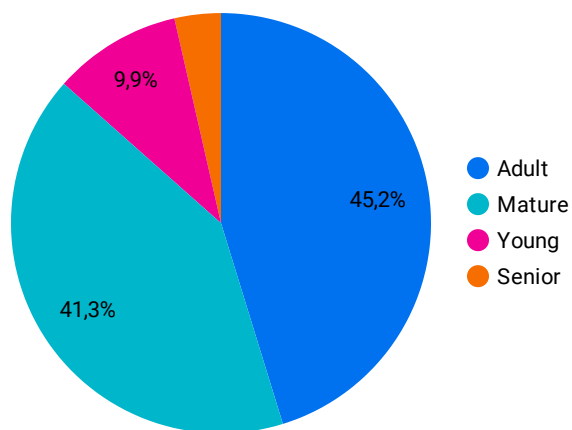
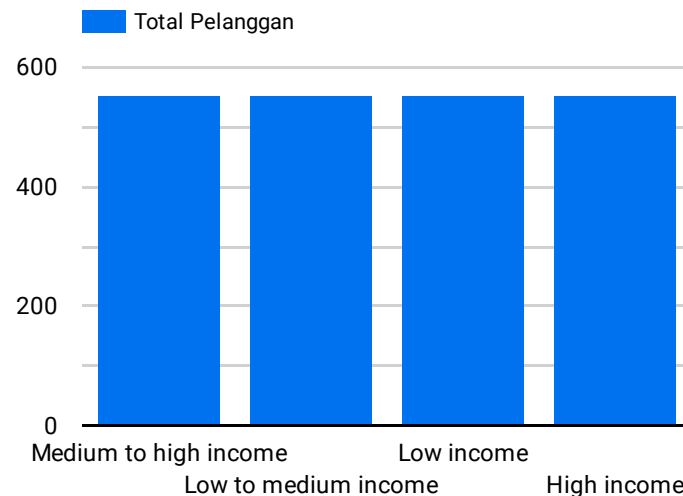


Age Group Segment



● Adult  
● Mature  
● Young  
● Senior



Total Pelanggan

2.215

Fish

83.397

Meat

370.045

Deals Purchase

5.145

Fruits

58.391

Sweets

59.895

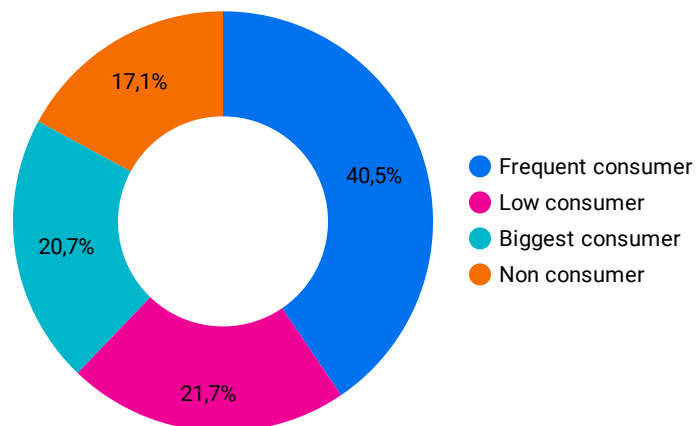
Gold

97.415

Wines

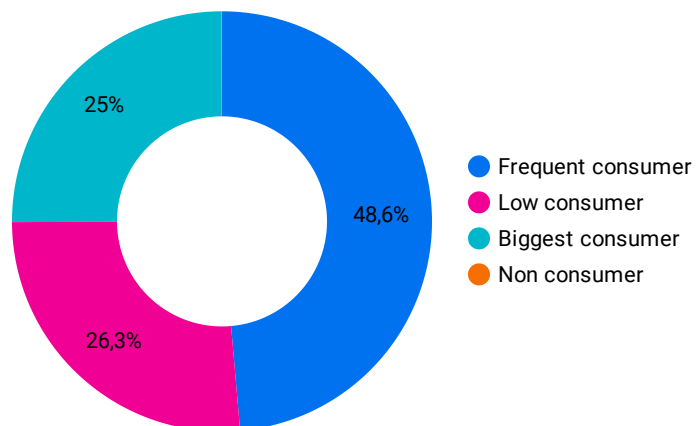
676.074

Fish Product Segment



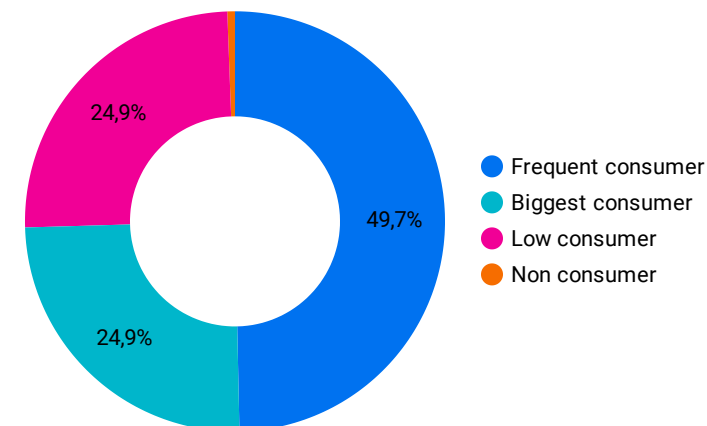
● Frequent consumer  
● Low consumer  
● Biggest consumer  
● Non consumer

Meat Product Segment



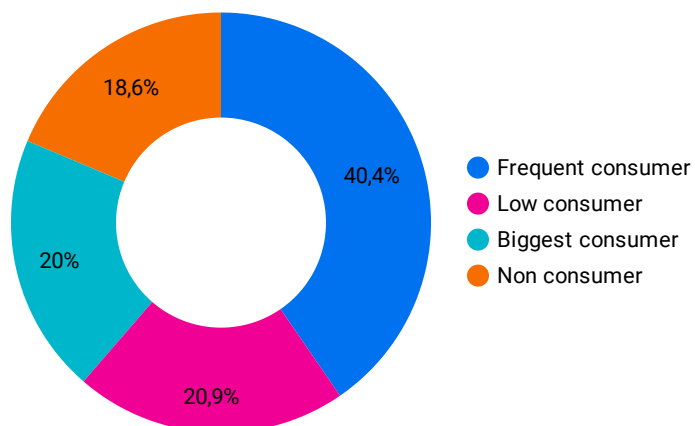
● Frequent consumer  
● Low consumer  
● Biggest consumer  
● Non consumer

