

Cluster

Total customers

2.240

Average Income

\$51.865,87

Average Wine Spending

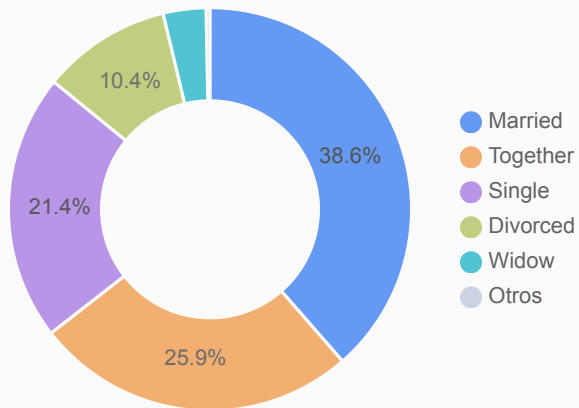
\$302,11

Recency in days

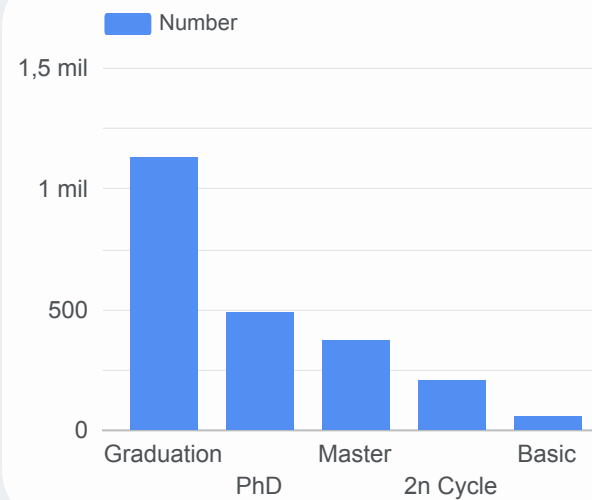
49,11

Customer Personality Analysis - Customer Segmentation & Dashboard Project Description

