	IPr	ICp	ICl	IBr	income	age	sports	gradschl
seg.1.mean	17.55	28.24	29.96	24.03	62.17	49.09	0.36	0.10
seg.2.mean	48.10	18.06	15.92	17.35	49.96	42.77	0.30	0.17
seg.3.mean	21.90	9.86	48.85	19.34	61.36	45.91	0.84	0.49
ovr.mean	35.6	19.6	24.9	19.5	55.1	45	0.4	0.2
Cust	IPr	ICp	ICl	IBr	income	age	sports	gradschl
1	9	55	12	24	63	50	0	0
2	12	35	21	31	64	50	0	0
3	71	6	10	12	45	37	0	1
4	17	4	56	23	59	50	1	0
5	59	20	9	12	46	41	1	0
6	11	0	70	19	68	45	1	1
7	57	16	10	17	45	41	0	0
8	41	15	31	12	47	44	0	0
9	26	32	17	25	67	51	0	0
10	53	13	13	20	47	41	1	0

P1	P2	P3
0.703	0.202	0.095
0.555	0.403	0.042
0.009	0.968	0.024
0.614	0.062	0.324
0.125	0.633	0.243
0.254	0.015	0.731
0.006	0.991	0.004
0.058	0.912	0.030
0.434	0.512	0.054
0.006	0.991	0.003

	pPr10	pPr05	pCp12	pCp20	pCp32	pClD	pClF	pClE
seg.1.mean	4.90	7.00	2.36	5.34	5.29	1.00	4.42	7.00
seg.2.mean	5.93	7.00	2.96	6.24	3.43	1.00	4.30	7.00
seg.3.mean	5.00	7.00	2.36	5.63	5.09	1.00	4.08	7.00
ovr.mean	5.5	7	2.7	5.9	4.2	1	4.3	7
Cust	pPr10	pPr05	pCp12	pCp20	pCp32	pClD	pClF	pClE
1	3	7	1	7	6	1	2	7
2	6	7	1	7	6	1	6	7
3	6	7	7	4	1	1	3	7
4	6	7	7	1	3	1	5	7
5	4	7	1	7	2	1	3	7
6	5	7	1	7	7	1	4	7
7	7	7	1	7	7	1	3	7
8	6	7	1	7	2	1	6	7
9	5	7	1	5	7	1	6	7
10	7	7	6	7	1	1	5	7

P1	P2	P3
0.703	0.202	0.095
0.555	0.403	0.042
0.009	0.968	0.024
0.614	0.062	0.324
0.125	0.633	0.243
0.254	0.015	0.731
0.006	0.991	0.004
0.058	0.912	0.030
0.434	0.512	0.054
0.006	0.991	0.003

	pBrA	pBrB	pBrC
seg.1.mean	6.373777	3.450061	2.730355
seg.2.mean	3.809586	5.087992	2.747557
seg.3.mean	4.338208	1.631705	5.698965
ovr.mean	4.6	4.1	3.2
Cust	pBrA	pBrB	pBrC
1	7	5	1
2	7	5	1
3	1	3	7
4	7	1	5
5	3	1	7
6	3	1	7
7	3	7	1
8	5	7	1
9	7	4	1
10	3	7	1

P1	P2	P3
0.703	0.202	0.095
0.555	0.403	0.042
0.009	0.968	0.024
0.614	0.062	0.324
0.125	0.633	0.243
0.254	0.015	0.731
0.006	0.991	0.004
0.058	0.912	0.030
0.434	0.512	0.054
0.006	0.991	0.003