Wine Product Segment



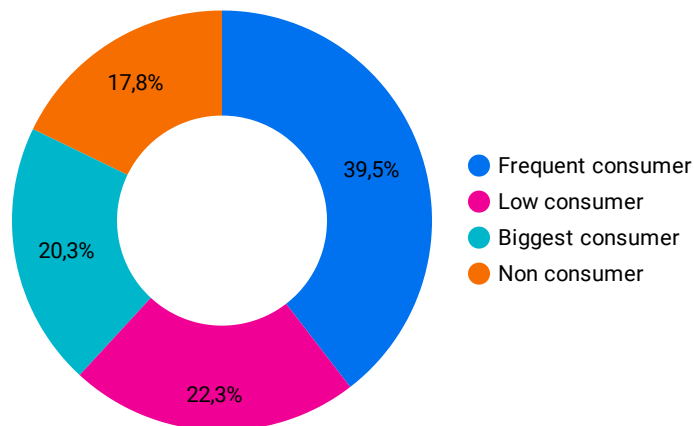
● Frequent consumer  
● Biggest consumer  
● Low consumer  
● Non consumer

Sweet Product Segment



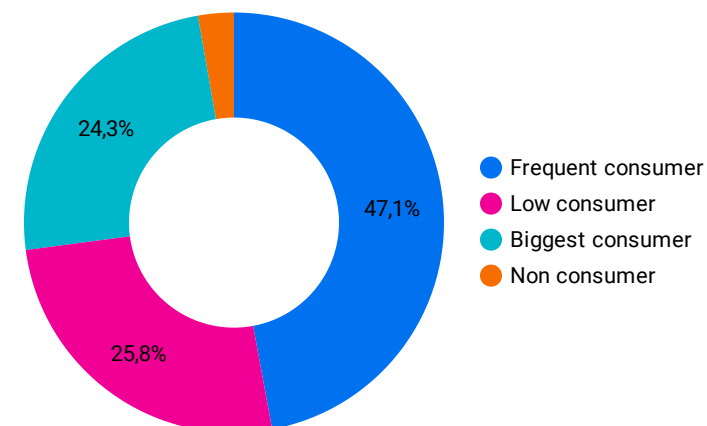
● Frequent consumer  
● Low consumer  
● Biggest consumer  
● Non consumer

Fruit Product Segment

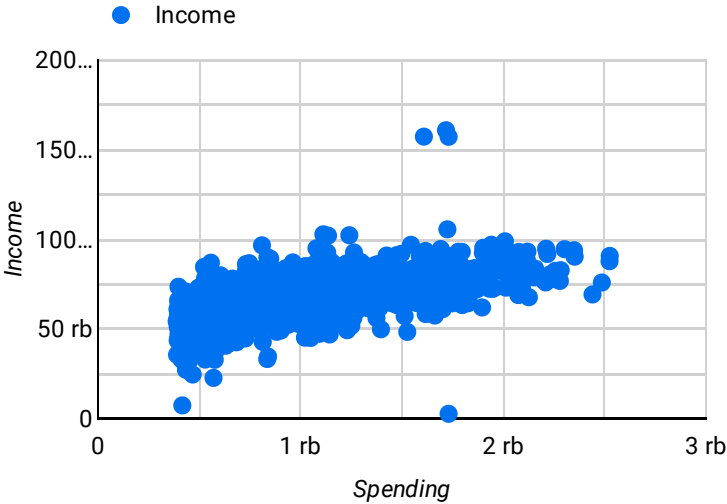


● Frequent consumer  
● Low consumer  
● Biggest consumer  
● Non consumer

Gold Product Segment



● Frequent consumer  
● Low consumer  
● Biggest consumer  
● Non consumer



Record Count  
2.215

Total Spending  
1.345.217

Fish  
83.397

Meat  
370.045

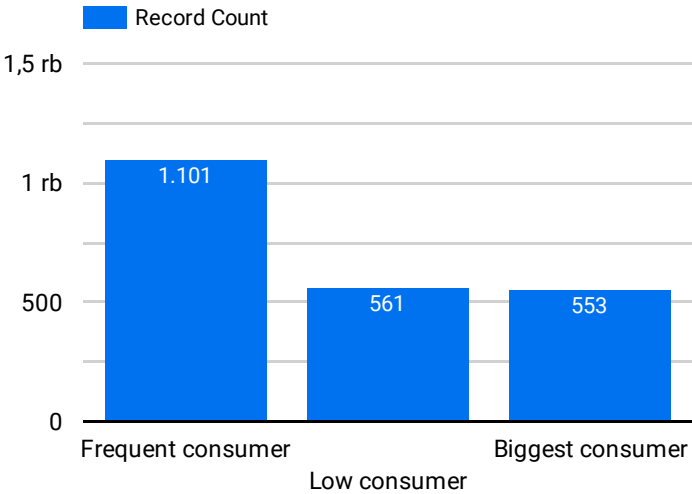
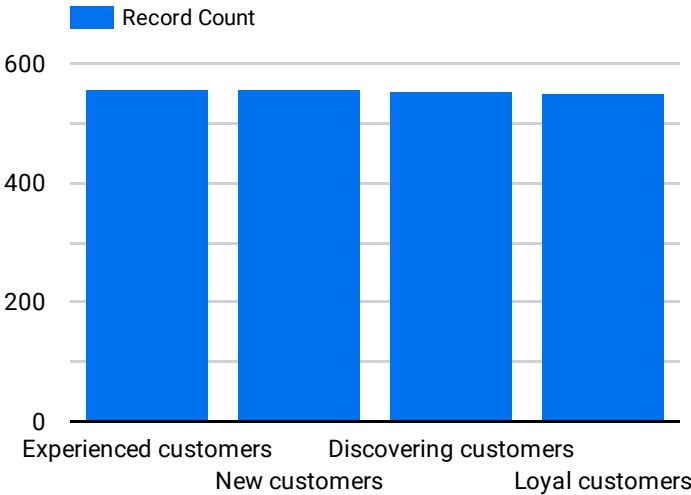
NumDealsPurchases  
5.145

