Customer Segmentation(K-Means Clustering)

Count of Customer_Code by Cluster
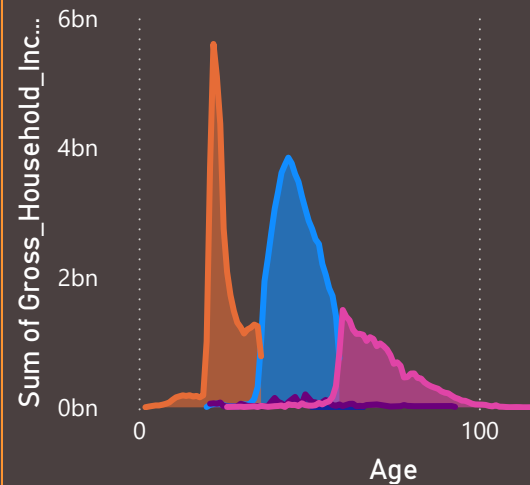
Cluster ● 0 ● 1 ● 2 ● 3 ● 4

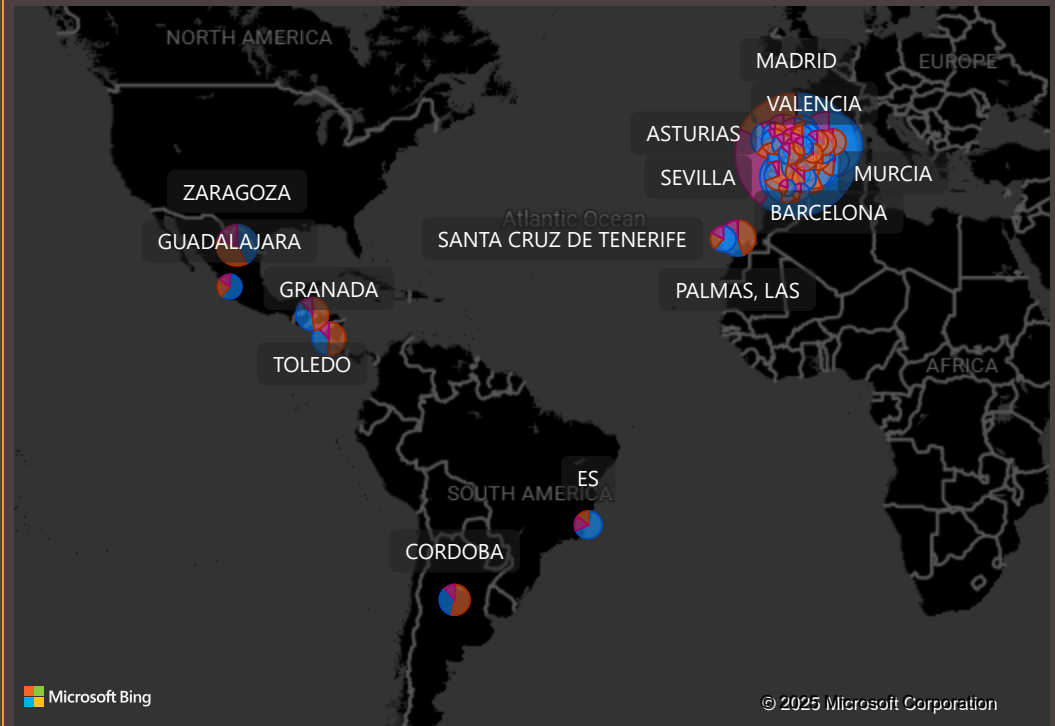## Count of Customer_Code by Province_Name and Cluster

Cluster ● 0 ● 1 ● 2 ● 3 ● 4

NORTH AMERICA
EUROPE
MADRID
VALENCIA
ASTURIAS
SEVILLA
MURCIA
ZARAGOZA
BARCELONA
GUADALAJARA
SANTA CRUZ DE TENERIFE
Atlantic Ocean
GRANADA
PALMAS, LAS
TOLEDO
AFRICA
ES
SOUTH AMERICA
CORDOBA

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Age vs Income across Clusters

Cluster ● 0 ● 1 ● 2 ● 3 ● 4

%GT Count of Customer_Code by Cluster

0.02%
16.81%
47.91%
35.25%

Cluster
● 0
● 2
● 4
● 3
● 1