

**Humboldt University Berlin**

**Institute of Marketing**

**Prof. Dr. Daniel Klapper**

**Customer Analytics and Customer Insights**

**WS 2018/19**

**Special Work Performance 3: Describing Data, Segmentation & Clustering**

**This is group work. Each group consists of up to 4 students.**

**Your answers including all tables and graphs must not exceed 5 pages (no appendix). Please start a new page when providing your report to a new subtask. Please use typeface Times Roman in 12pt with 1.15 line spacing (in tables and graphs you may use 10pt and 1.0 line spacing) and 1 inch space on all sides. Do not forget to report your names, group number, and student numbers and a page number on each page starting with number one on the first answering page. Do not include a title page or content page.**

**Send your team report as pdf to my email address [daniel.klapper@hu-berlin.de](mailto:daniel.klapper@hu-berlin.de) not later than Jan 09, 2019, 9am.**

Download the following data sets from Moodle: README.txt, indivData.csv.

**SWP 3a:**

Get familiar with the data from indivData.csv. A description of this data is provided in the README.txt document.

Describe the basic structure of the data and report interesting findings. This documentation should explain what you did and why. The key findings should be reported in tables and graphs and they must also be discussed in the text (maximum 2 pages).

**SWP 3b:**

Use the data from indivData.csv and find meaningful segments/cluster among the 594 respondents. Describe your segmentation/clustering approach in a detailed way and also describe the clusters. Use tables and graphs so additionally interpret the clusters (maximum 3 pages).