Fruits  
58.391

Sweets  
59.895

Gold  
97.415

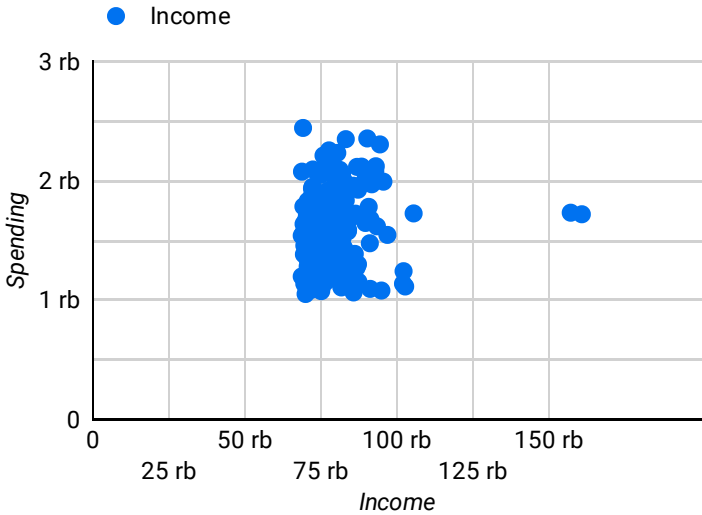
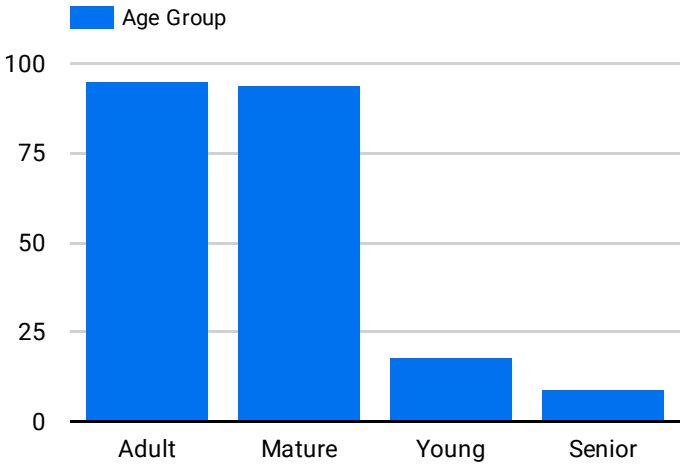
Wines  
676.074



**SUPER CUSTOMERS** (HIGH INCOME (Income > 68.487), HIGH SPENDING (Spending > 1048) , More than 1 year Customer (Loyalty\_Duration > 15,06)

TOTAL CUSTOMERS A  
**216**

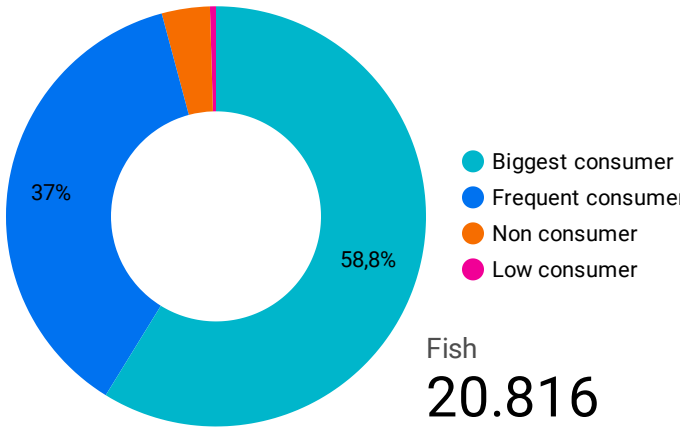
Loyalty\_group: Loyal customers, ... (2) ▾



