1번과 10번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

10. 카페를 선택할 때 프로모션...

Log scale

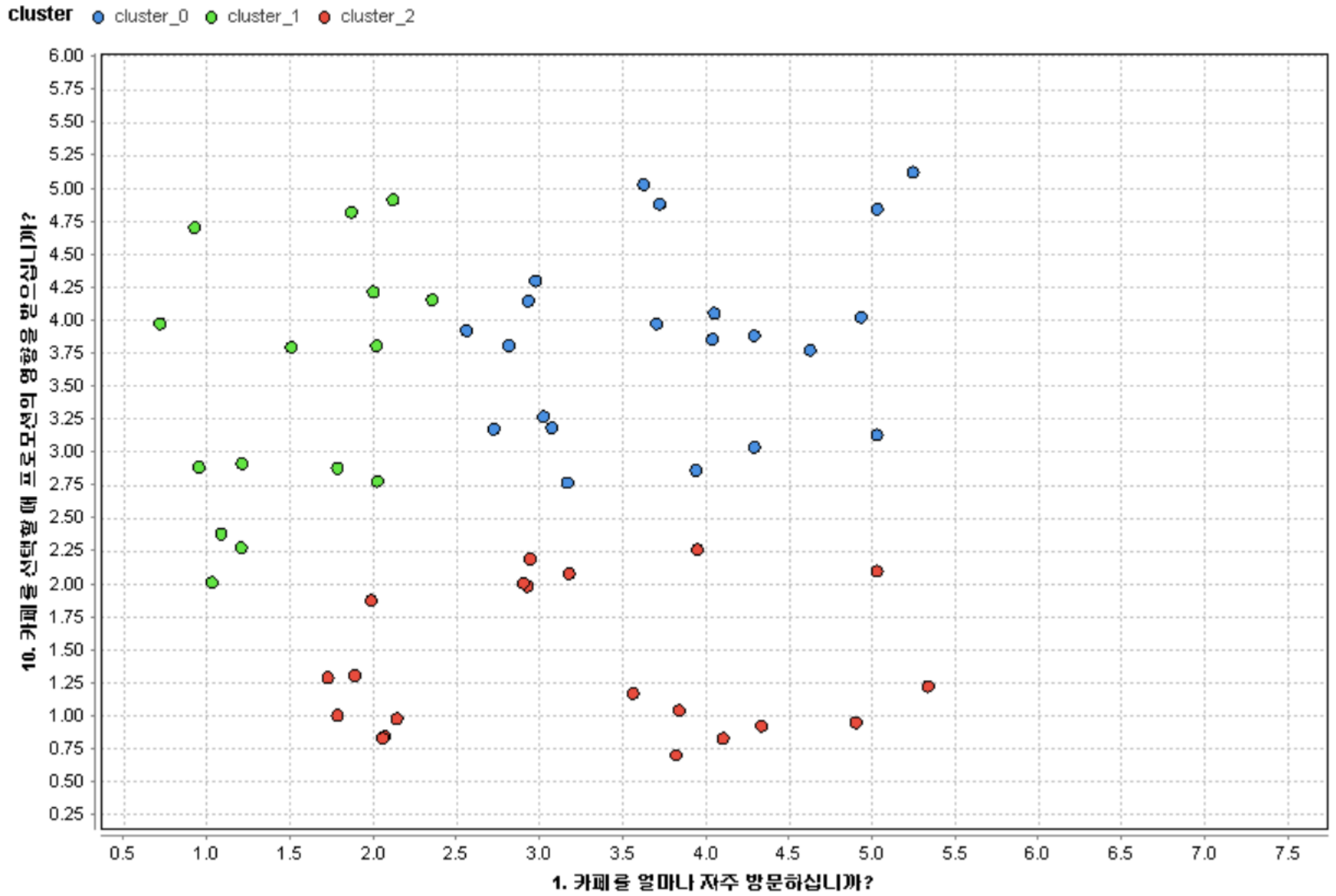
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	3.810	1.467	3.200
10. 카페를 선택할 때 프로모션의 영향을 받...	3.857	3.533	1.350

Cluster Model

Cluster 0: 21 items
Cluster 1: 15 items
Cluster 2: 20 items
Total number of items: 56

PerformanceVector

PerformanceVector:
Avg. within centroid distance: -0.634
Avg. within centroid distance_cluster_0: -0.567
Avg. within centroid distance_cluster_1: -0.649
Avg. within centroid distance_cluster_2: -0.694
Davies Bouldin: -0.420

1번과 9번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

9. 카페를 주로 언제 이용하십...

