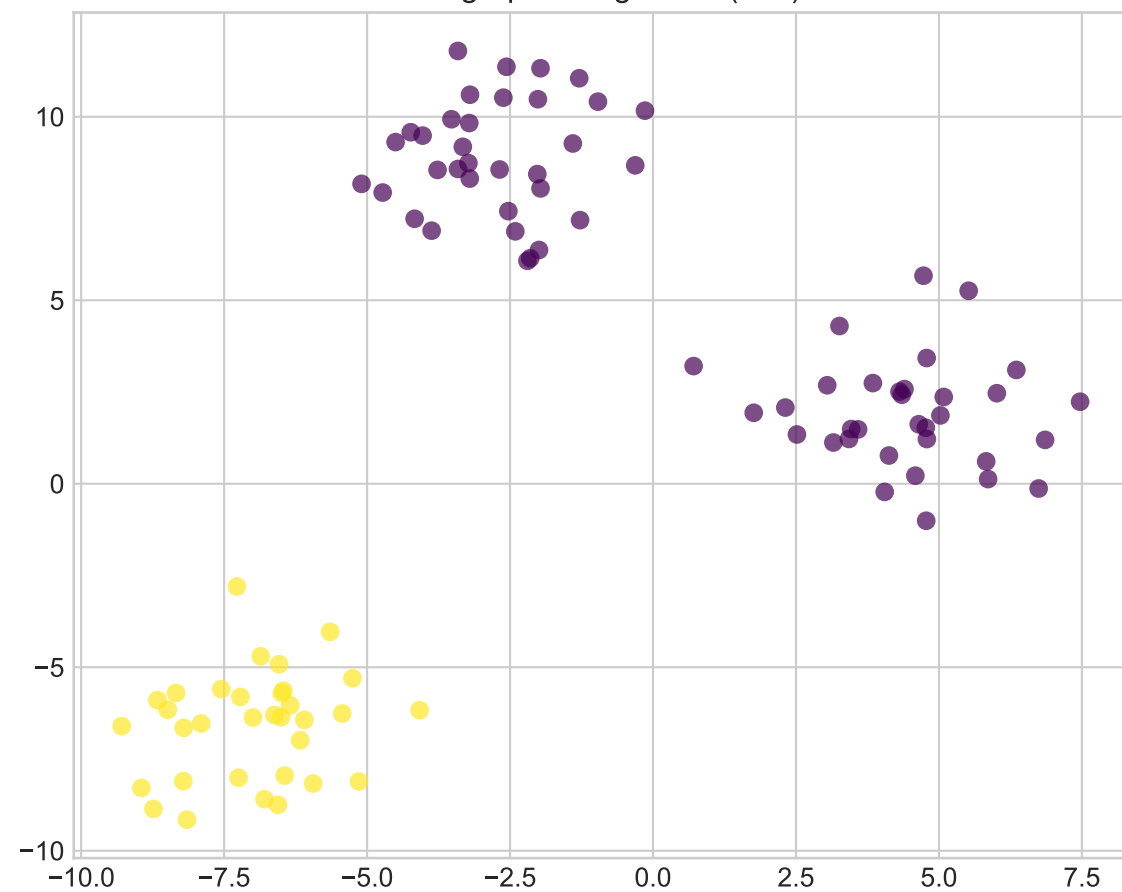
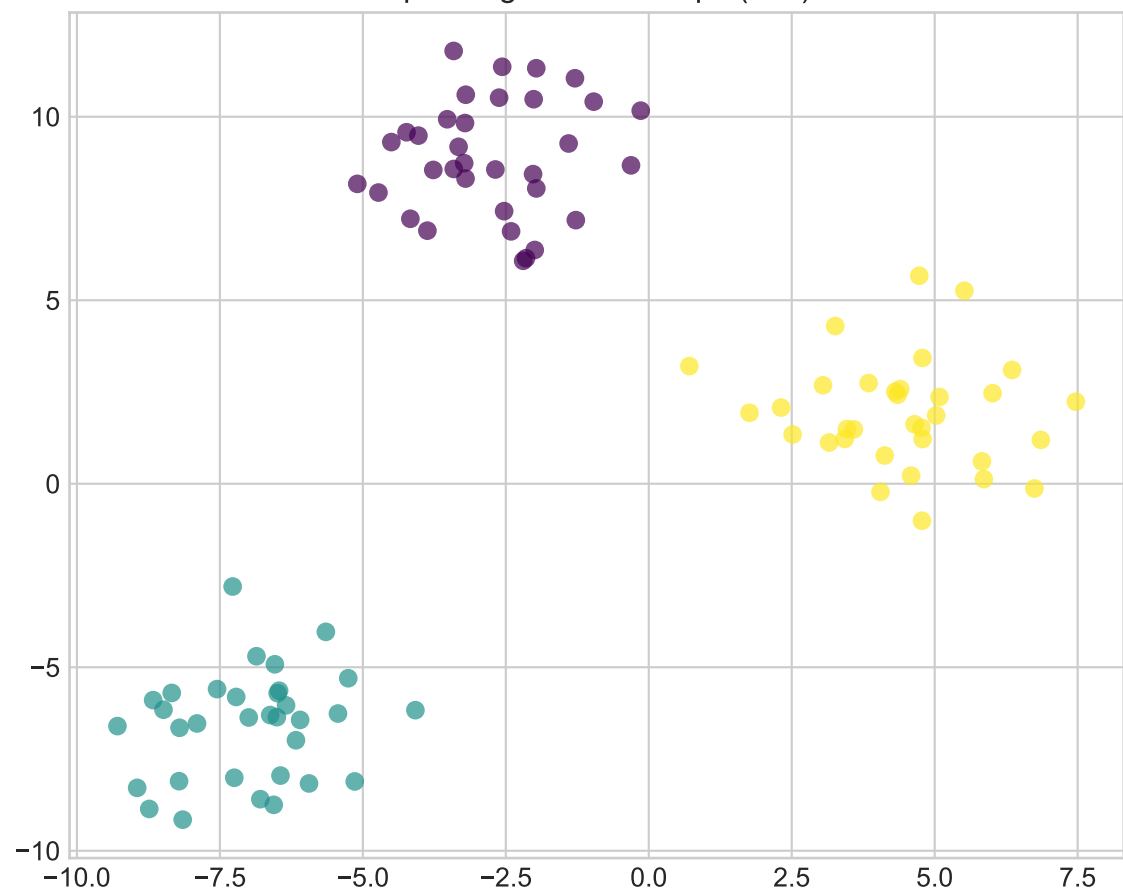


