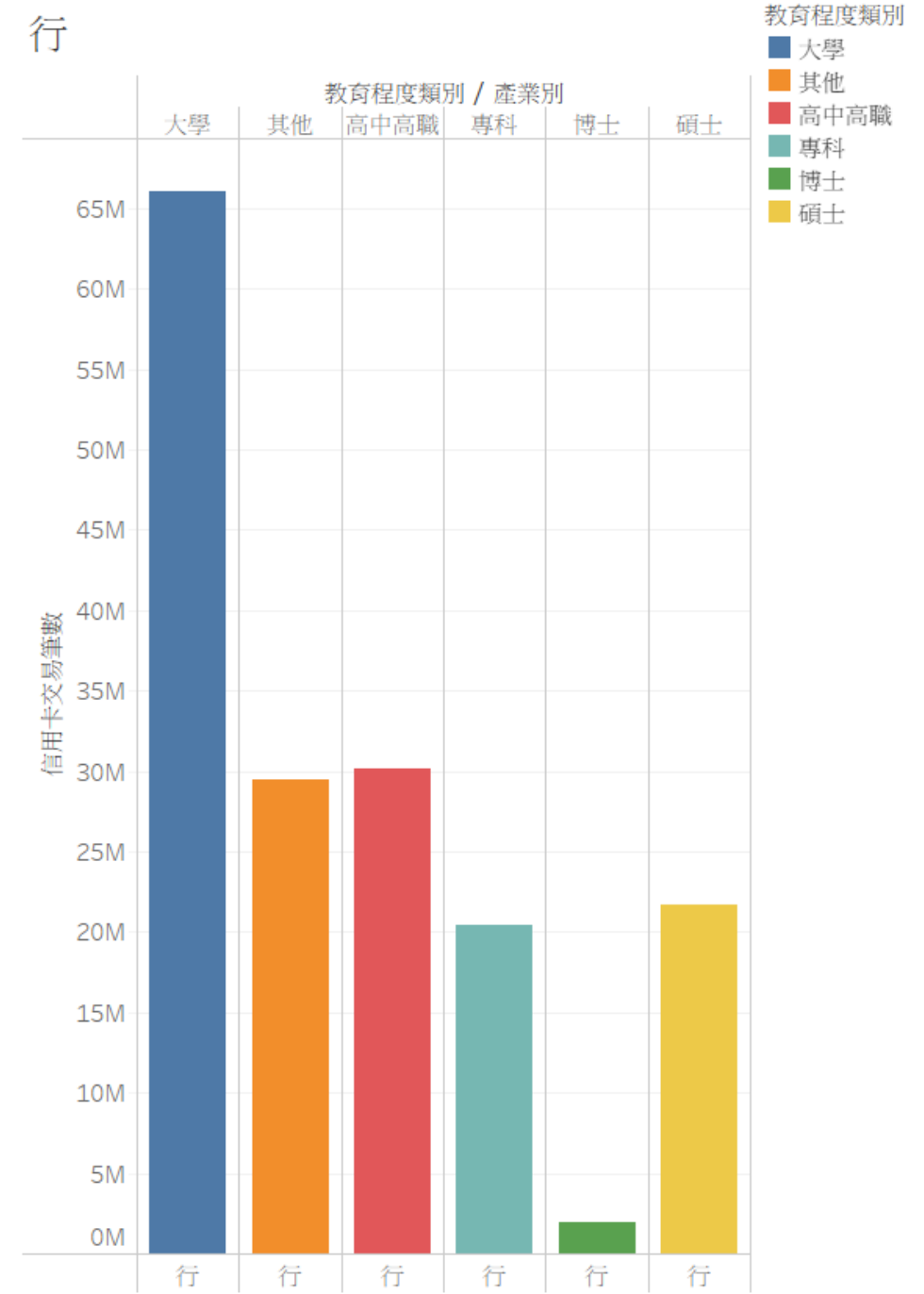
# 女性

住

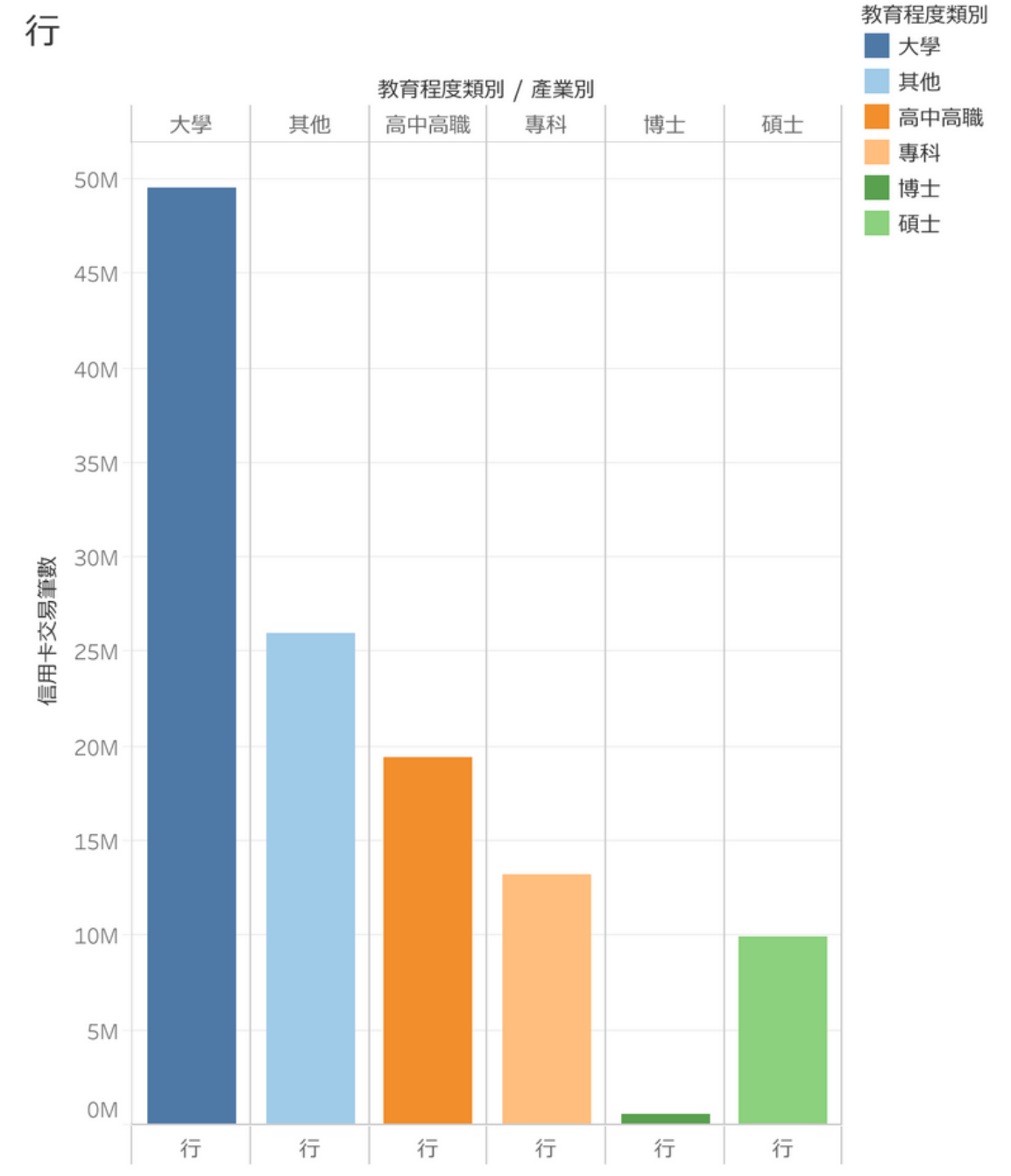




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