Data Analysis of Las Wagones Customers
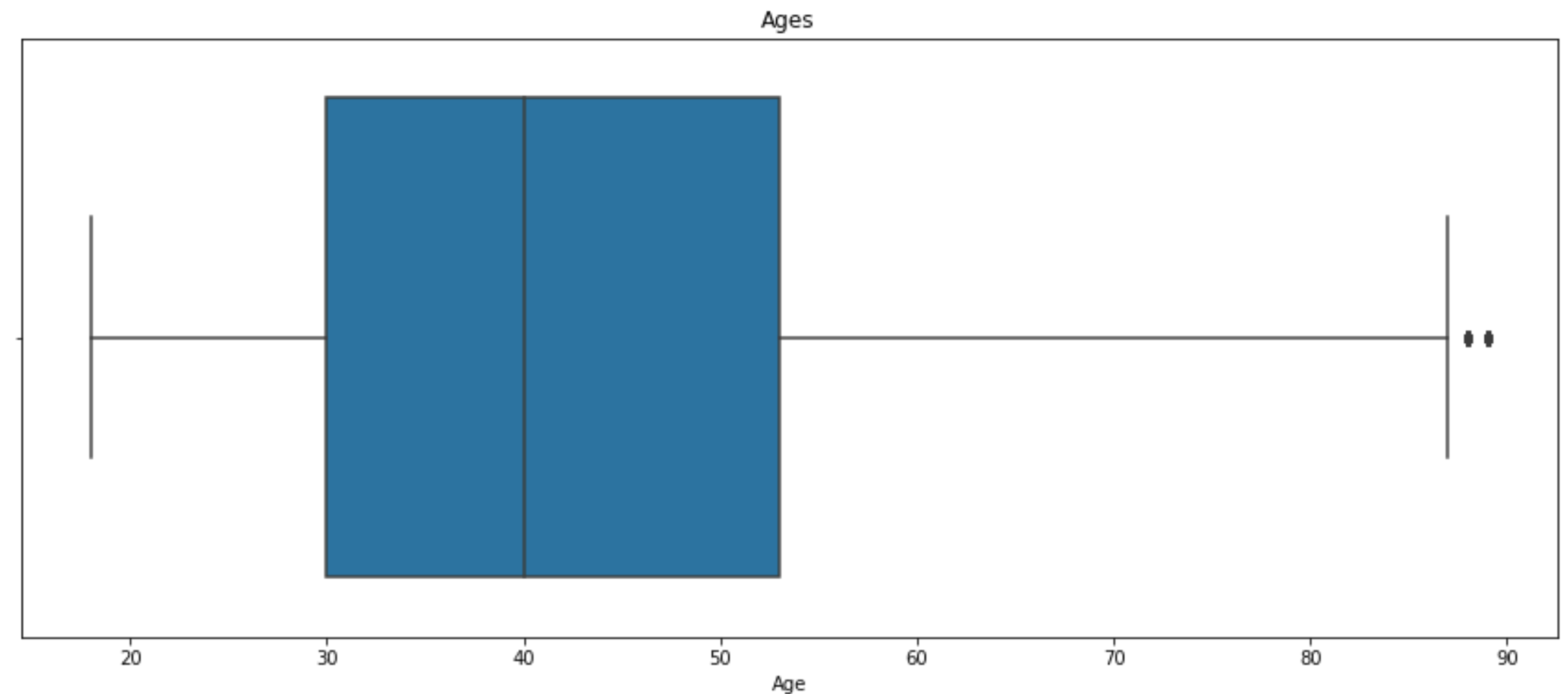