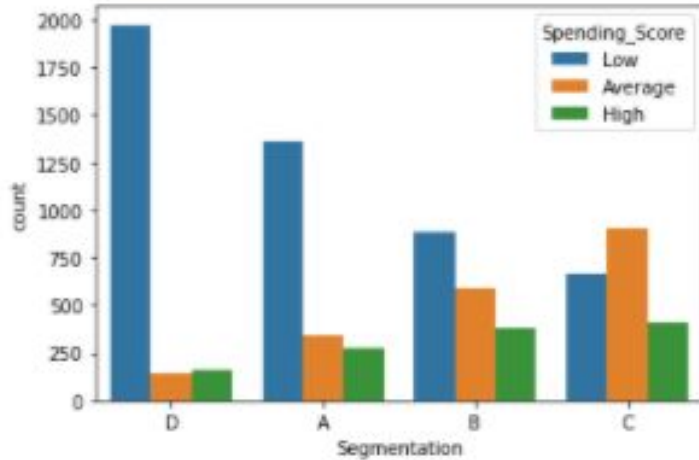


Las Wagonas

Customer Segmentation

Who are the customers composing the 4 segments?

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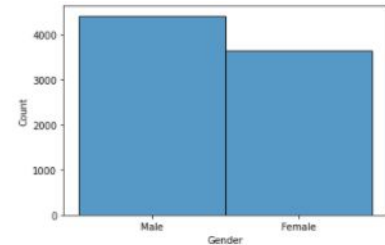
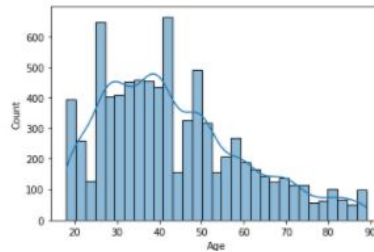
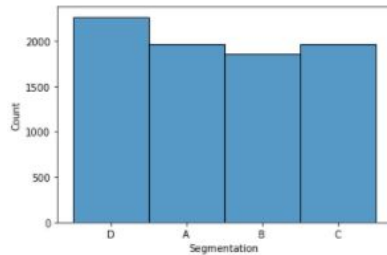


As we will see, the existing segmentation is not appropriate as it does not really describe specific population with specific behaviour - except segment D.

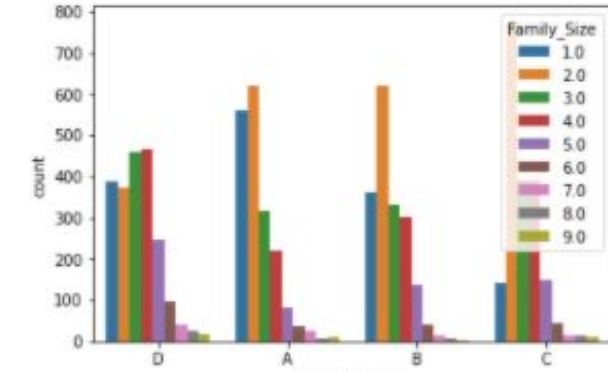
Interesting to notice that segment D stands out by being composed of low spending score ; whereas segment C is mostly composed of Average / High spending score. A and B are “in the middle”. We will mostly look at C and D in our next observations.

Some basic fact about the customers / segment :

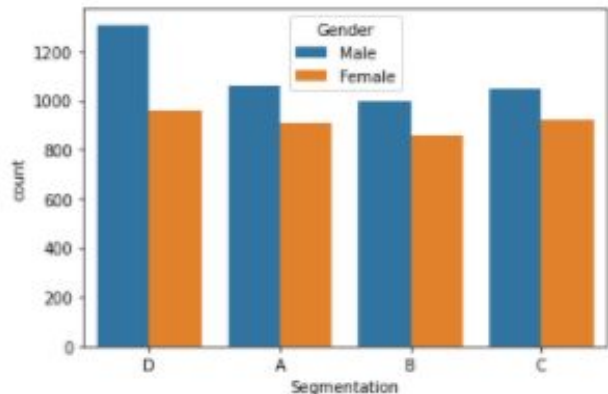
- Segments are balanced (same number of customers).
- Most of the customers are aged 25 - 45.
- Balanced representation Male / Female.



Attribute with very limited impact on segmentation

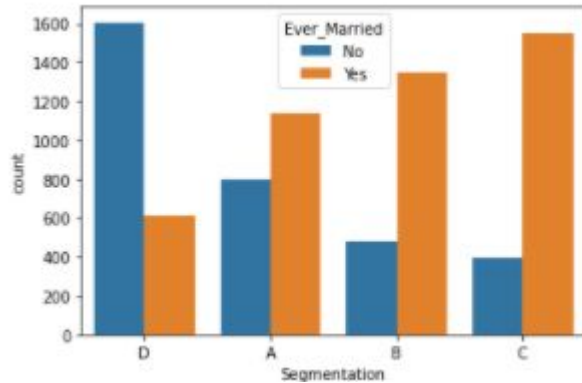


Customer segmentation does not seem to be based on family size as we can see all type of family size in all segment, in relatively similar proportion.



Current segmentation does not seem to be based on gender, with similar proportion in each segment. There are slightly more male than female overall.

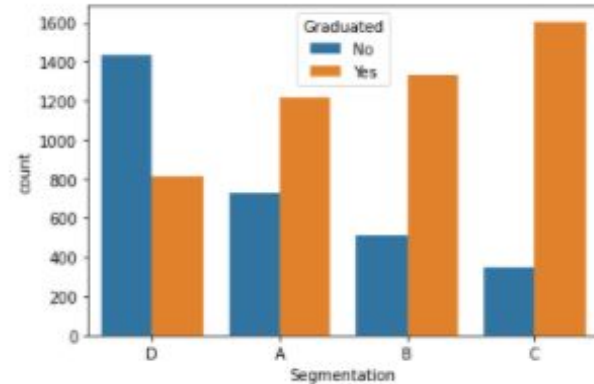
Attribute with average impact on segmentation



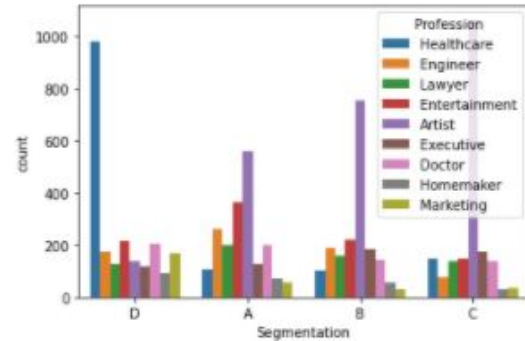
Segment D (low spend) contains more non married customers ; in opposition to segment C (high spenders).

Similar observation for the graduation attribute.

A and B are 'in the middle'.



Attribute with some strong impact on segmentation



Segment D is younger (median age 30) than segment A, B and C.

Segment D is mostly composed of healthcare people (yet, not Doctor); while segment A, B and D are more diverse.

Interesting to notice that there is a strong representation of the Artist population within the profession distribution. This is specifically true for segment C.

