

The background is a solid dark blue. It features decorative elements: on the left, two overlapping light blue circles; on the right, a series of light blue triangles and a larger light blue circle, all arranged in a geometric pattern.

# Analyse typologiques des clients

# Contexte

*Westfield*  
LA PART-DIEU

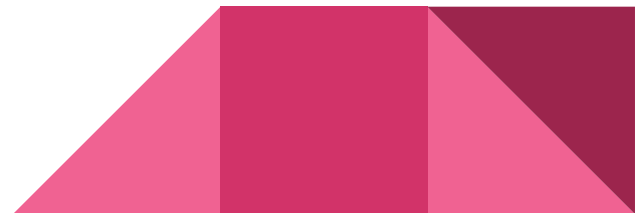
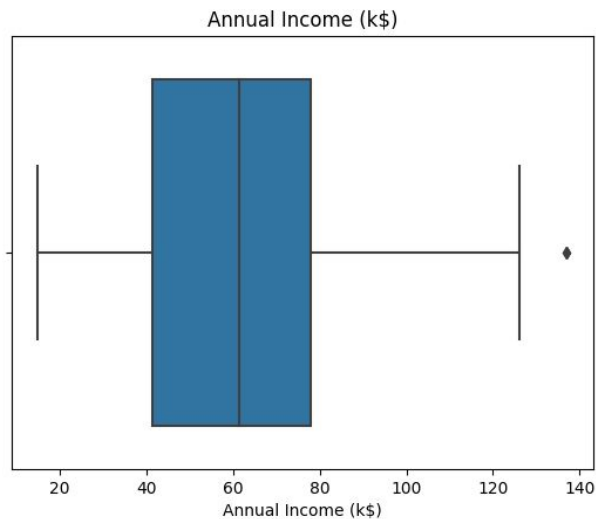