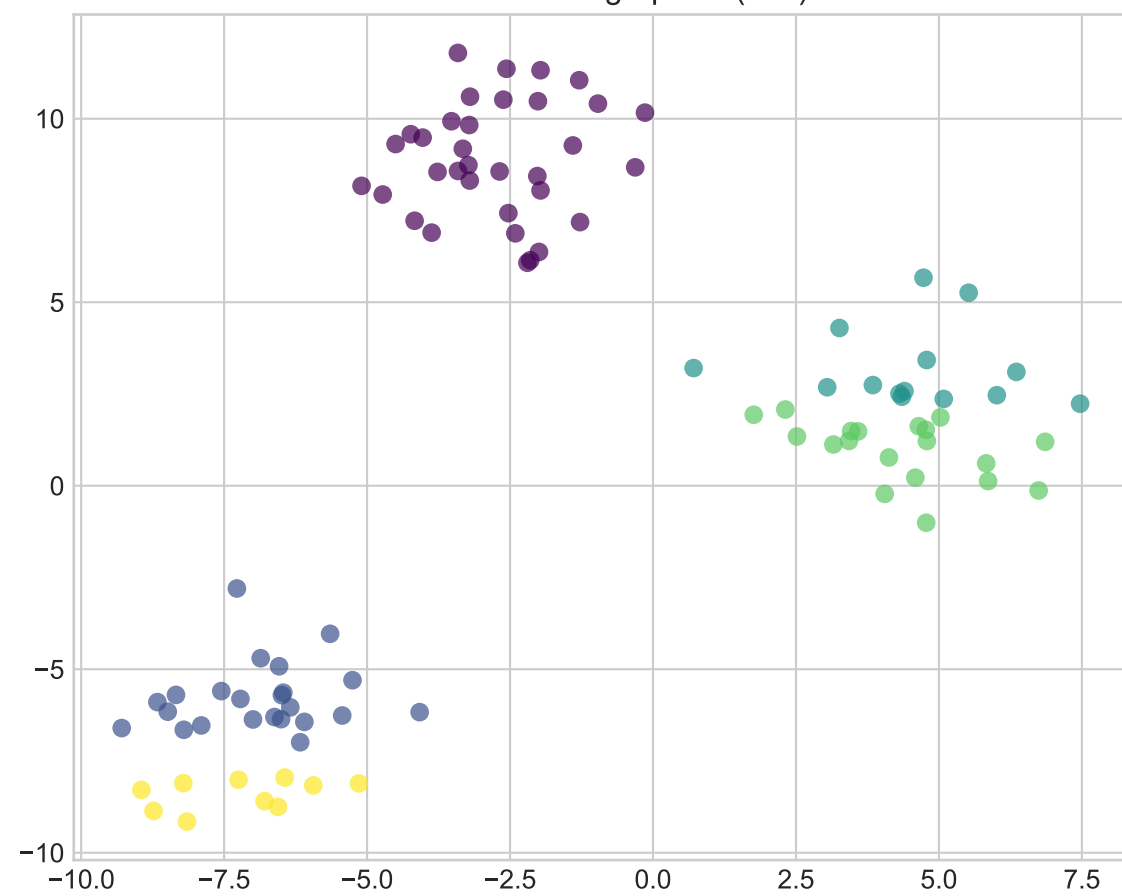
Geographic Segments (k=2)



Spending-based Groups (k=3)



Detailed Demographics (k=5)



Which is "Correct"?

