

Customer Personality Analysis

Insights & Conclusions

Business Insights

- Marketing Focus: Moderate-income, high-expense customers for high ROI.
- Premium Offers: Target high-income, low-expense customers for upselling.

Summary

- Methodology: PCA + Agglomerative Clustering.
- Outcome: Segmented customers into 4 actionable clusters.
- Applications: Tailored marketing campaigns to maximize impact.