

Segments Features	Segment zero	Segment one	Segment two	Segment three
Income	High (Between 60,000 and 80,000)	Highest (Above 80,000)	Moderate (From 40,00 and 60,000)	Relatively Low (From 20,00 and 40,000)
Spendings	Relatively Moderate (Between 500 and 1,200)	Highest (Above 1,200)	High (From 200 and 500) (Have subset with high spending)	Relatively Low (Below two hundred)
Income/Spend	High Income / Moderate Spending	High Income / High Spending	Moderate Income / High Spending	Low Income / Low Spending
Age	Relatively Older (High Density between mid-forties and mid-60s)	Span of All Ages (High density between 50-75)	between 40s and middle 50s	Relatively Younger (High density between 25-50)
Education	Graduated with significant subset Postgraduate	Graduated with significant subset Postgraduate	Graduated with significant subset Postgraduate (Higher than other segments)	Span of all education levels (High density for Graduated)
Customer Period	High Customer Periods (Moderate Spendings ranges from 500 – 1500)	Newly and Moderate Customer Periods (High Spendings ranges from 750 – 2000)	Newly Customers (Relatively Low Spendings)	Span of All Customer Periods (Low Spendings less than five hundred)
Is Parent	Mostly a Parent	Mostly not a Parent	Mostly a Parent	Mostly a Parent
Partner with	Mostly is living with a partner with significant subset living alone	Mostly is living with a partner with significant subset living alone	Mostly is living with a partner	Mostly is living with a partner
Teen home	Have no more than 1 Teen. (Mostly 1 Teen)	Mostly Have No Teens	Have no more than 1 Teen. (Mostly 1 Teen)	Mostly Have No Teens
Kid home	Mostly Has No Kids (or 1) (Moderate Spendings ranges from 500 – 1500)	Has no more than one. (Mostly no kids) (High Spendings ranges from 750 – 2000)	(Mostly has one kid) (Low Spendings maximum five hundred)	(Mostly has one kid) (Low Spendings less than five hundred)
Children	Mostly Have Only 1 Child (Most probably 1 Teen)	Mostly Have No Children	Mostly Have 1 or 2 Children (Most probably 1 Kid and 1 Teen)	Mostly Have Only 1 Child (Most probably 1 Kid)
Family Size	Mostly three with significant subset two	Mostly two with significant subset one	Mostly three with significant subset four	Mostly three with significant subset two

Features	Segment zero	Segment one	Segment two	Segment three	Notes
Campaign one	Mostly Declined. (2 nd Highest accepted)	Highest to accept. (But with large subset declined)	Mostly Declined.	Mostly Declined.	Mostly Not a Successful Campaign.
Campaign two	Mostly Declined. (With Very small subset accepted *second*)	Mostly Declined. (With Very small subset accepted)	Mostly Declined.	Mostly Declined.	Mostly Not a Successful Campaign.
Campaign three	Mostly Declined. (Slight increase in acceptance numbers relative to last campaign)	Mostly Declined. (Slight increase in relative acceptance numbers)	Highest to accept. (But with large subset declined)	Mostly Declined. (But with high increase in the acceptance numbers relative to last campaign)	Significant Increase in acceptance numbers of the campaign within all segments.
Campaign four	Highest to accept. (But with large subset declined)	Mostly Declined. (Slight increase in acceptance numbers relative to last campaign)	Mostly Declined. (But with slight decrease in the acceptance numbers relative to last campaign)	Totally Declined	Significant Increase in acceptance numbers of the campaign except segment three which totally declines it.
Campaign five (Response)	High Decline. (Slight decrease in acceptance numbers relative to last campaign)	Highest to accept. (But with large subset declined)	High Decline. (Slight increase in acceptance numbers relative to last campaign)	Mostly Declined. (But with high increase in the acceptance numbers relative to last campaign)	Appears to be the most successful campaign but need to work more on reasons that segment zero does not like it the most.
Complain	Mostly Not Complaining (Very small number of complains)	Mostly Not Complaining (Not Complaining at all)	Mostly Not Complaining (Highest Number of Complains relative to other segments)	Mostly Not Complaining (Very small number of complains)	Overall, the number of complains is small and satisfying within all segments

