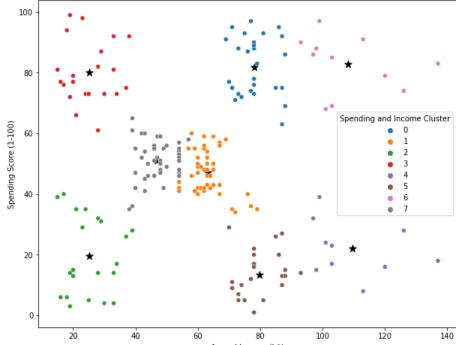
Customer Segmentation Analysis Report

- Target Group would be the cluster 1, which has a high Spending score and high Income.
- 54 percent of cluster 1 shoppers are women. We should look for ways to attract these customers using a marketing campaign targeting popular items in this cluster.



• Cluster 2 presents an interesting opportunity to market to the customers for sales event on popular items.