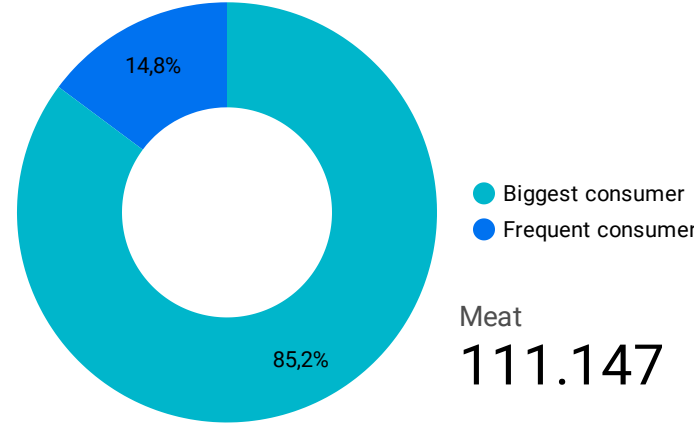
NumDealsPurchases  
**2.977**

Spending  
**344.671**

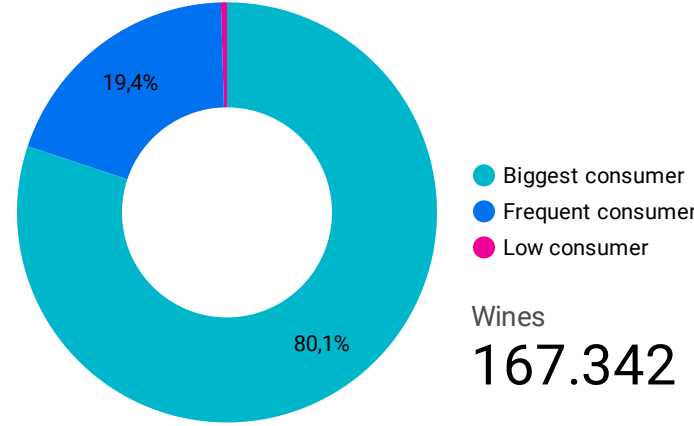
Fish Product Segment



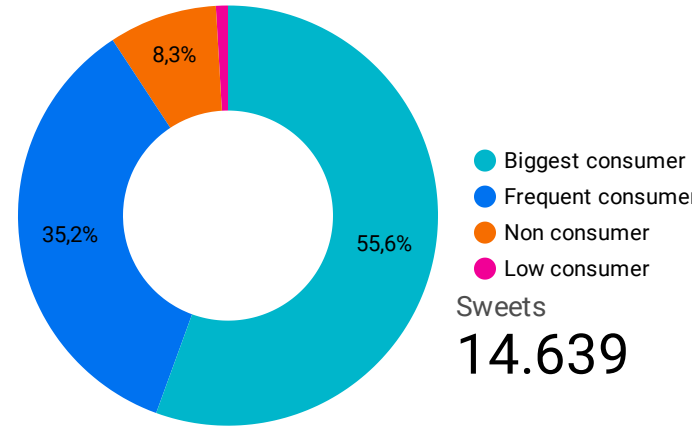
Meat Product Segment



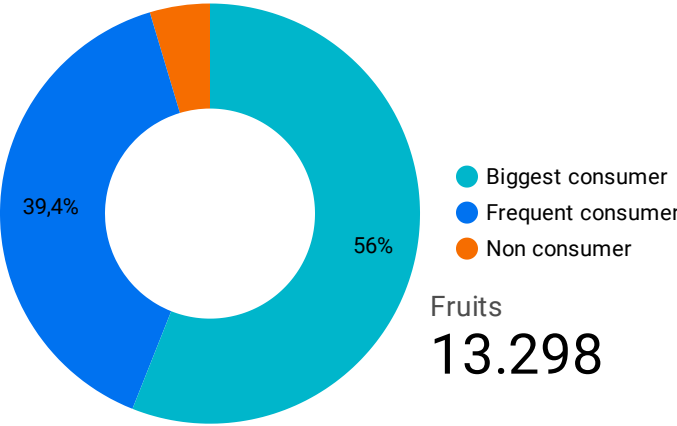
Wine Product Segment



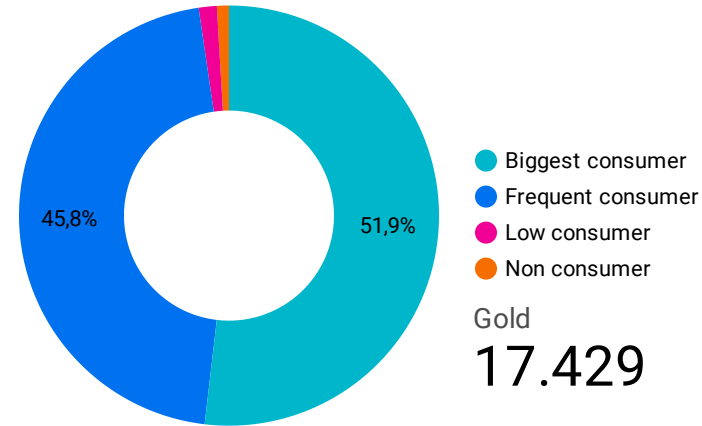
Sweet Product Segment



Fruit Product Segment



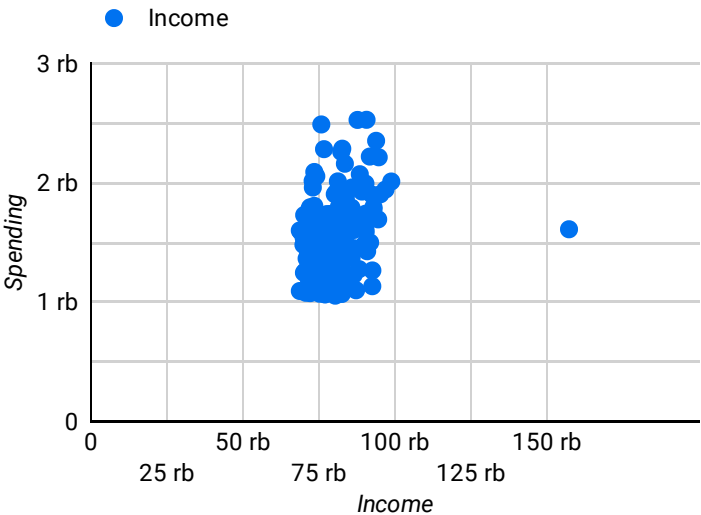
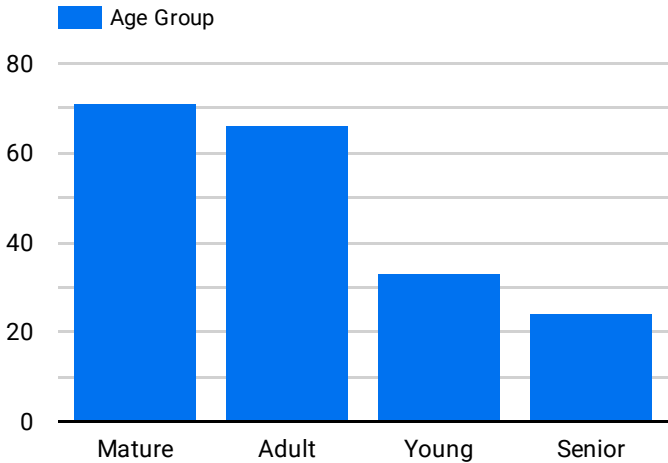
Gold Product Segment



**CUSTOMERS B** (HIGH INCOME (Income > 68.487), HIGH SPENDING (Spending > 1048) , Less than 1 year(Loyalty\_Duration < 15,06))