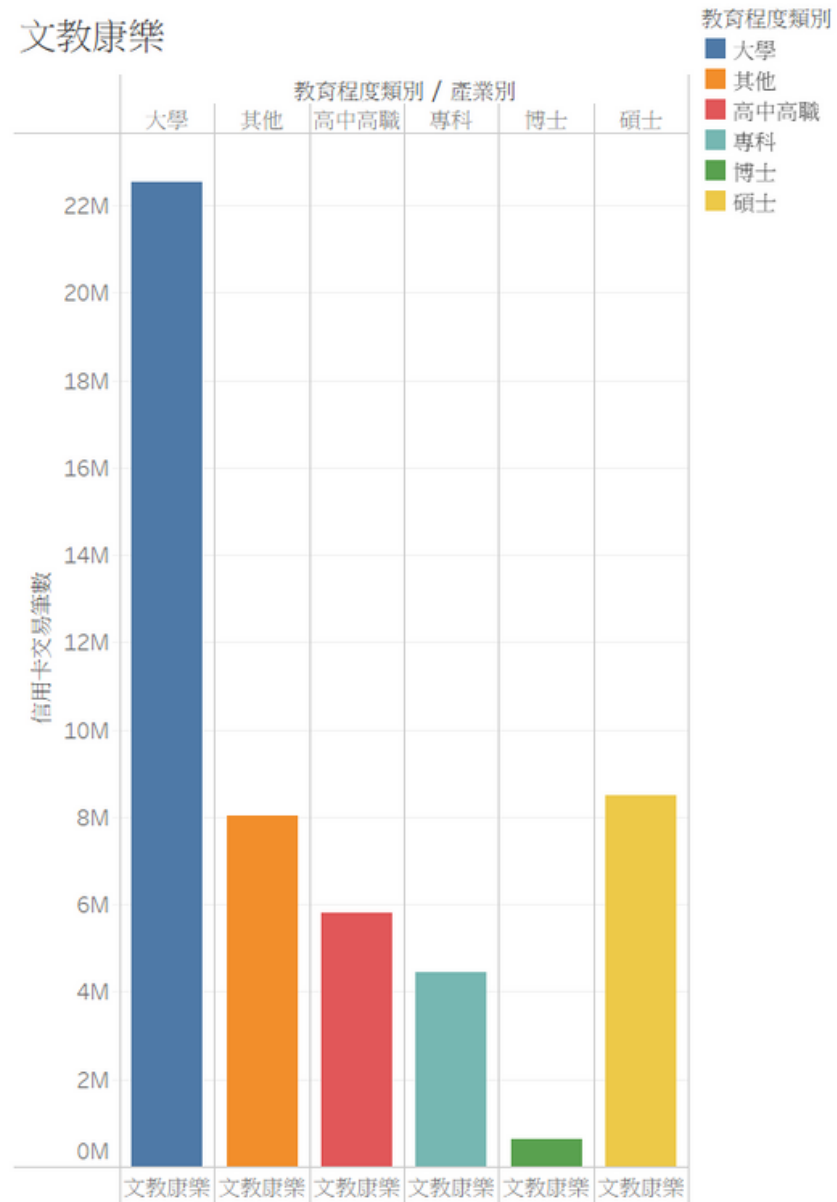


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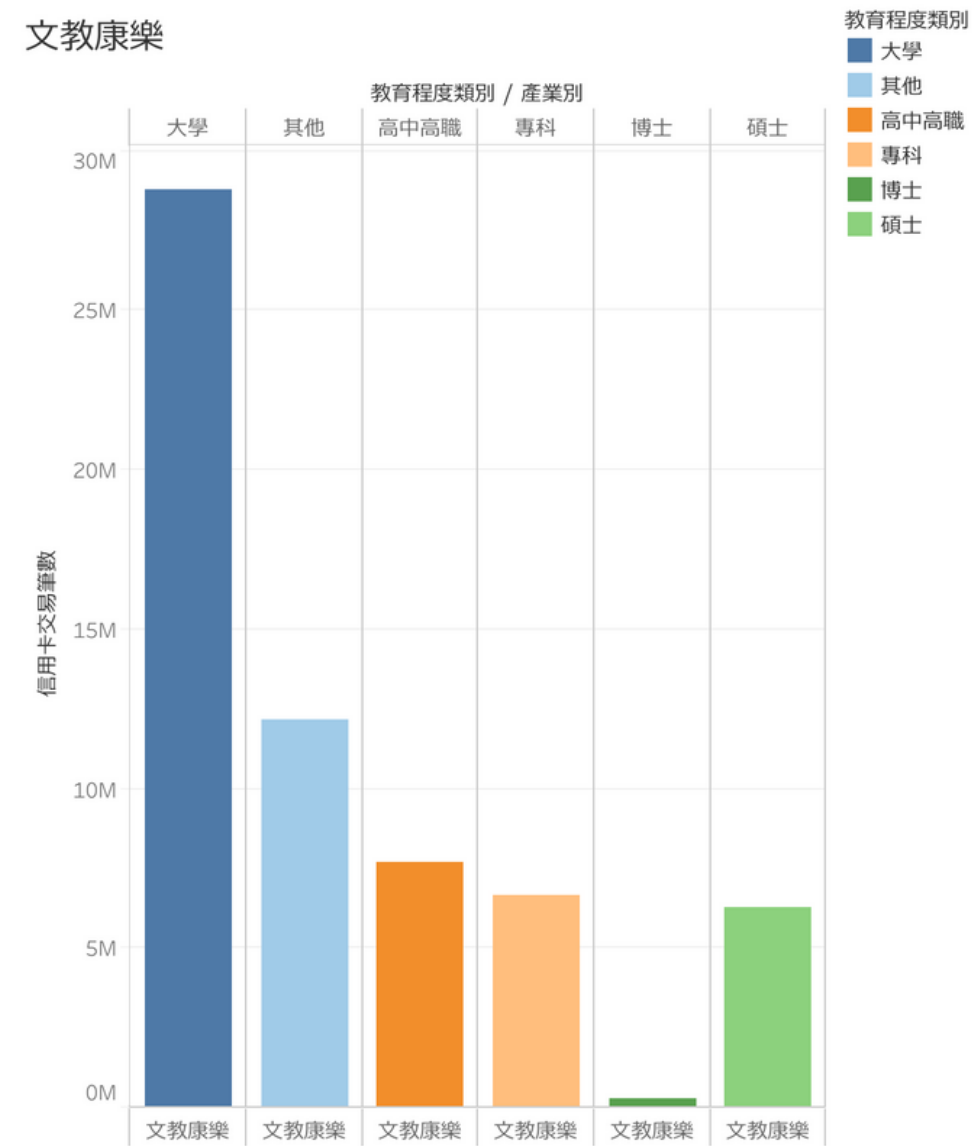