Features \ Segments	Segment zero	Segment one	Segment two	Segment three
Deals Purchases	High Purchases through deals.	Mostly do not purchase through deals. (Except a small subset whose usage is moderate to high usage)	High Purchases through deals.	Low to moderate Purchases through deals.
Catalog Purchases	Relatively Moderate Purchases.	High Purchases.	Low Purchases. (Except a small subset whose Purchases is moderate to high usage)	Low Purchases.
Store Purchases	Moderately High	High	Low	Very Low
Web Purchases	High	Moderately High	Moderate	Very Low
Web Visits/Month	Moderate	Low	Moderately High	High (With a subset that have extremely high number of visits)

0

1. Maintain a **high level of income** while practicing **moderate spending habits**.
2. Considerably **advanced** in age.
3. **Highly likely** to possess a **graduate degree**, with a **smaller proportion** holding **postgraduate** qualifications.
4. Mostly a **parent**, with some being a **single parent**.
5. Has **one child**, who is most likely a **teenager**.
6. Has a family size of **no more than three people**, with some having a family size of **two** (probably single parent).
7. Has been a **customer** of the company for a relatively **long period of time**.
8. Marketing campaigns such as **Campaign four** and **Campaign five** are anticipated to generate significant interest among this group.
9. Exhibit a **high to moderate** overall purchase rate, with a preference for utilizing **deals** and the **website** as primary shopping methods.

1

1. Maintain a **high level of income** while practicing **high spending habits**.
2. **Span of all ages**.
3. **Highly likely** to possess a **graduate degree**, with a **smaller proportion** holding **postgraduate** qualifications.
4. **Majority** are **not parents and live with a partner**, but a **significant minority** live **alone**.
5. Has a **maximum of one child** (for small subset of parents in the group).
6. Has a family size of **no more than two people**, with some having a family size of **one** (lives alone).
7. Has been a customer for a relatively **short or moderate** period.
8. Marketing campaigns such as **Campaign one** and **Campaign five** are anticipated to generate significant interest among this group.
9. Have a **moderately high** purchase rate, with most purchases made through **catalogs or in-store**, rather than through websites or deals.

2

1. Maintain a **moderate level of income** while practicing **high spending habits**.
2. Have an estimated age between **40 and middle 50s years old**.
3. **Highly likely** to possess a **graduate degree**, with a **greater percentage** holding **postgraduate** qualifications than any other segment.
4. Mostly a **parent**.
5. Has **no more than 2 children**, who is most likely a one **teenager** and other is **younger child**. (Majority have **teenager** in case of **one** Child)
6. Mostly has a family size of **three people**, with significant proportion has family size of four, and a few have **five** people no more.
7. Mostly has been a **customer** of the company for a relatively **short** period of time.
8. Marketing campaigns like Campaigns **Three, Five, and Four** (albeit with a lower impact), are expected to generate significant interest among this group.
9. Customers make a **moderate** purchase rate, with a preference for **deals and the website**. They tend to make **low** purchases from **stores** or based on **catalogs**.

3

1. Maintain a **low level of income** while practicing **low spending habits**.
2. Relatively **younger** in age.
3. **Majority** is likely to have a **graduate degree**, with a **notable minority** having only **basic education**.
4. Mostly a **parent** Living with a **partner**.
5. Has **one child**, who is most likely a **kid**.
6. Has a family size of **no more than three people**, with some having a family size of **two** (probably single parent), and a few have **four** people at max.
7. **Span of All Customer Periods**.
8. Marketing campaigns like Campaigns **five, three** (albeit with a lower impact), are expected to generate significant interest among this group.
9. Demonstrate a **low overall purchasing rate**, characterized by a tendency to utilize promotional **offers and catalog-based purchases**, accompanied by a notably **high rate of website visits**.