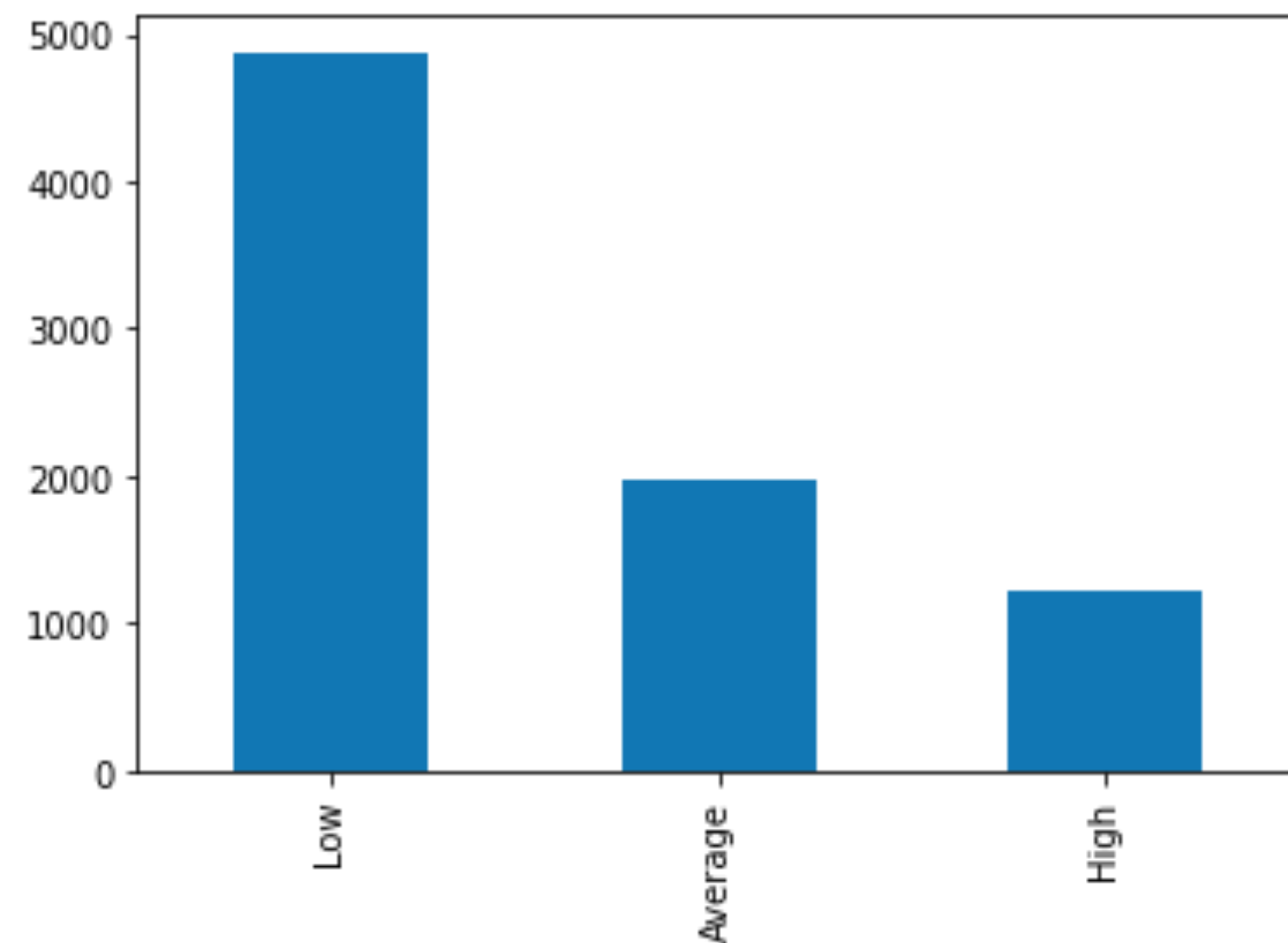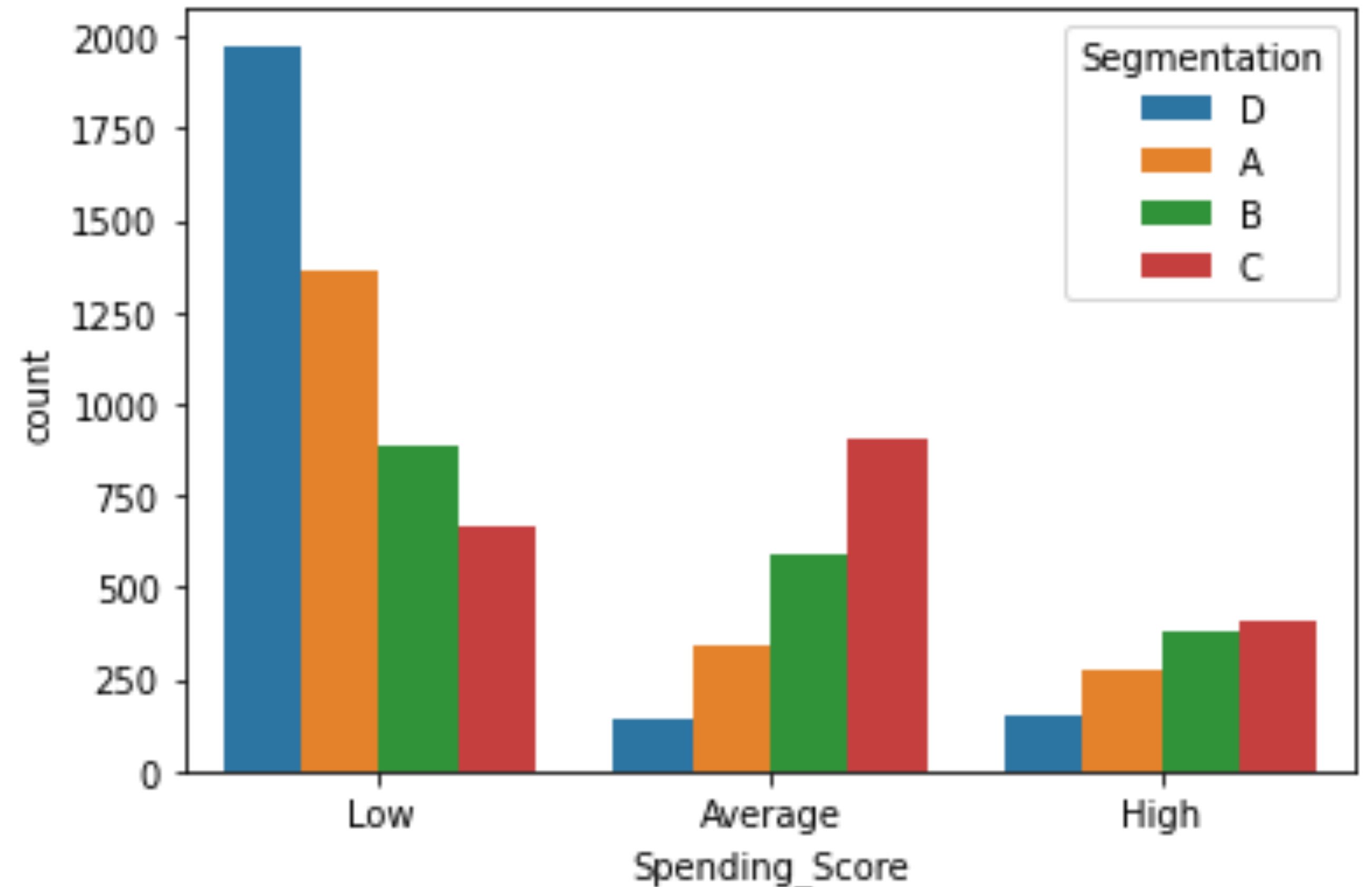
Customer Database
Description