TOTAL CUSTOMERS B  
194

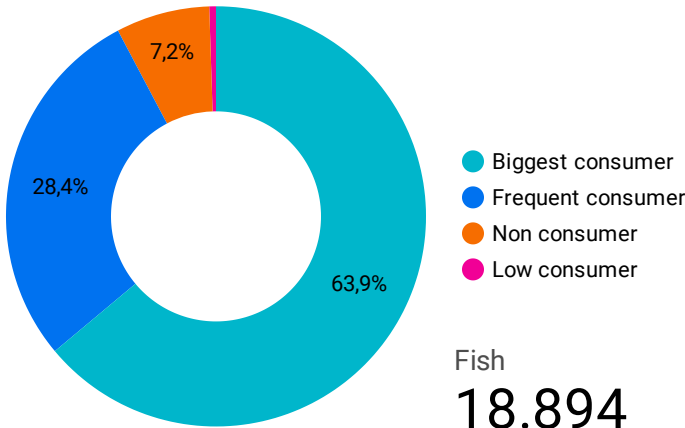
Loyalty\_group: New customers, ... (2) ▾



NumDealsPurchases  
222

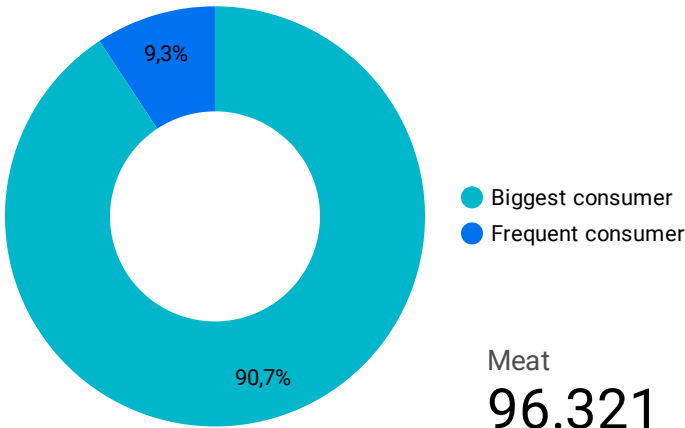
Spending  
294.049

Fish Product Segment



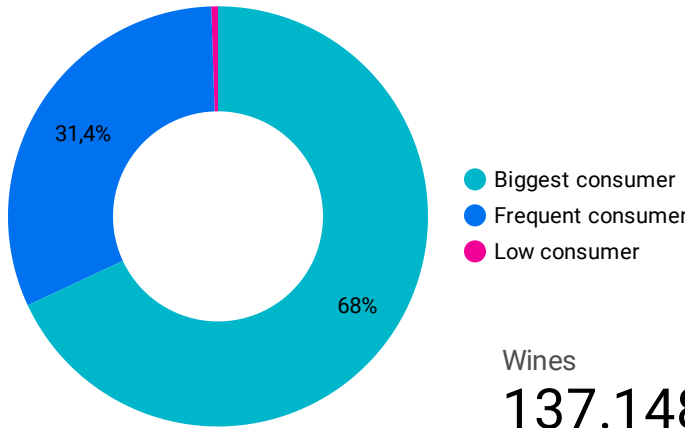
Fish  
18.894

Meat Product Segment



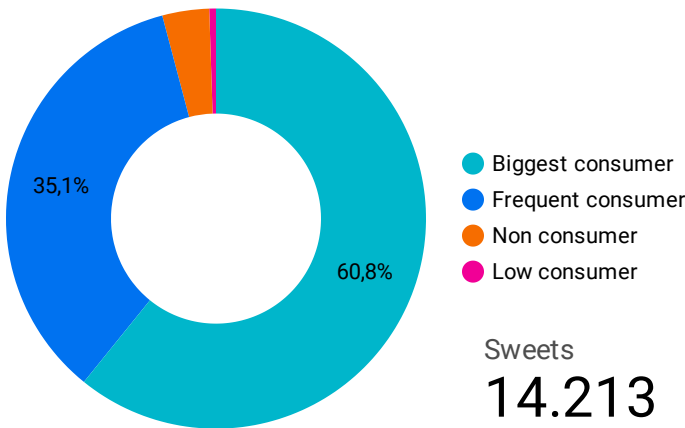
Meat  
96.321

Wine Product Segment



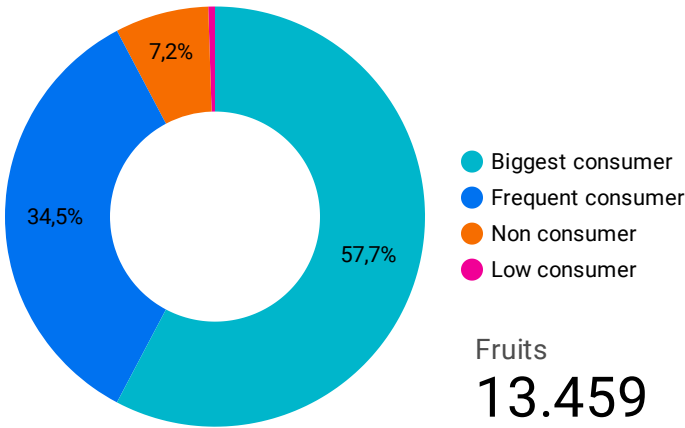
Wines  
137.148

Sweet Product Segment



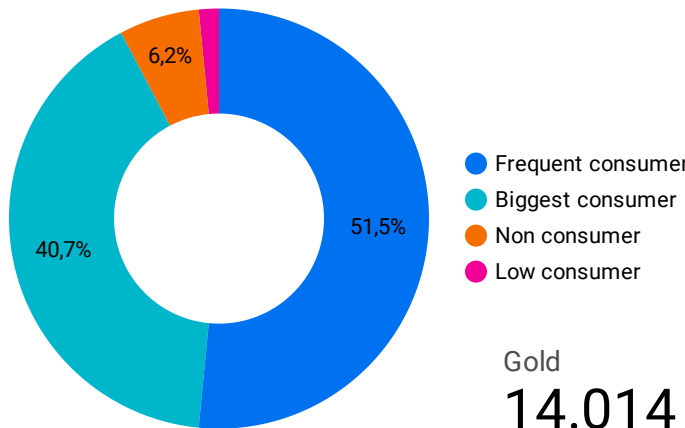
Sweets  
14.213

Fruit Product Segment



Fruits  
13.459

Gold Product Segment

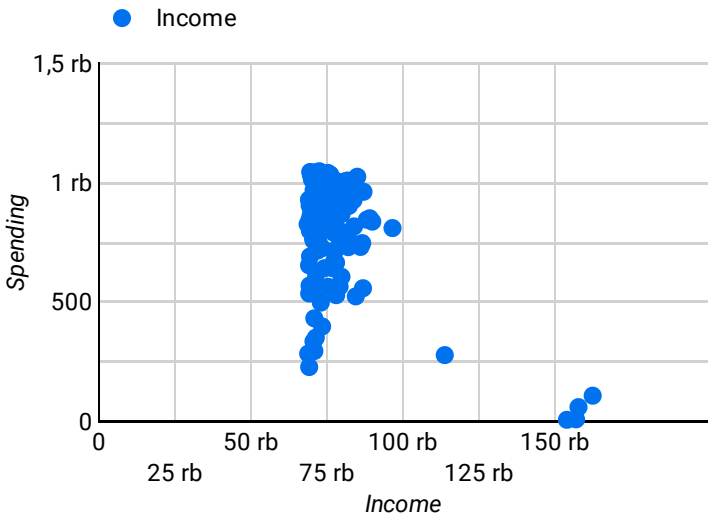
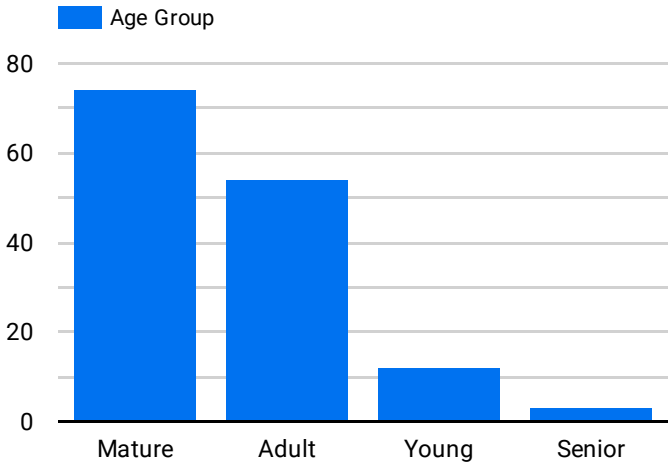