# 文教康樂

男性

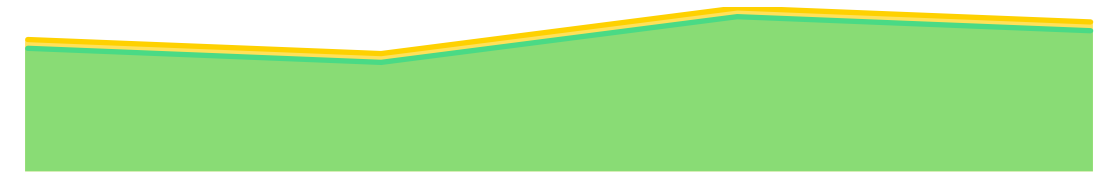


女性





# 總結-依教育程度

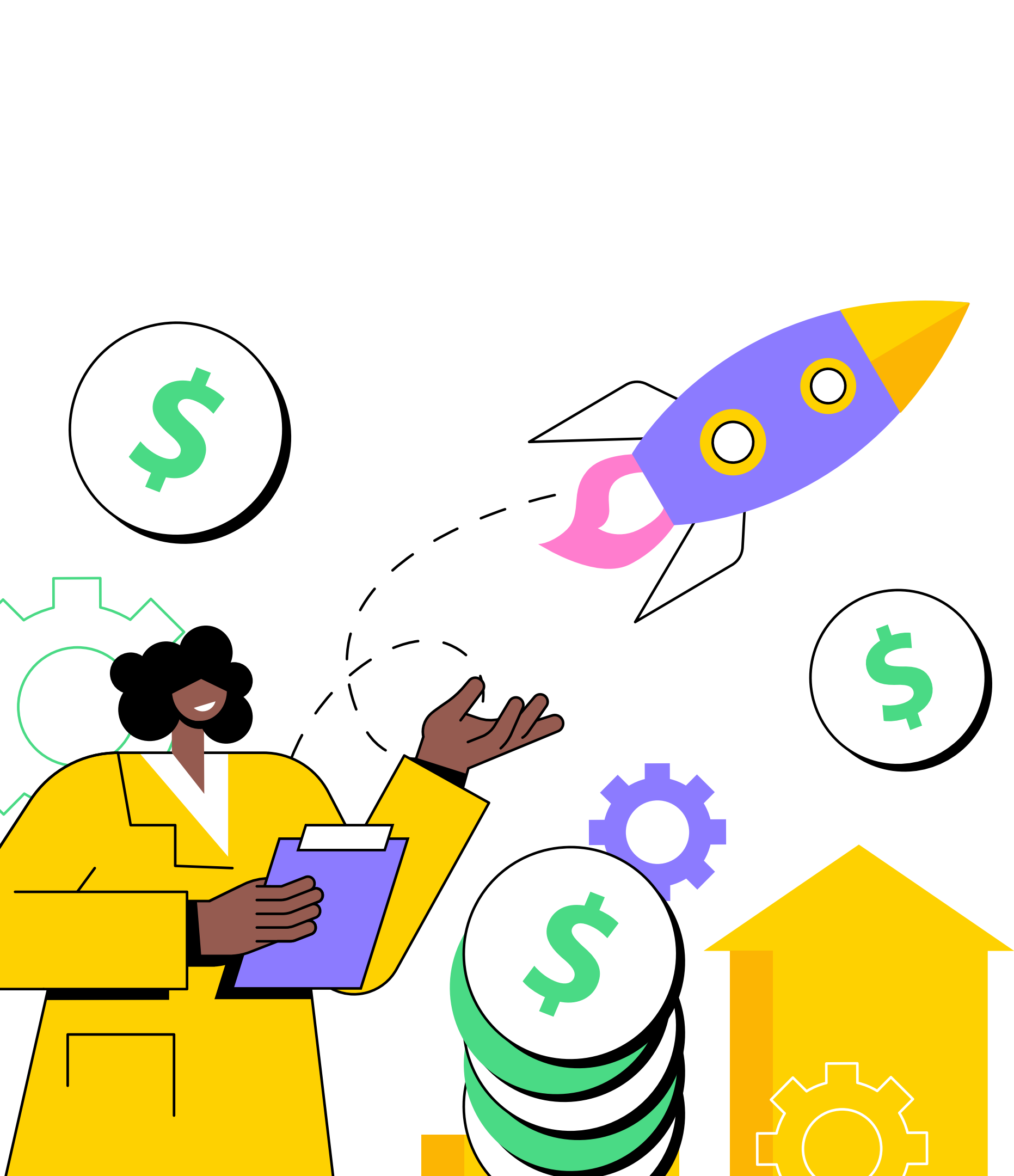


1. 「整體」交易筆數: 女性>男性

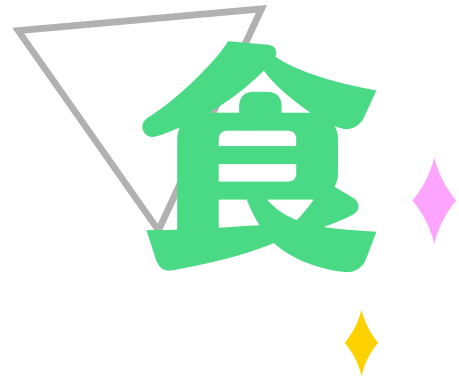
