



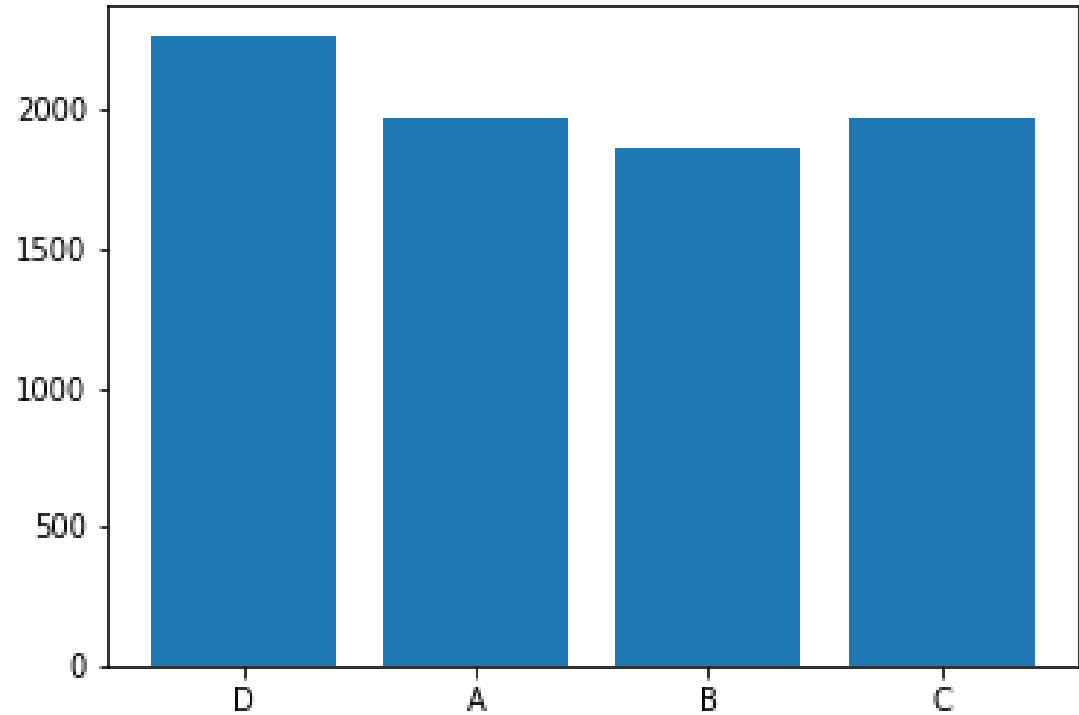
Las Wagones

Who are the customers composing the four segments ?



Las Wagones

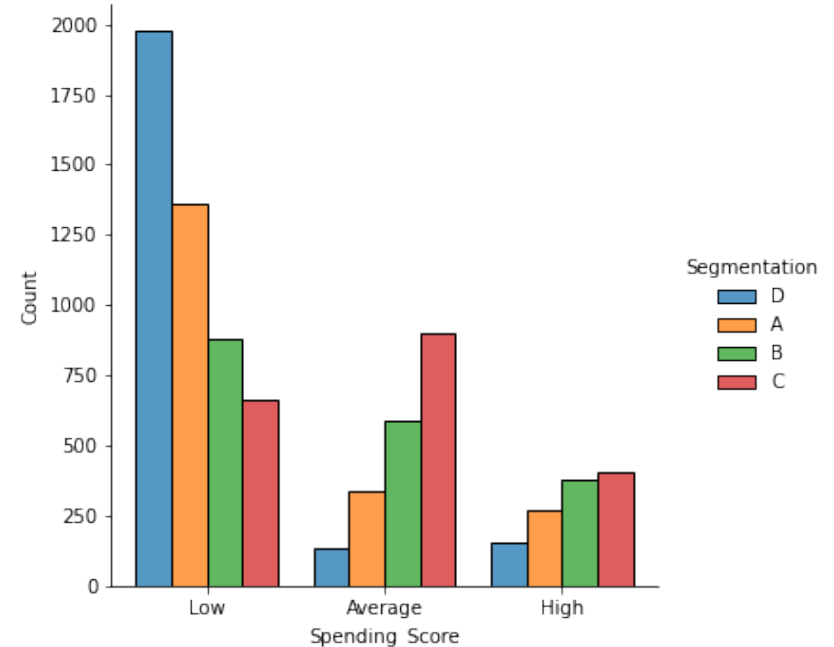
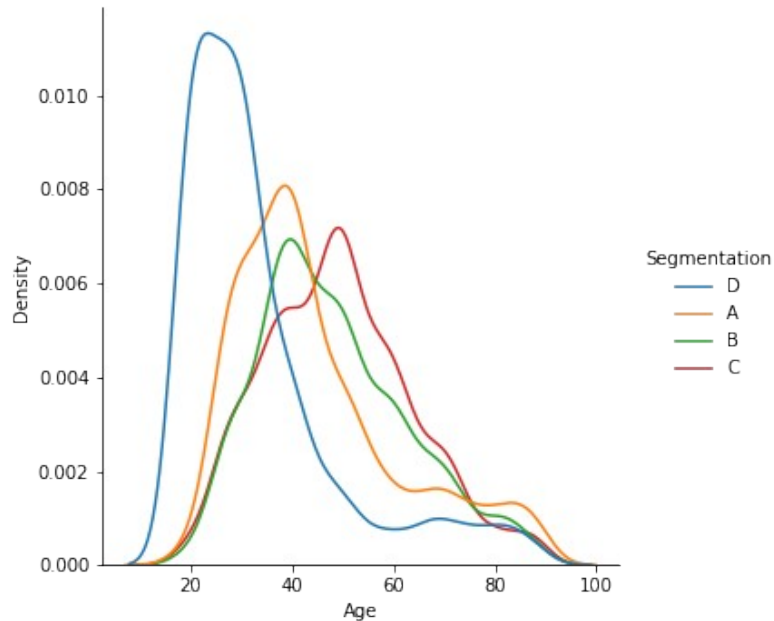
- 8 000 customers
- 4 segments of 2 000 customers
- The segments are balanced