Gold  
14.014

**CUSTOMERS C** (HIGH INCOME (Income > 68.487), LOW SPENDING (Spending < 1048))

TOTAL CUSTOMERS C  
143

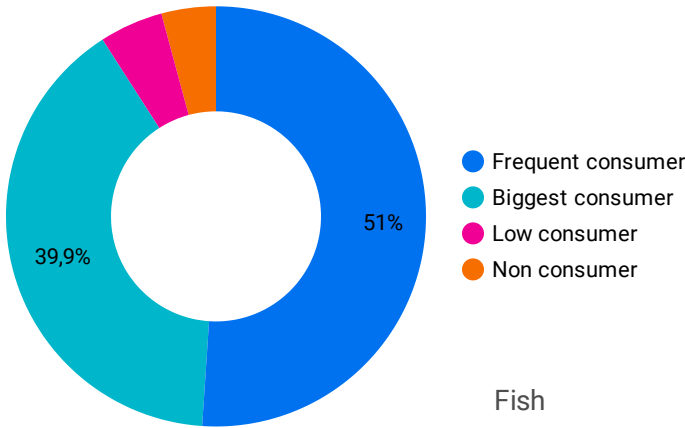
Loyalty\_group



NumDealsPurchases  
226

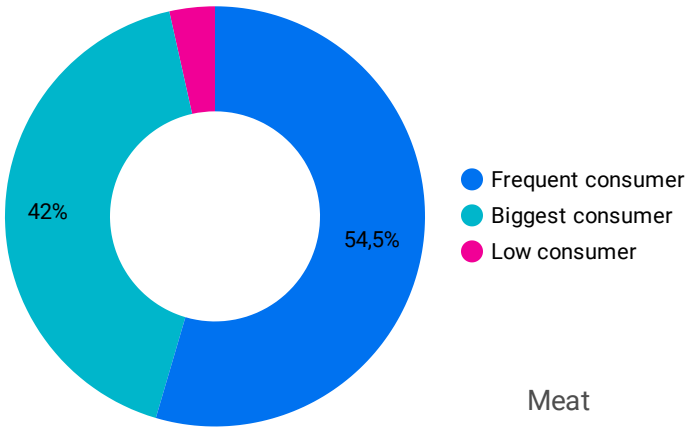
Spending  
113.357

Fish Product Segment



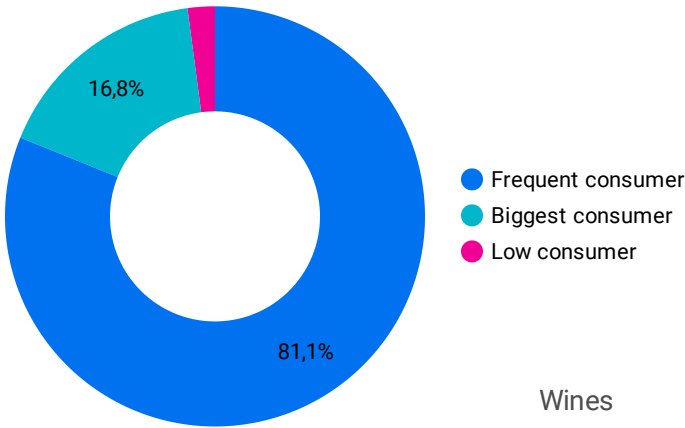
Fish  
9.441

Meat Product Segment



