Data analysis

Who are the customers composing the 4 segments?

Segments A, B, C: graduated and married artists

Mean or percentage	A	B	C
Age	45	48	49
Work experience	2.87	2.38	2.24
Family size	2.43	2.7	3
Gender	male ≈ female	male ≈ female	male ≈ female
Graduated	62%	72%	82%
Ever Married	59%	74%	85%
Profession	29% artist	39% artist	55% artist

Segment D:
younger, unmarried and nongraduated healthcare

Mean or percentage	D
Age	33
Work experience	3
Family size	3.23
Gender	male > female
Graduated	36%
Ever Married	27%
Profession	44% healthcare

Spending score of the four segments