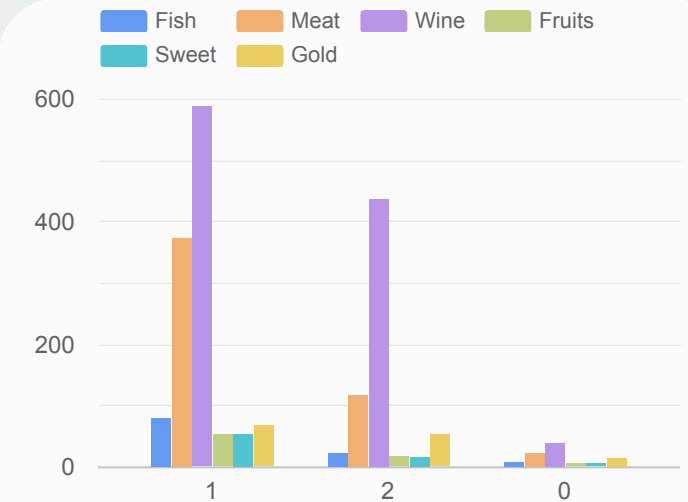
Marital Status Percentage



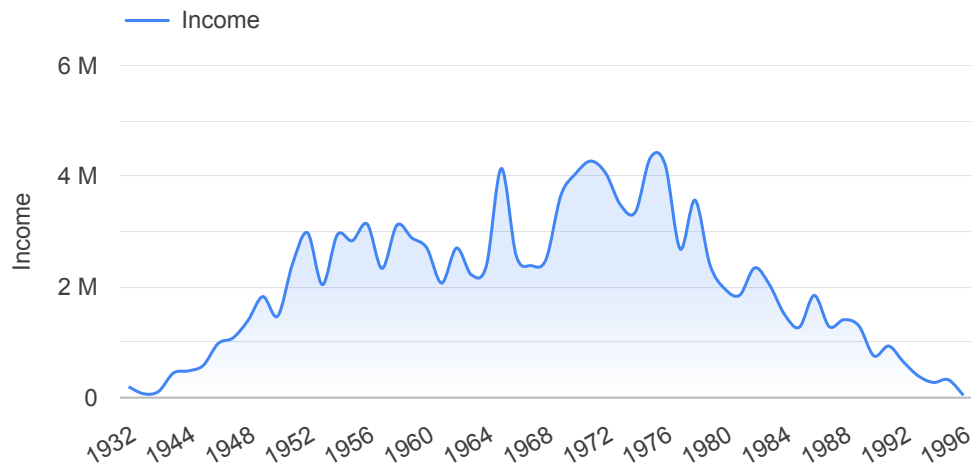
Customer Education Level Distribution



Average Spending by Product Categories



Income by Year birth



Customer Segmentation Heatmap: Cluster, Education & Key Met...

Cluster ▾		Education	Income	Total Spending	Total purchases
1.	2	PhD	58.459,21	723,18	17,04
2.	2	Master	55.500,99	642,56	16,32
3.	2	Graduation	54.841,43	594,09	15,8
4.	2	2n Cycle	54.538,57	608,46	15,57
5.	2	Basic	30.721	481,25	16
6.	1	Graduation	74.070,72	1.122,65	19,39
7.	1	PhD	75.127,43	1.262,32	19,53