2. 「行」交易筆數: 男性>女性

3. 「食」為最大宗的交易筆數

4. 「碩士」交易筆數: 男性>女性

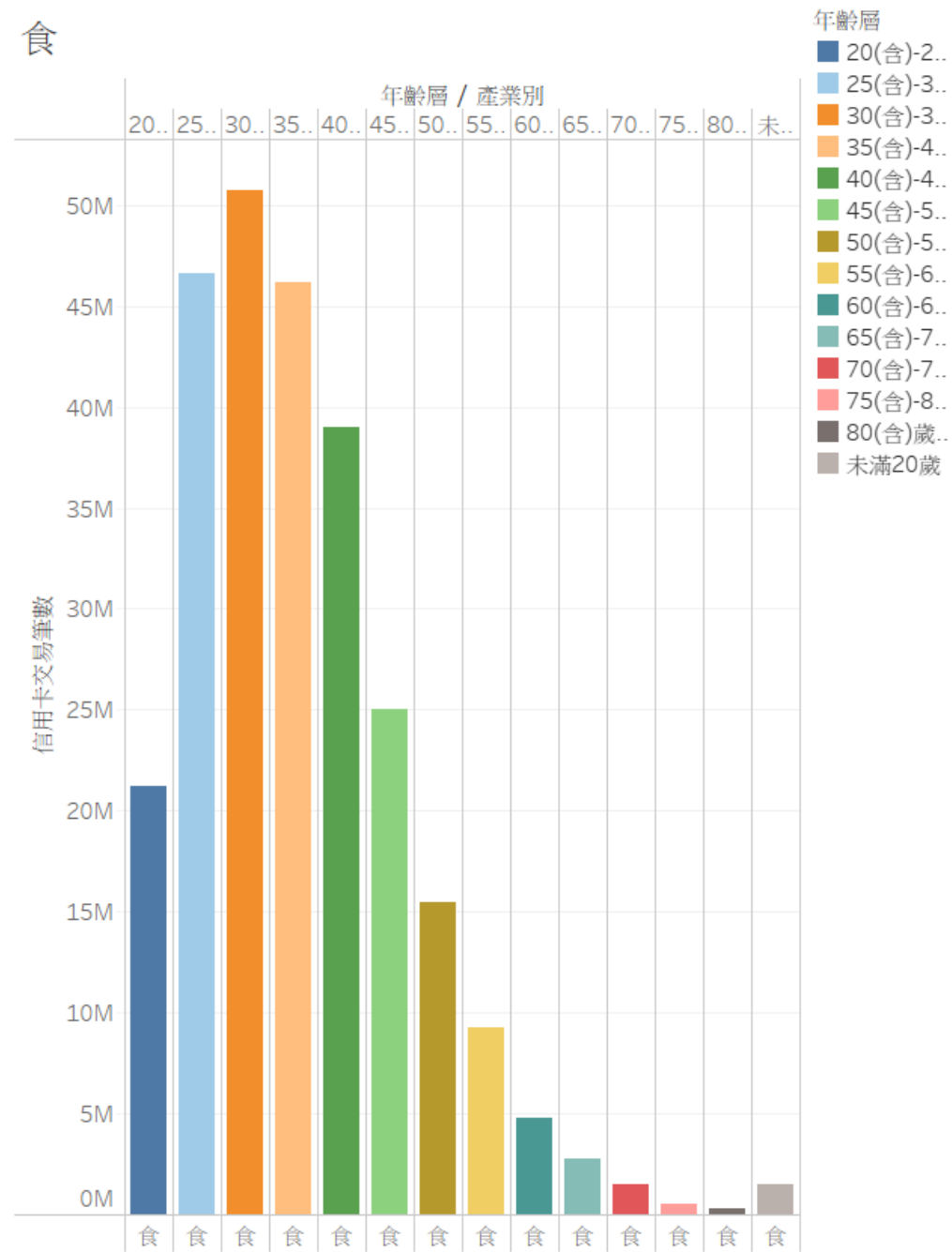


# 依照 年齡別



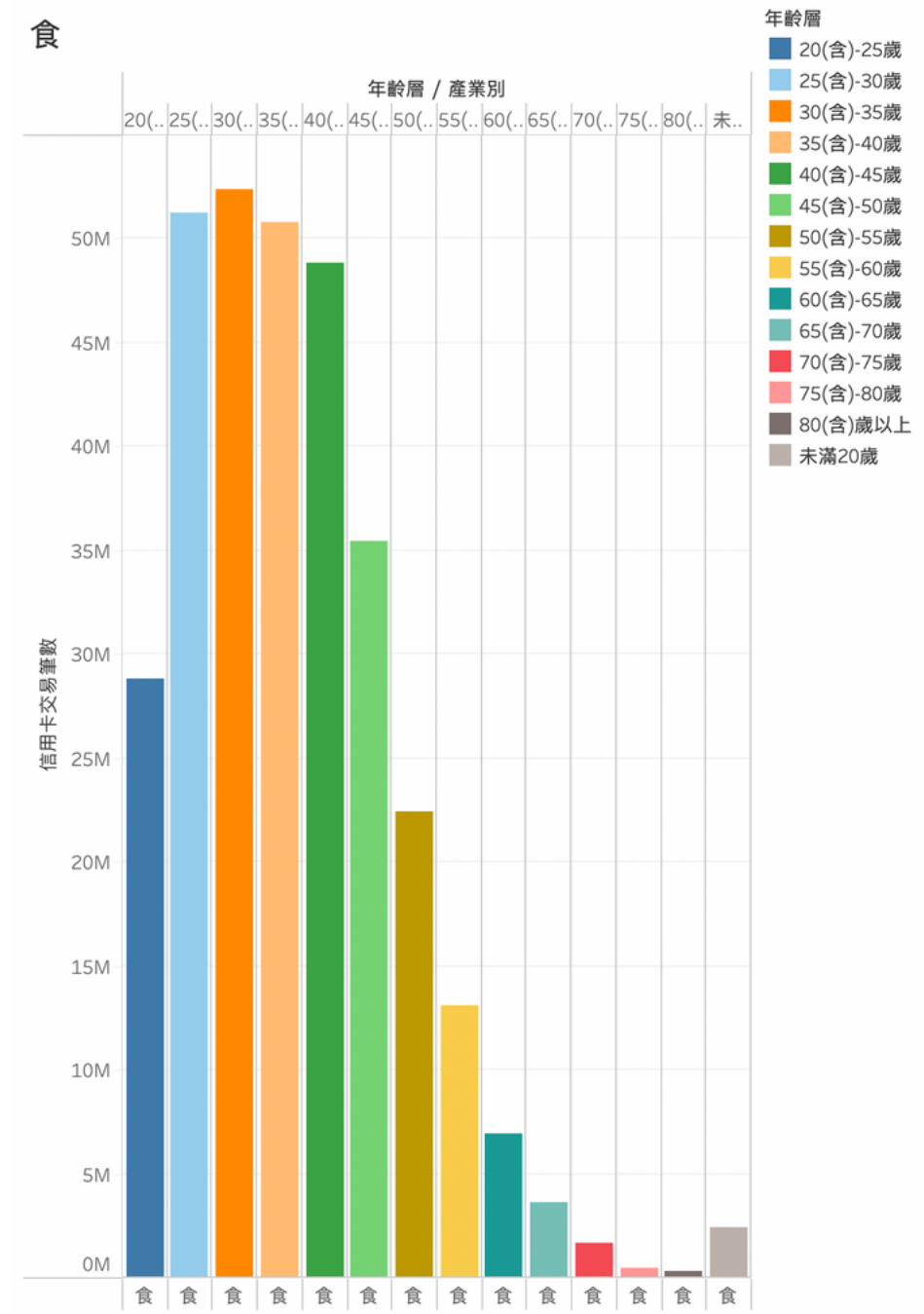