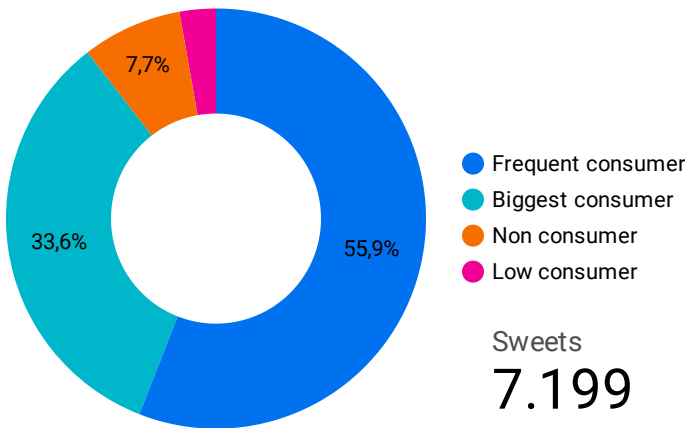
Meat  
34.052

Wine Product Segment



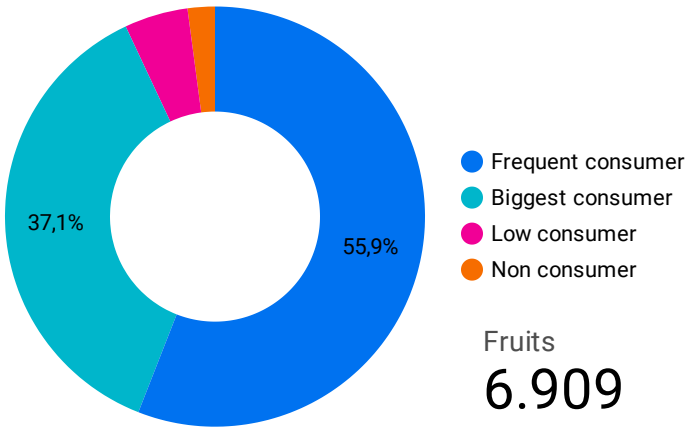
Wines  
47.157

Sweet Product Segment



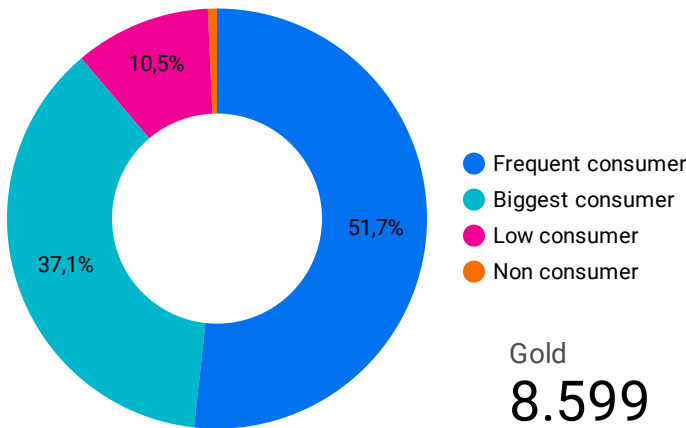
Sweets  
7.199

Fruit Product Segment



Fruits  
6.909

Gold Product Segment

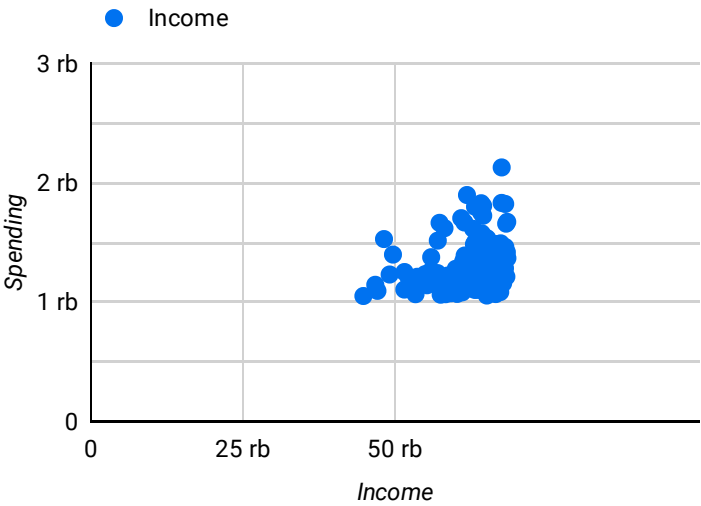
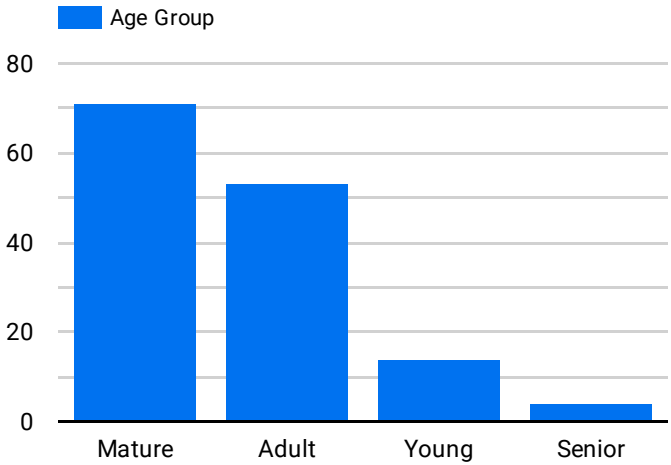


