<u>Customer Segmentation</u> <u>Analysis</u>

Target Cluster

- The target group would be cluster 1 which has the highest Spending Score and also the highest Income.
- 54% of cluster shoppers are women. We should look for ways to attract these customers using a marketing campaign targeting popular items in this cluster.
- Cluster 2 represents an interesting opportunity to market to the customers for sales event on popular items.