# Les données

200 clients, 5 features

Pas de duplicatas ou de valeurs manquantes

Outliers

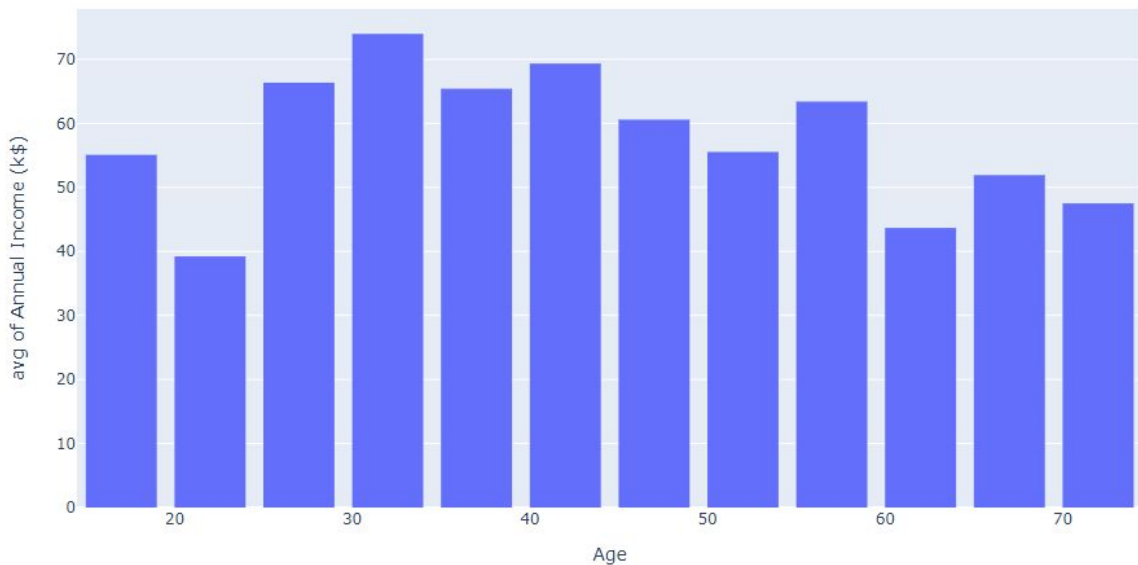


# KPI

Age moyen ~ 38 ans

Score de dépense moyen : 50

Revenu annuel moyen > 60k



# Ce que nous avons Obtenu



**Champion**



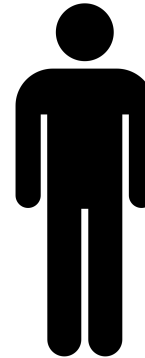