# 男性

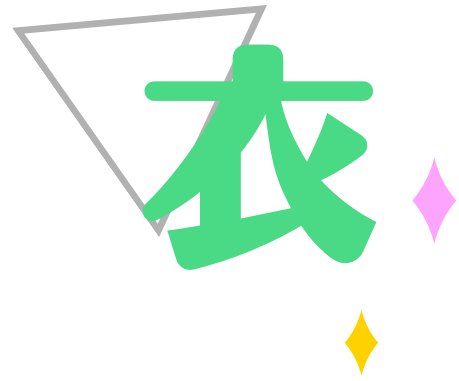
○ 食



# 女性

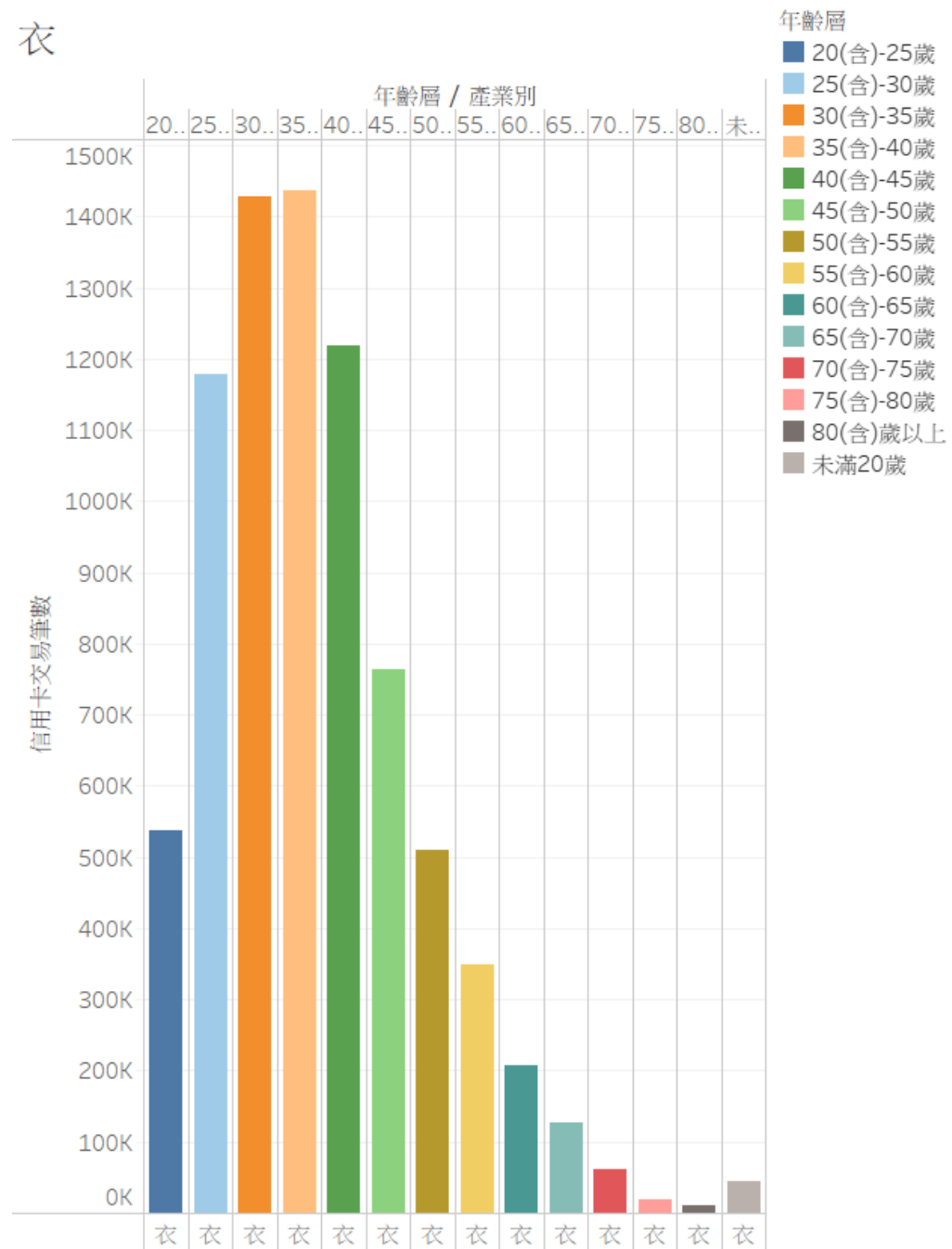
食





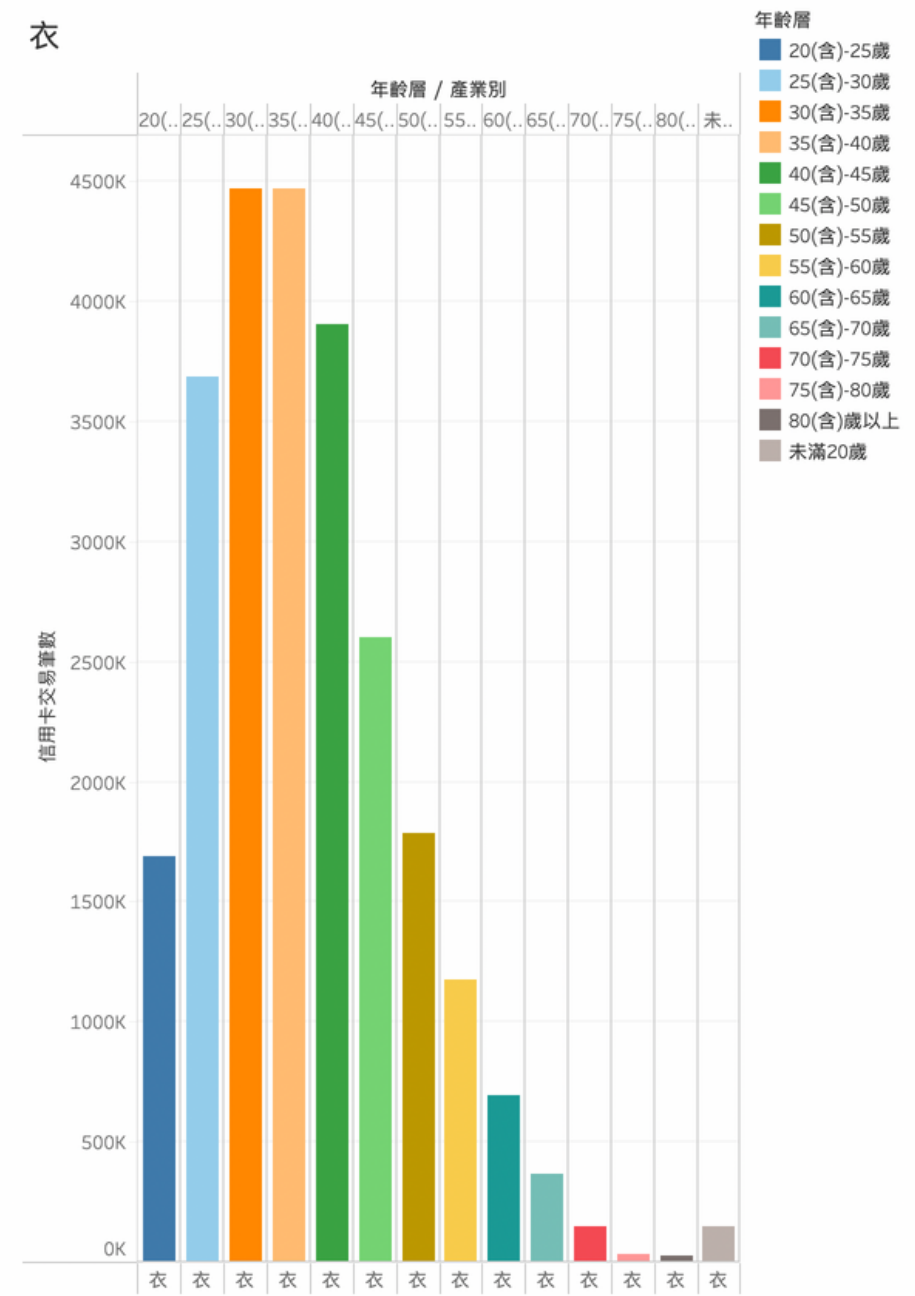
# 男性

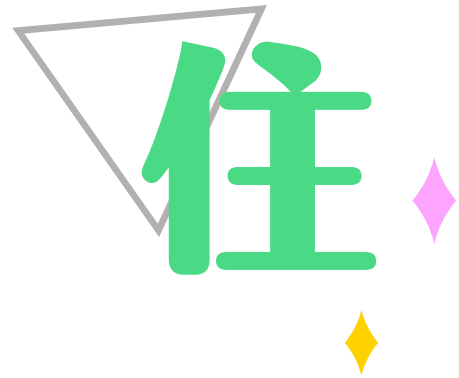