Cluster ▾

Purchase Frequency
12,48

Deals Utilization Rate
0,16

Multi-Channel Customers
0,98

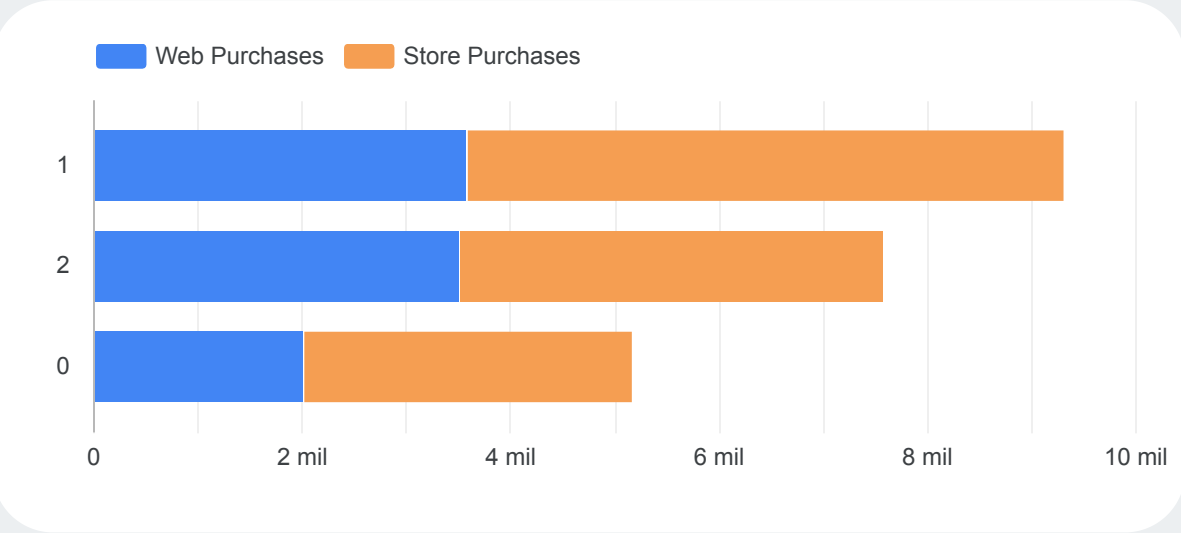
Complaint Rate
0,94

Overall Response Rate
14,91

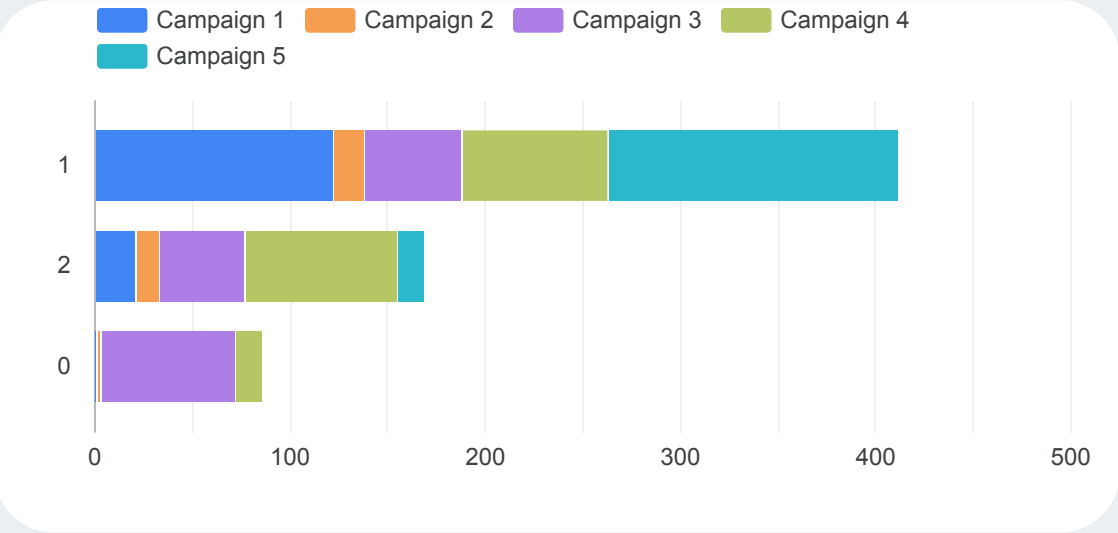
	Cluster	Deals purchases	Catalog purchases	Recency ▾	Complain	Web visits month	Response
1.	1	1,44	5,66	49,96	5	3,05	170
2.	0	1,9	0,53	49,54	12	6,35	87
3.	2	3,7	2,74	47,31	4	6,11	77

1 - 3 / 3 < >

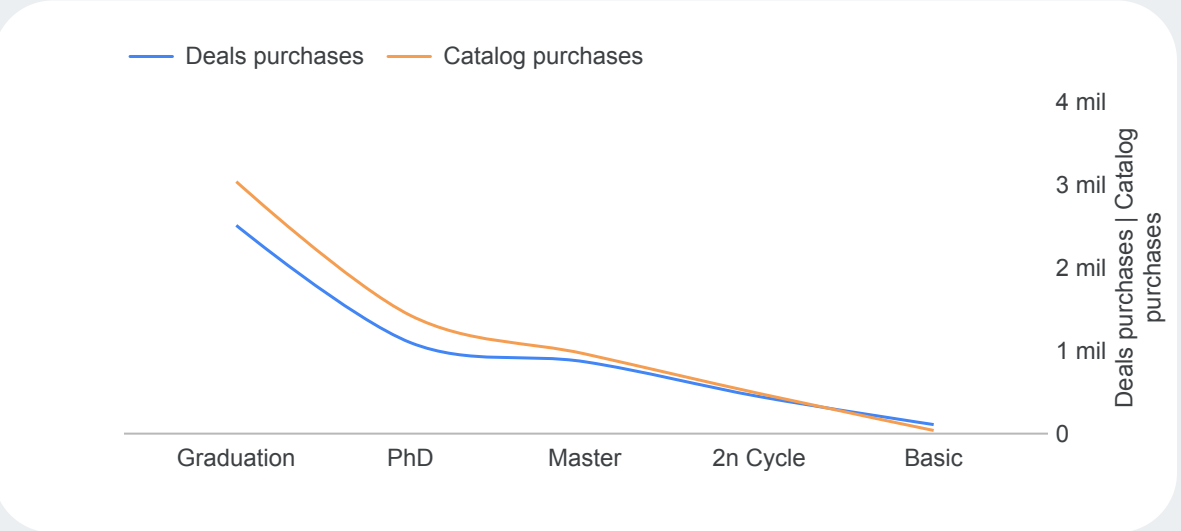
Channel Preference by cluster



Marketing Campaign Acceptance



Deals purchases y Catalog purchases by Education Level



Total Number of Purchases by Birth Year