**Can't lose them**



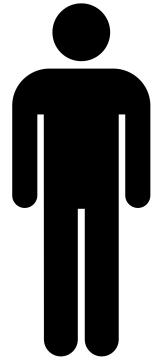
**Loyal**



**Potential**



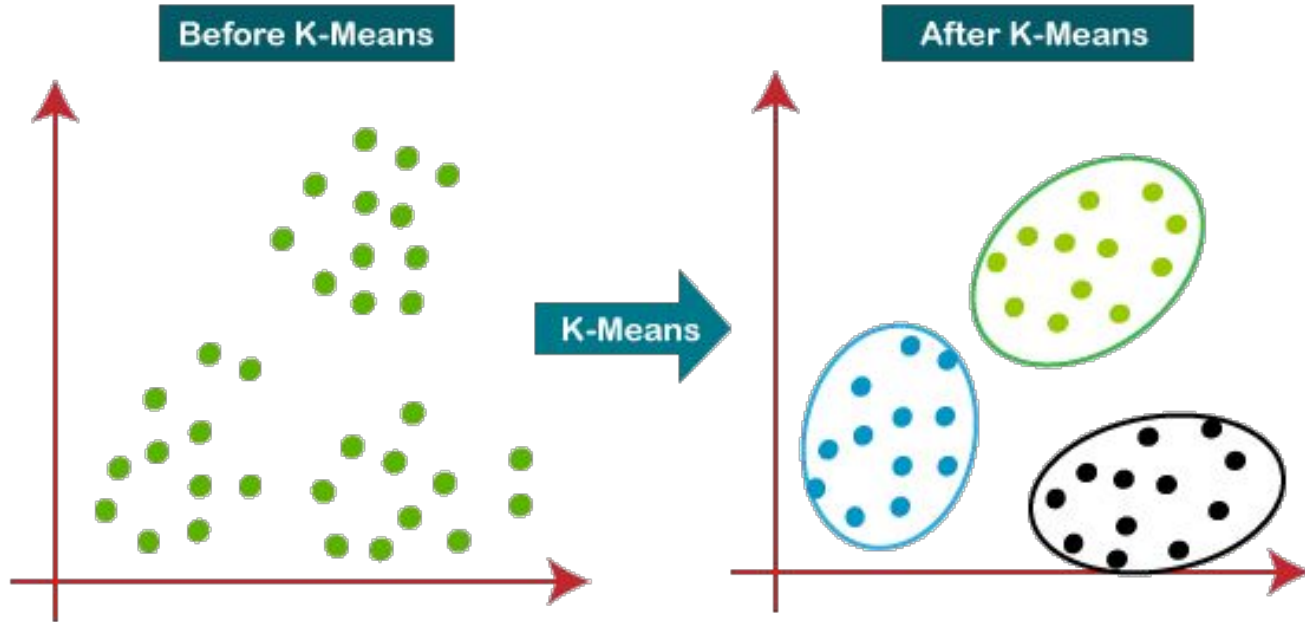
**Not  
targeted**



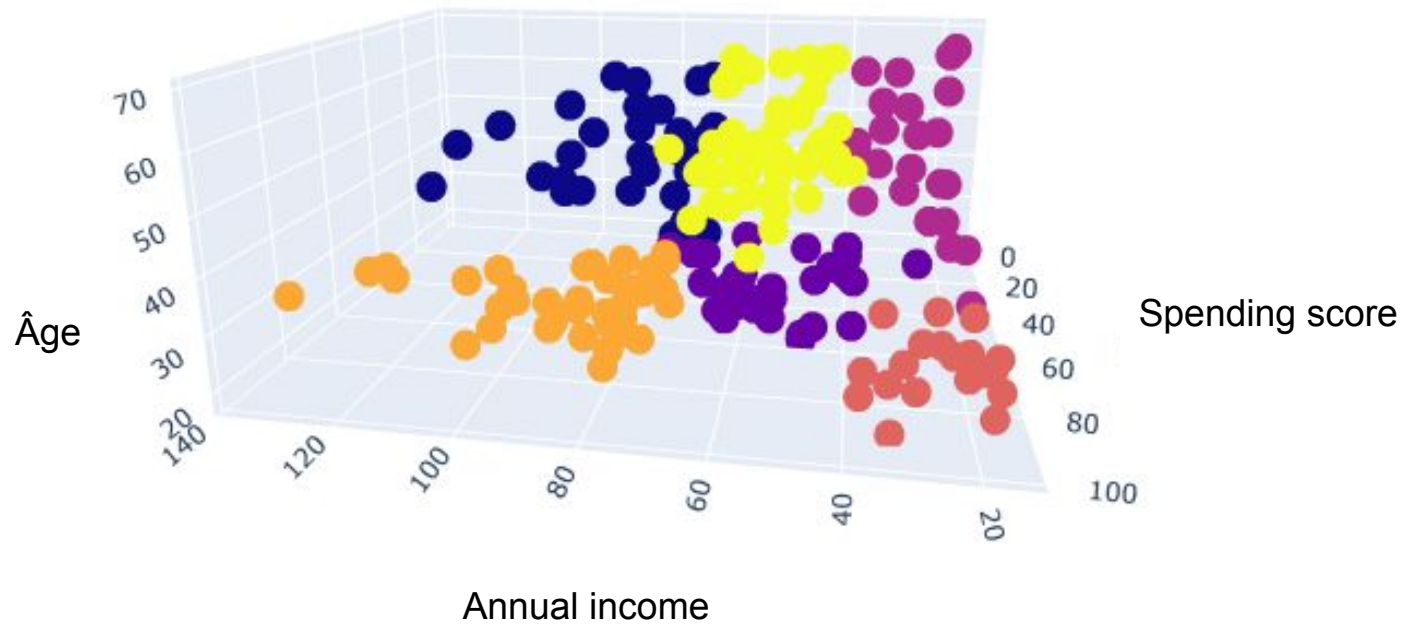
# Machine learning



# Regroupement par K-means clustering

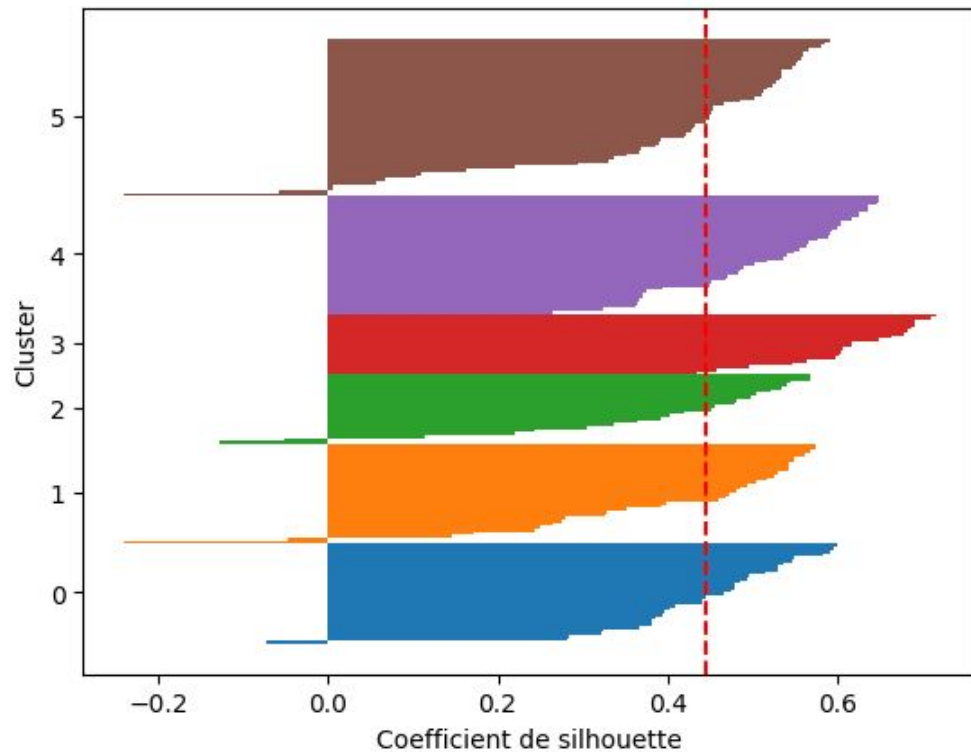
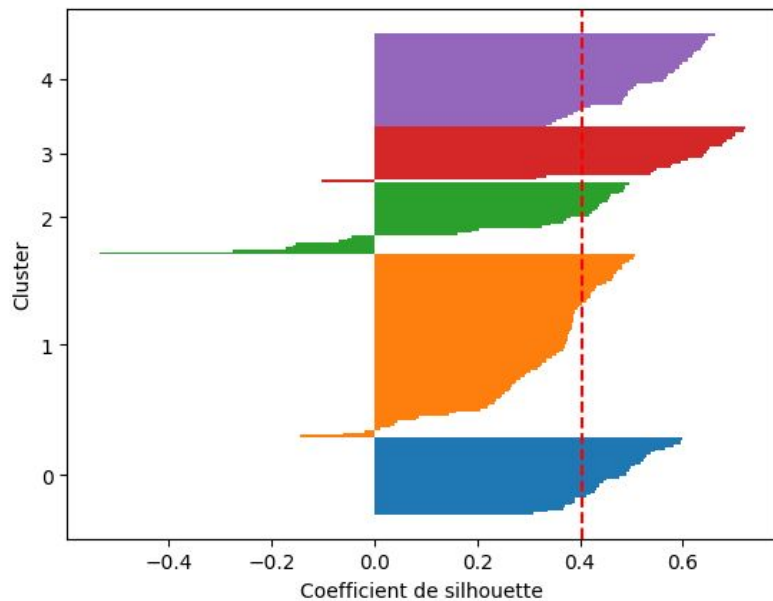