○ 衣



# 女性

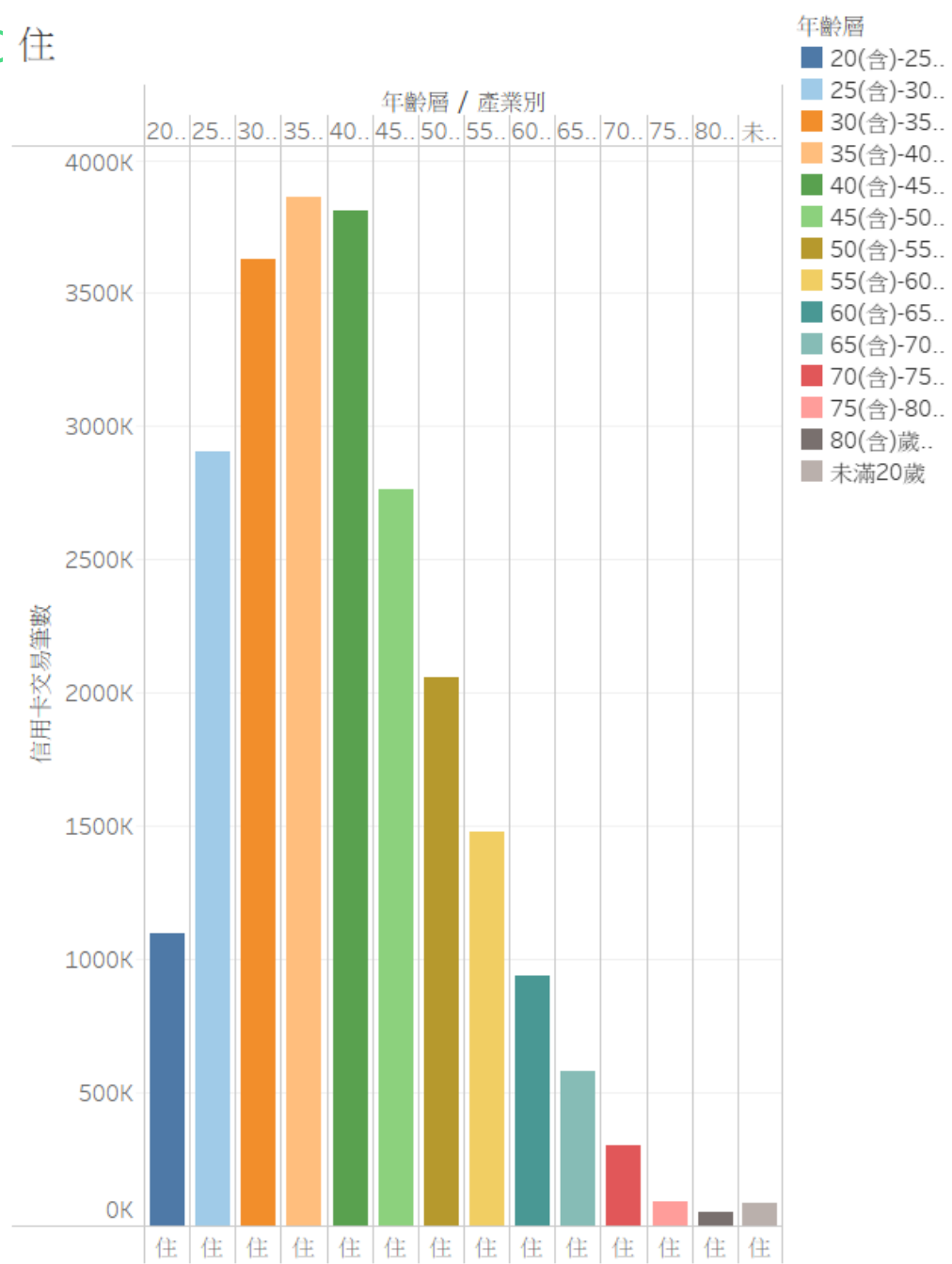
衣





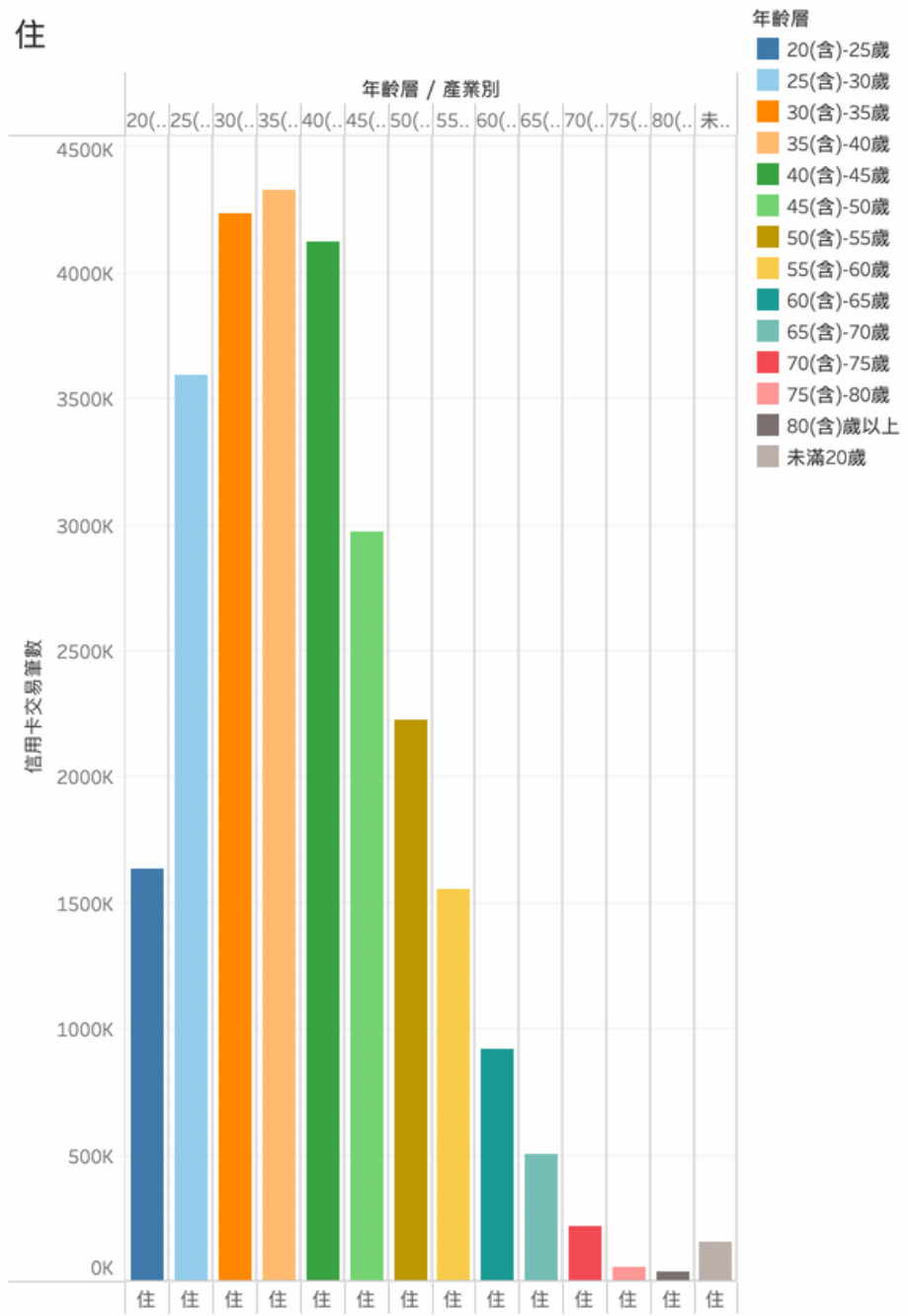
# 男性

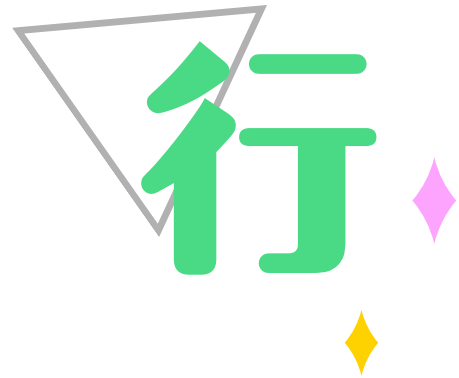
C 住