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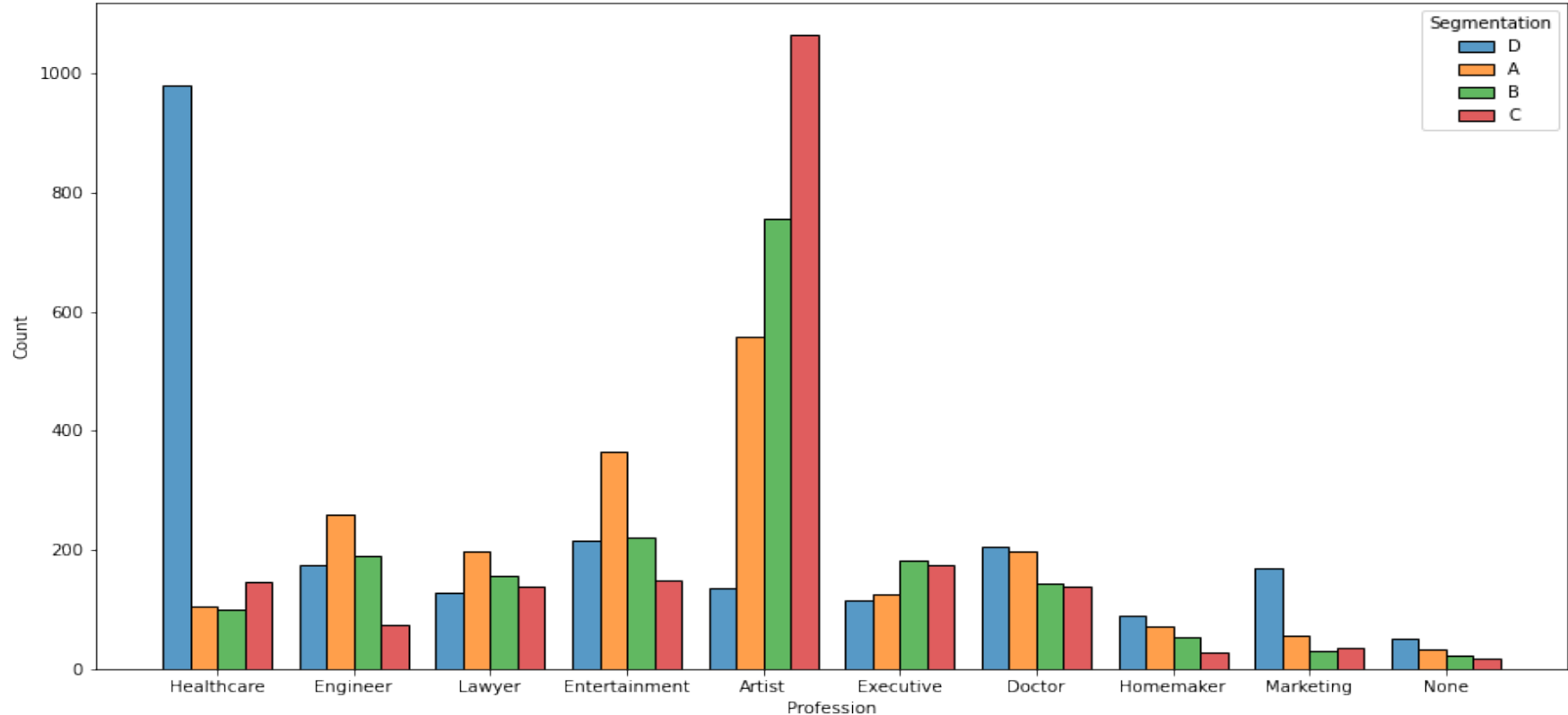
We can distinguish C and D by age and spending score. The class C seems to contain customers with lower ages and spending score, while it is the opposite for the class D. A and B seem to be more confused and stay between C and D.





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In terms of profession, once again, C and D have a recognizable pattern, but A and B look more or less the same.





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The conclusion of this introductory study is that the different segments do not allow a clear clustering of the customers. It could be interesting to try another clustering method and to change the number of segments.