Gold  
8.599

**CUSTOMERS D** (MID INCOME (35.284 < Income < 51.373), HIGH SPENDING (Spending > 1048))

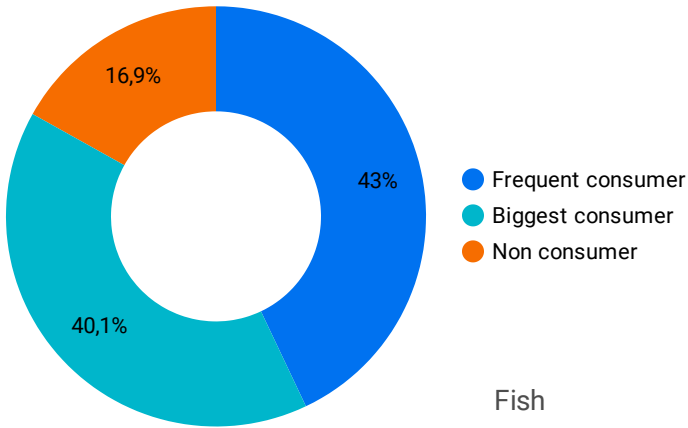
TOTAL CUSTOMERS D  
142

Loyalty\_group



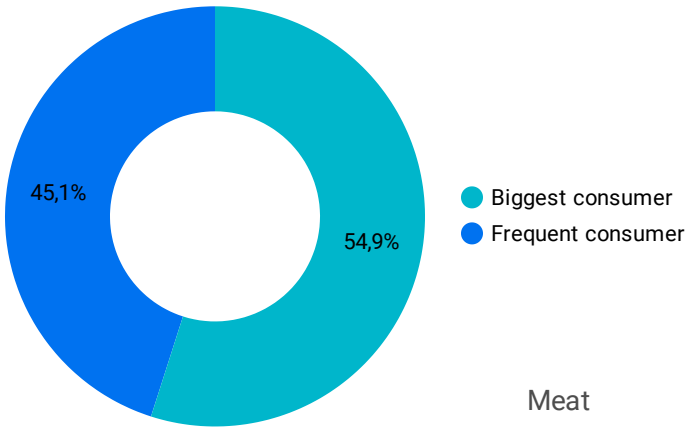
Spending  
185.167

Fish Product Segment



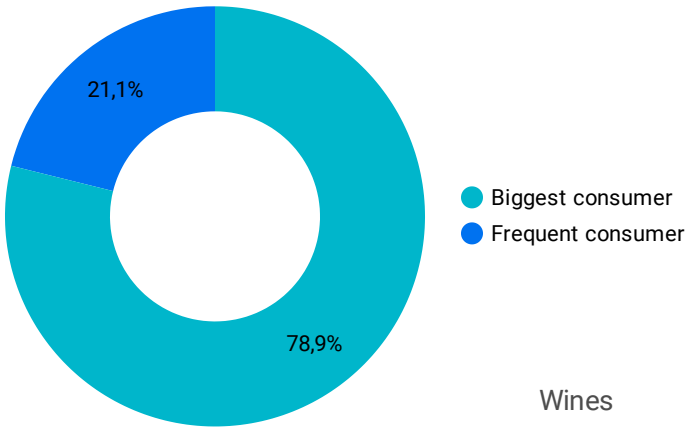
Fish  
9.748

Meat Product Segment



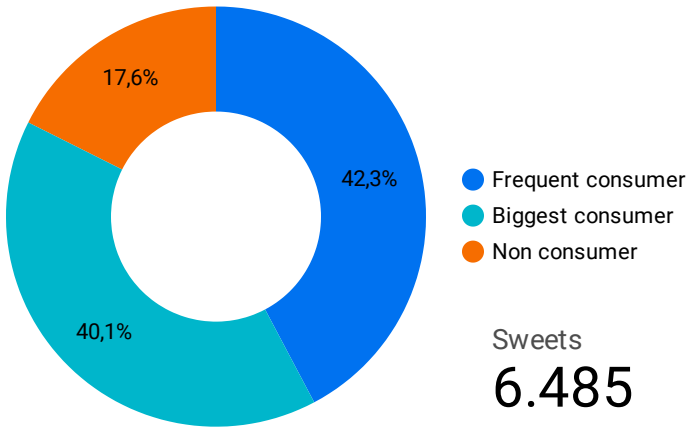
Meat  
42.725

Wine Product Segment



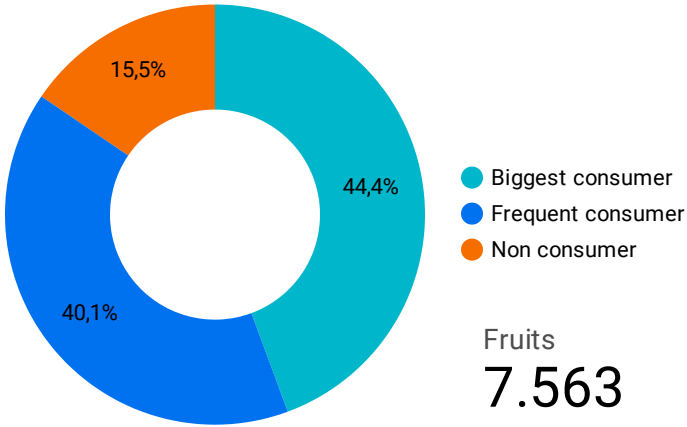
Wines  
106.194

Sweet Product Segment



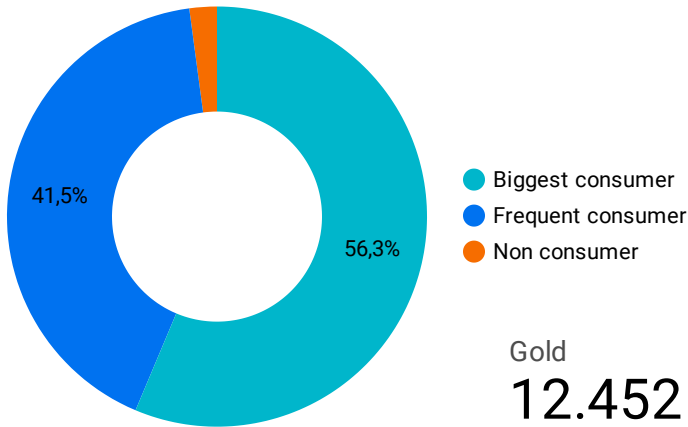
Sweets  
6.485

Fruit Product Segment



Fruits  
7.563

Gold Product Segment



Gold  
12.452

Produk yang lebih sering terjual berdasarkan kategori Age\_Group