# 女性

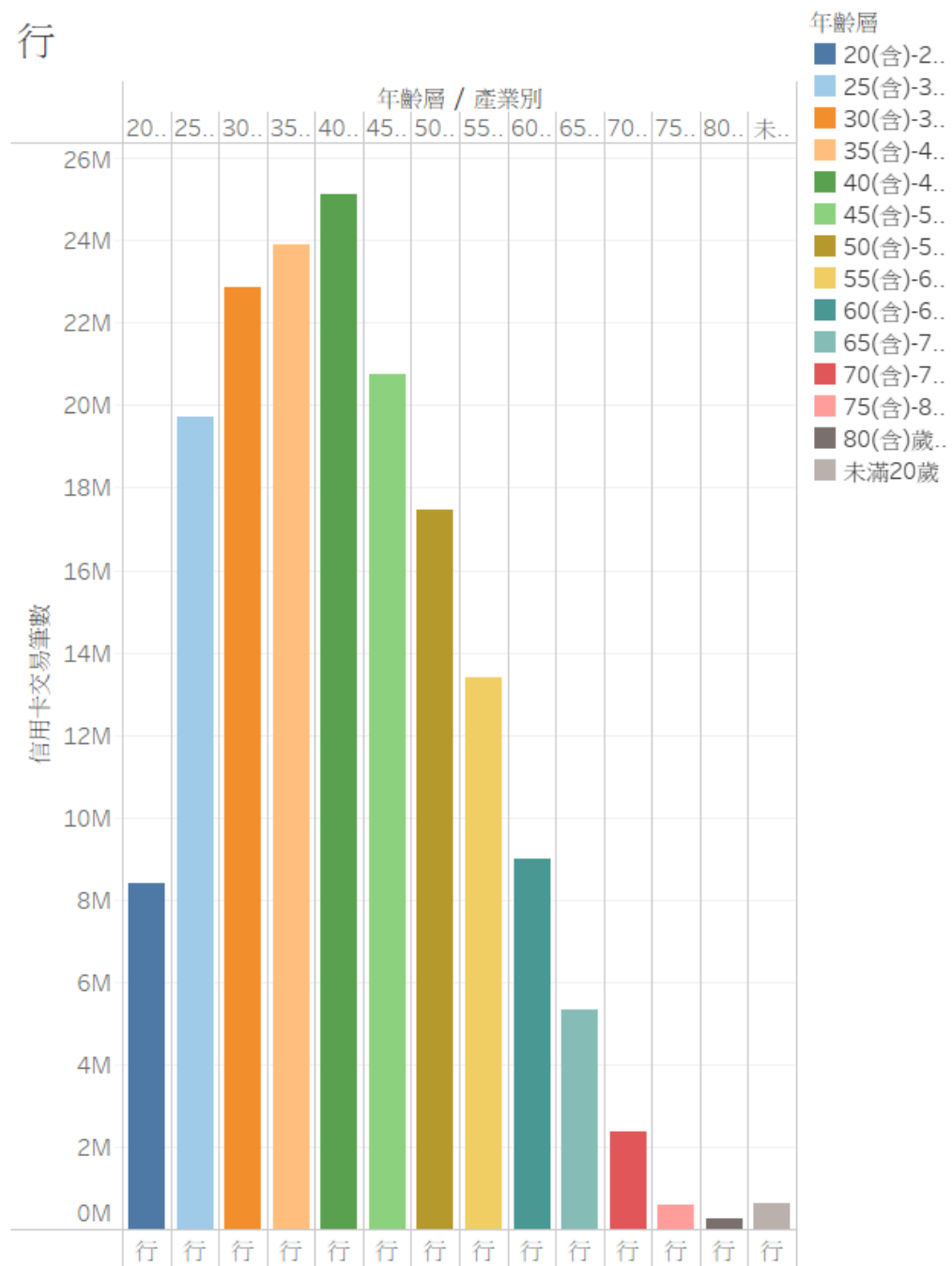
住





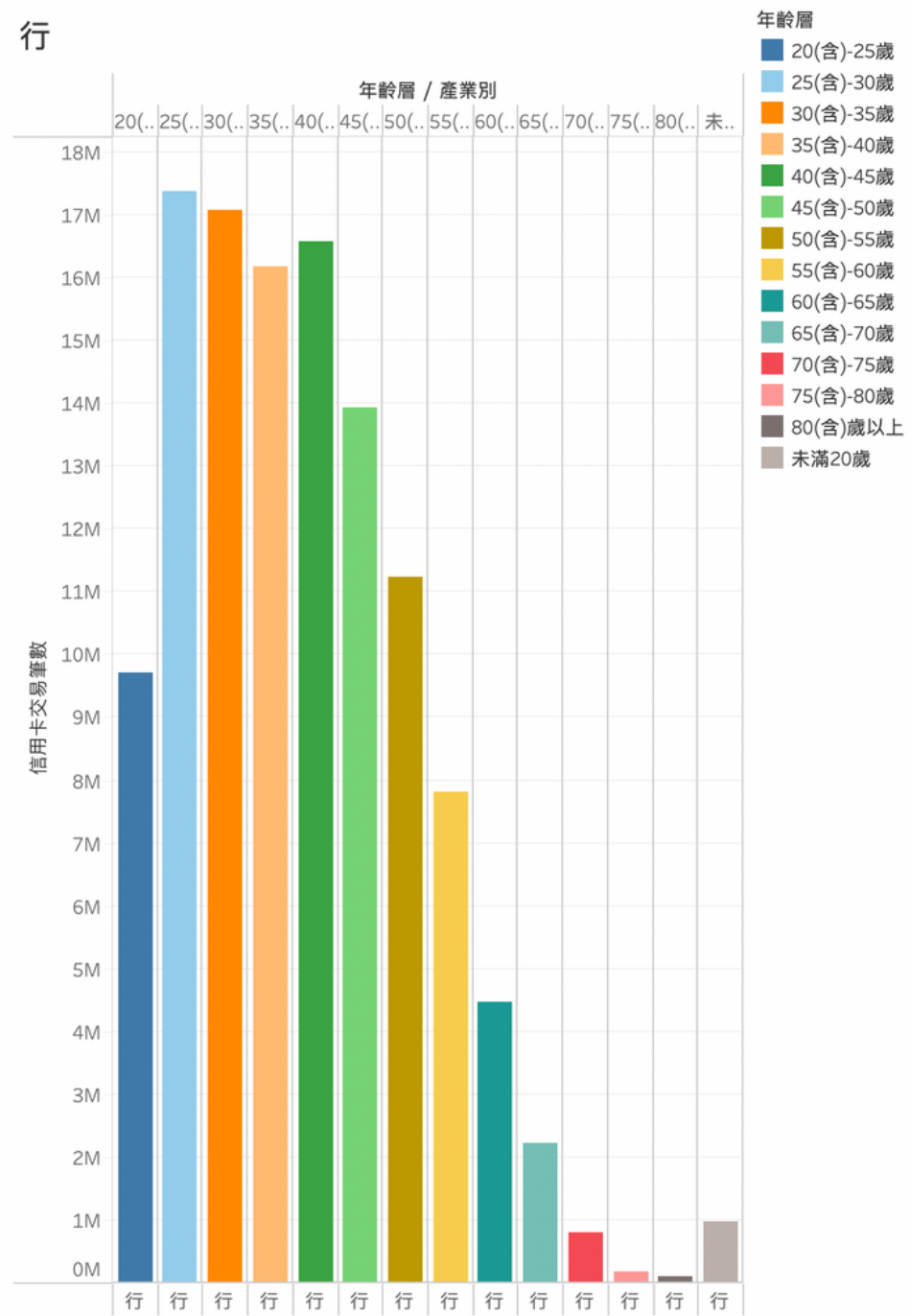
# 男性

○ 行



# 女性

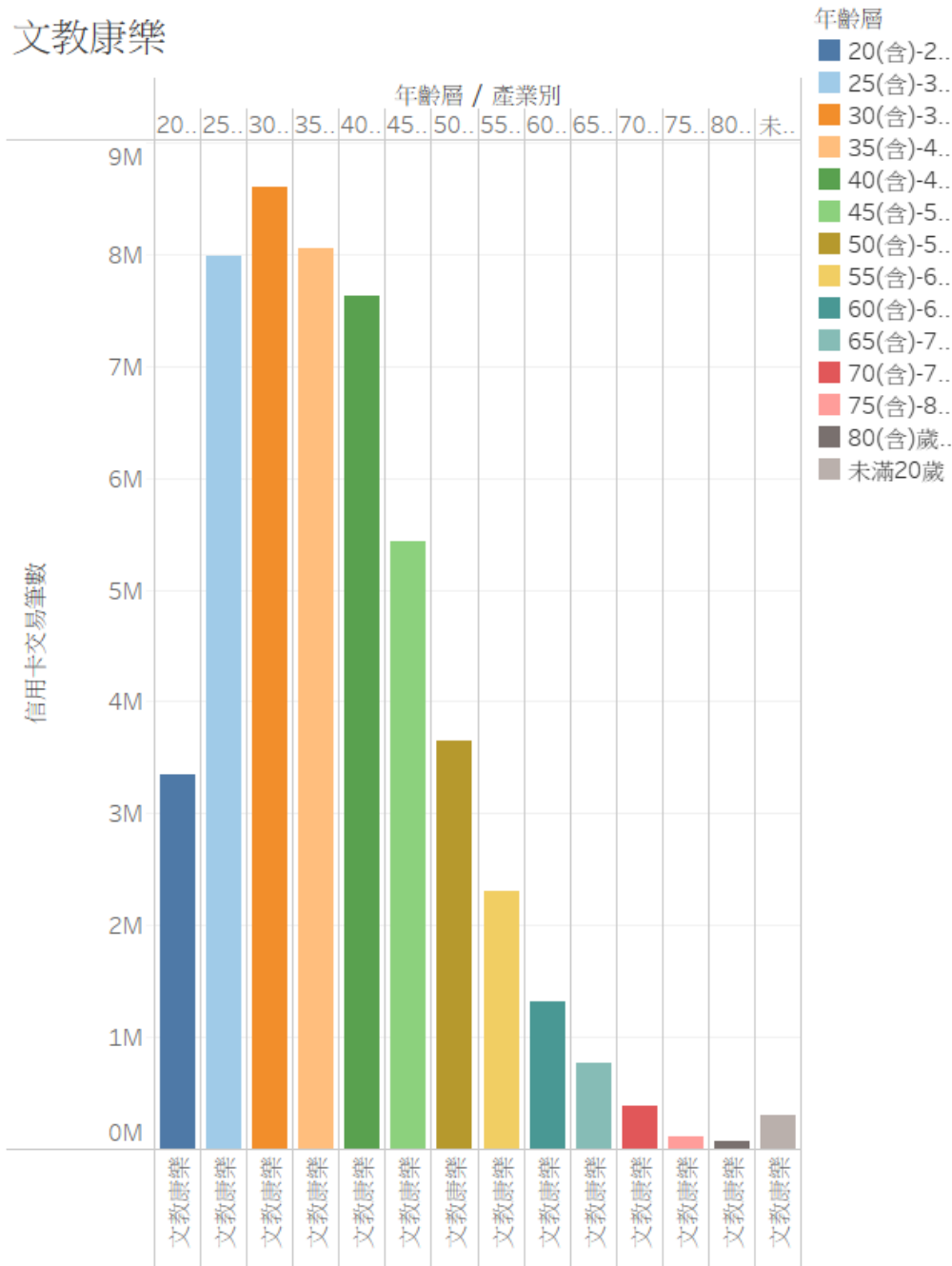
行



# 文教康樂

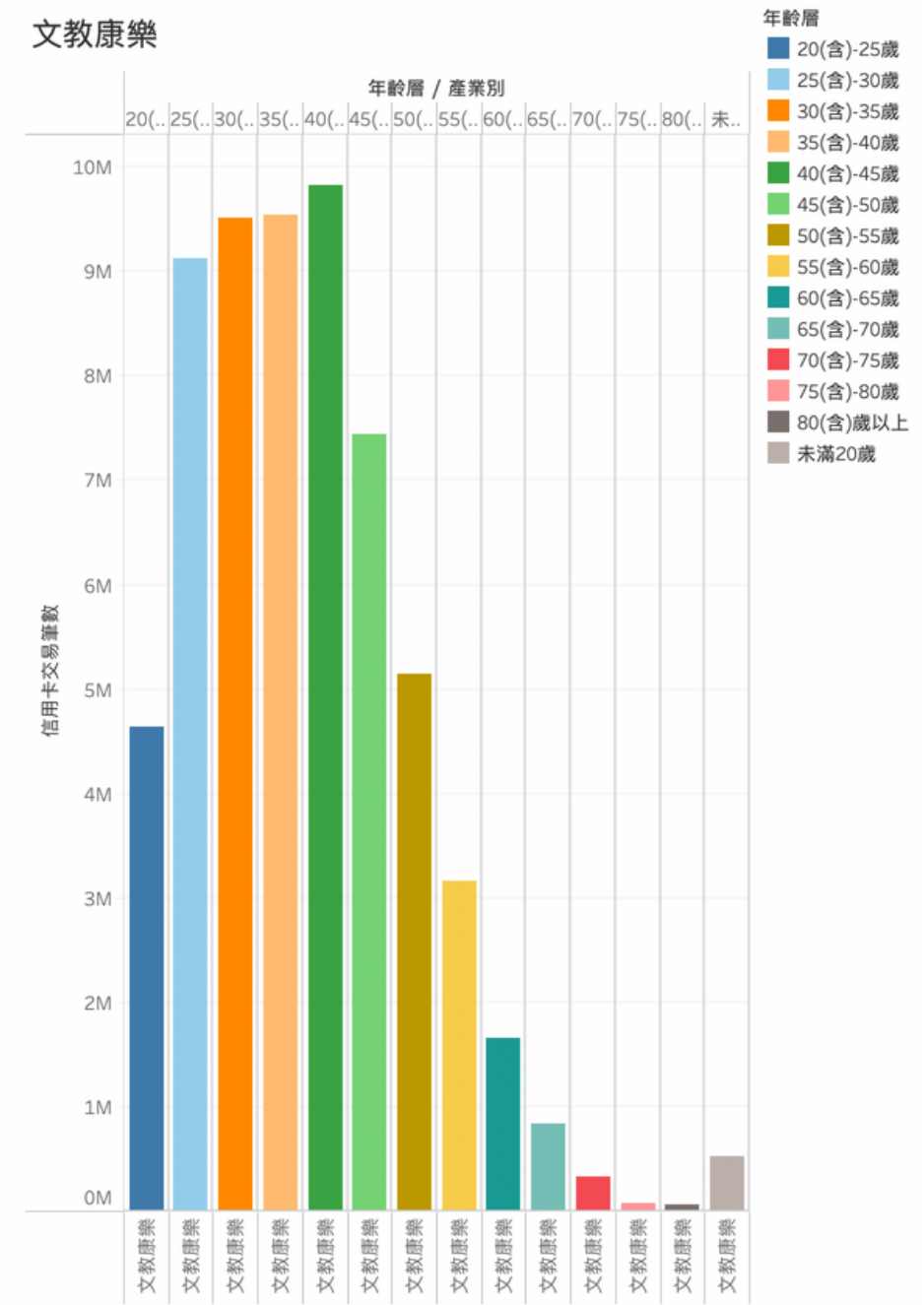
男性

文教康樂

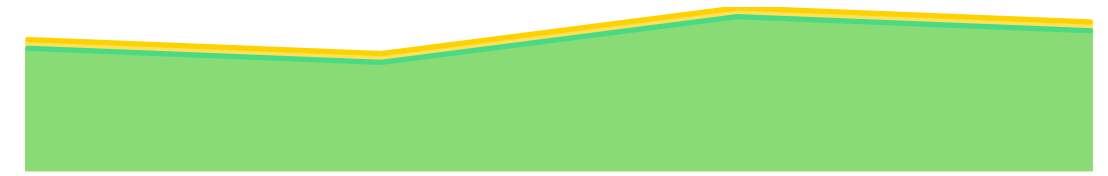


女性

文教康樂



# 總結-依年齡別



1. 「整體」交易筆數: 女性>男性

2. 「衣」交易筆數女性為男性的三倍

3. 「30代」為最大宗的交易筆數



Thank You

