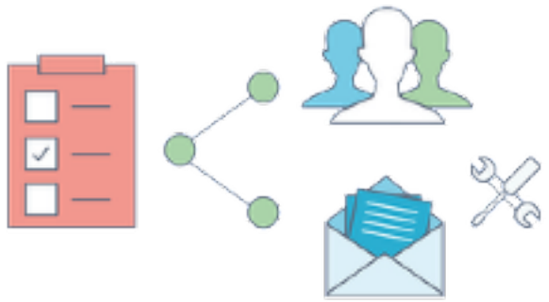
Research Process

1. Project Goal
2. **Methodology**
3. Analysis
4. Insights

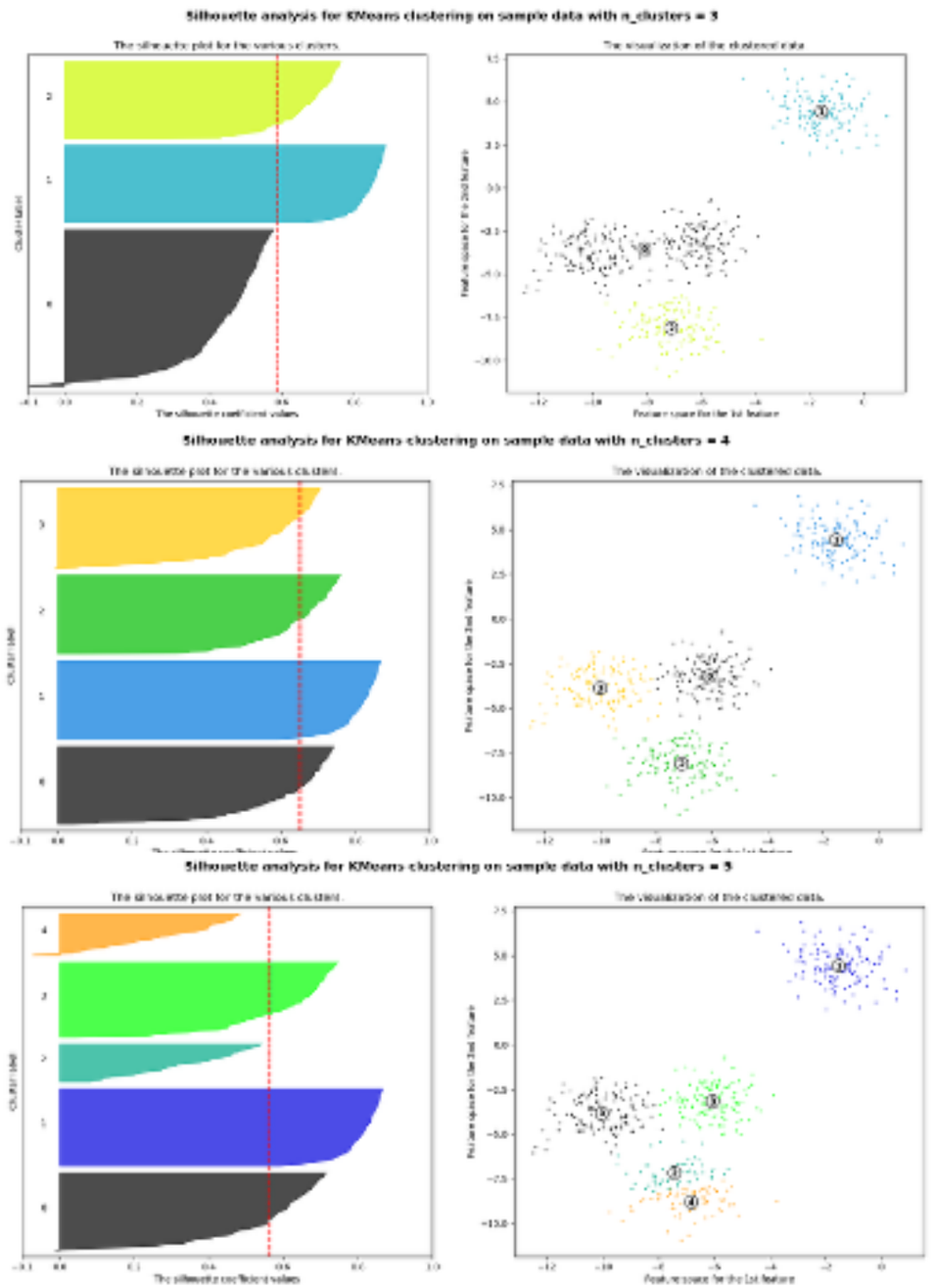


Survey

- Mobile Pay Tracker (longitudinal quarterly survey)
- Sample: 2000 mobile pay users
- Online survey with screener