# KMeans





# Silhouette score

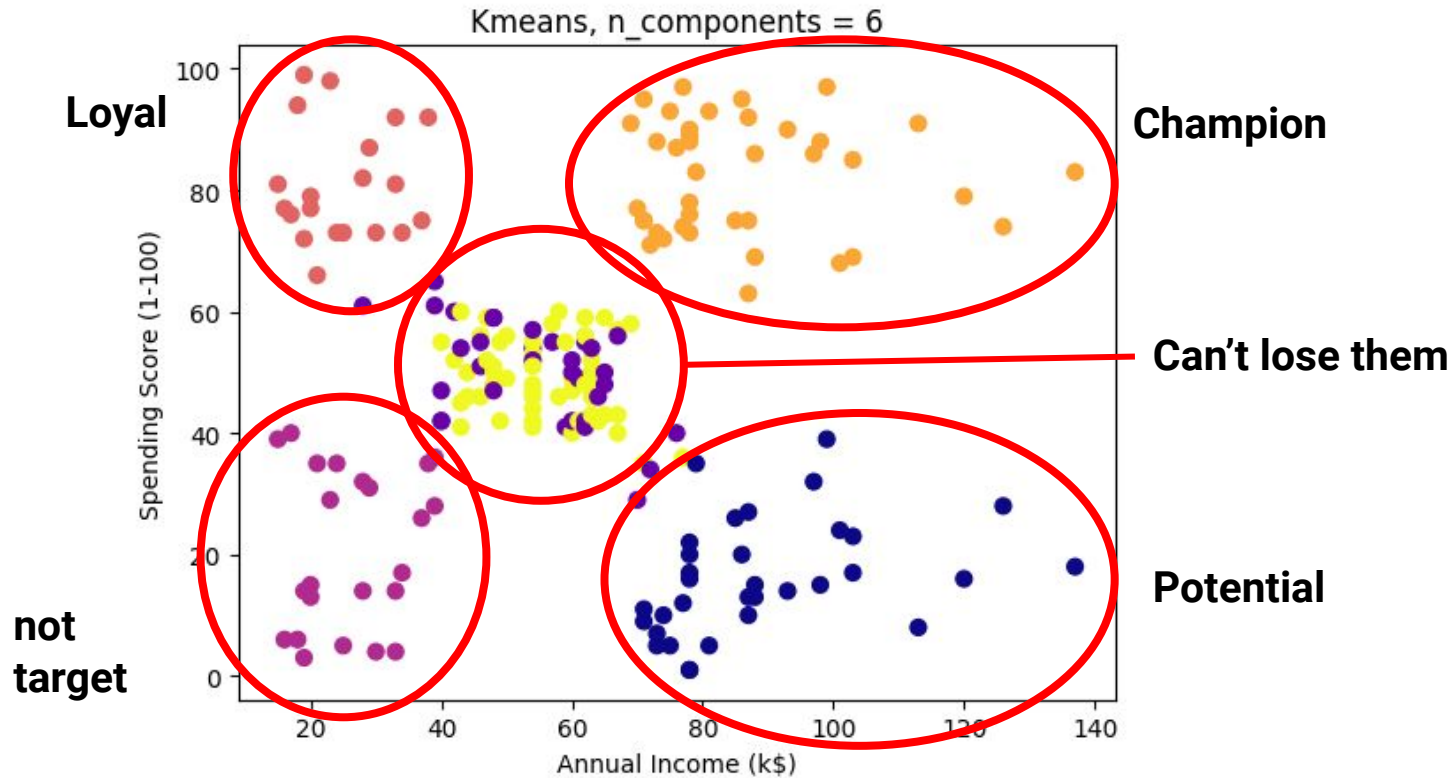


# Comparatif des modèle silhouette score

K-means	0.45
Gaussian	0.44
Spectral	0.22
Hiérarchique	0.38
DBscan	0.22



# Perspectives



MERCI