Ages

- 8068 Customer

- Age Repartition:

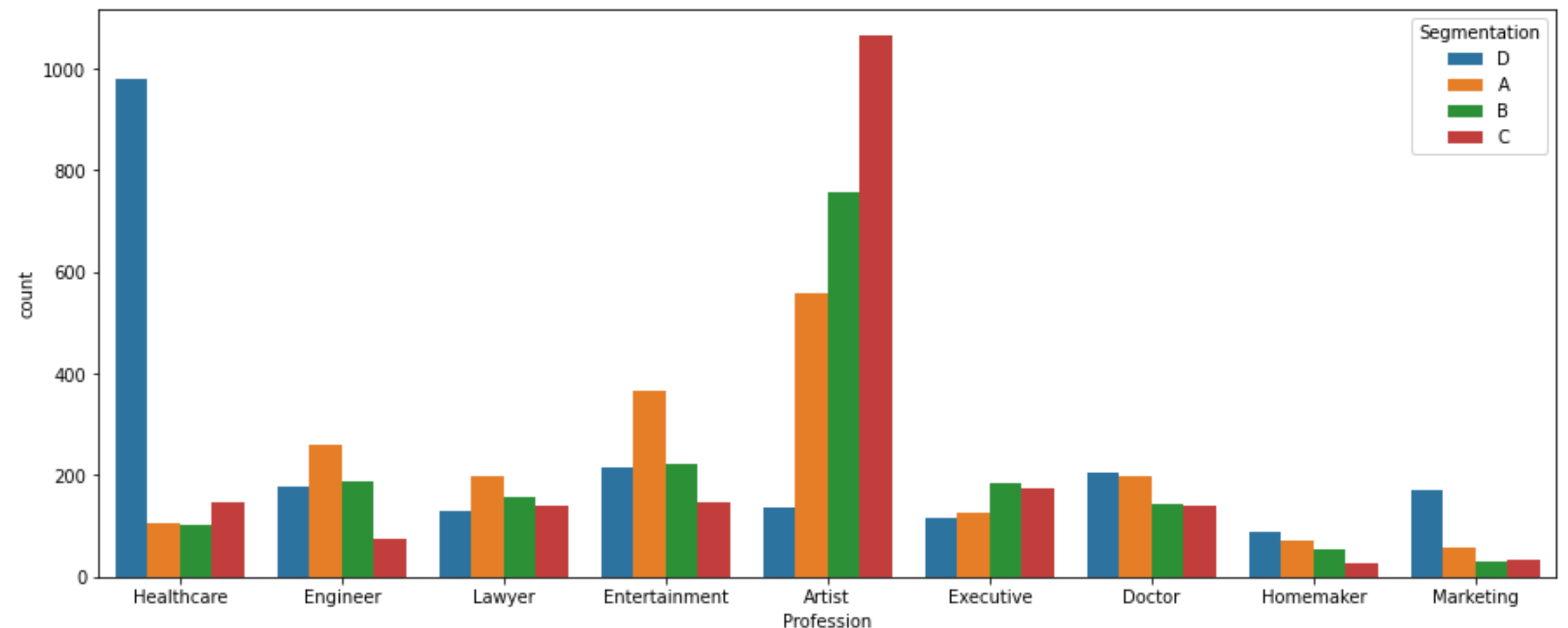- Spending scores:

Segmentation
By Spending score

- Spending score repartition is imbalanced. Low spending score is the main class.

- D is very represented in Low Spending Score

- C & B segment seem to have better spending score

Segmentation
By Profession

- Some professions seem to belong to some segment

- Professions representation is imbalanced

- Healthcare and artist

  - Segment D tends to be over represented in Healthcare

  - Segment D tends to be under represented in Artist Profession

Segmentation
By Married status

- Married people seem to be more more present in segment A,B and C

- People unmarried seem to be more present in segment D