K-means Clustering

- 94 variables input
- Cluster plot
- Determining clusters



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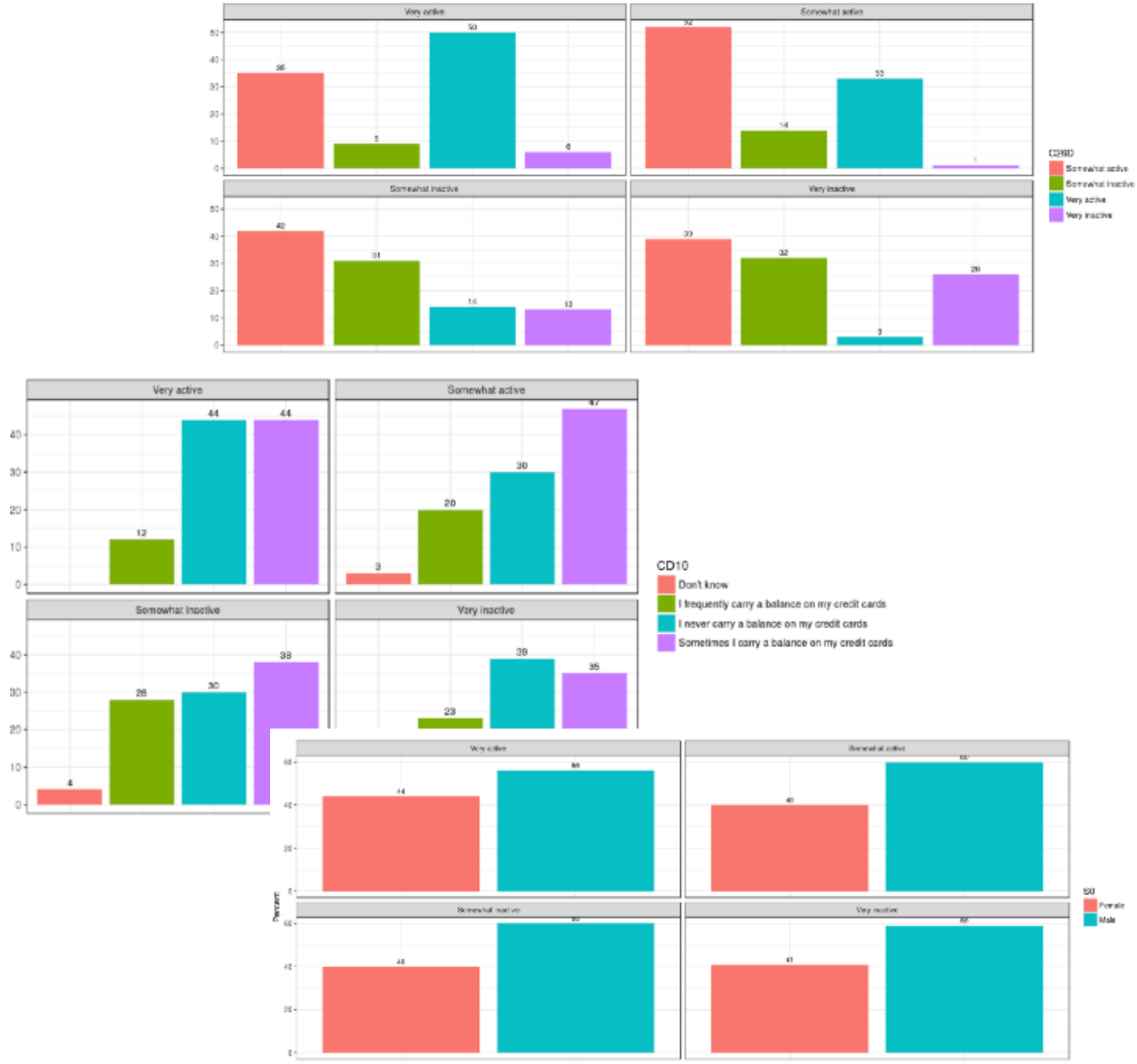
Plot each each variable and explore differences among groups [Shiny App]