Log scale

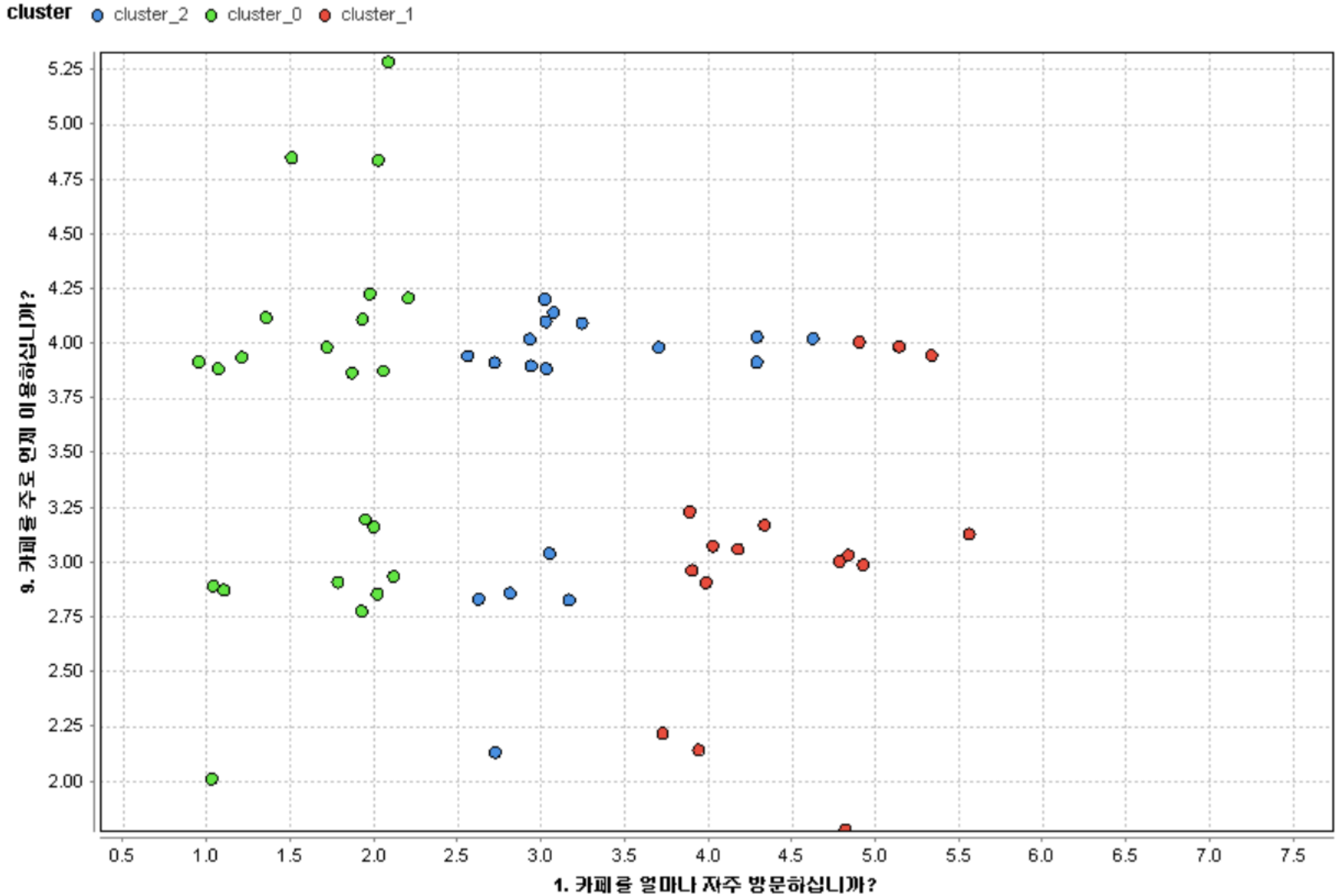
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	1.636	4.500	3.222
9. 카페를 주로 언제 이용하십니까?	3.682	3	3.667

Cluster Model

Cluster 0: 22 items
Cluster 1: 16 items
Cluster 2: 18 items
Total number of items: 56

PerformanceVector

PerformanceVector:
Avg. within centroid distance: -0.330
Avg. within centroid distance_cluster_0: -0.406
Avg. within centroid distance_cluster_1: -0.312
Avg. within centroid distance_cluster_2: -0.253
Davies Bouldin: -0.471

1번과 8번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하십니까?

Log scale

y-Axis:

8. 카페 이용시 어떤 매장 규모를 ...

Log scale

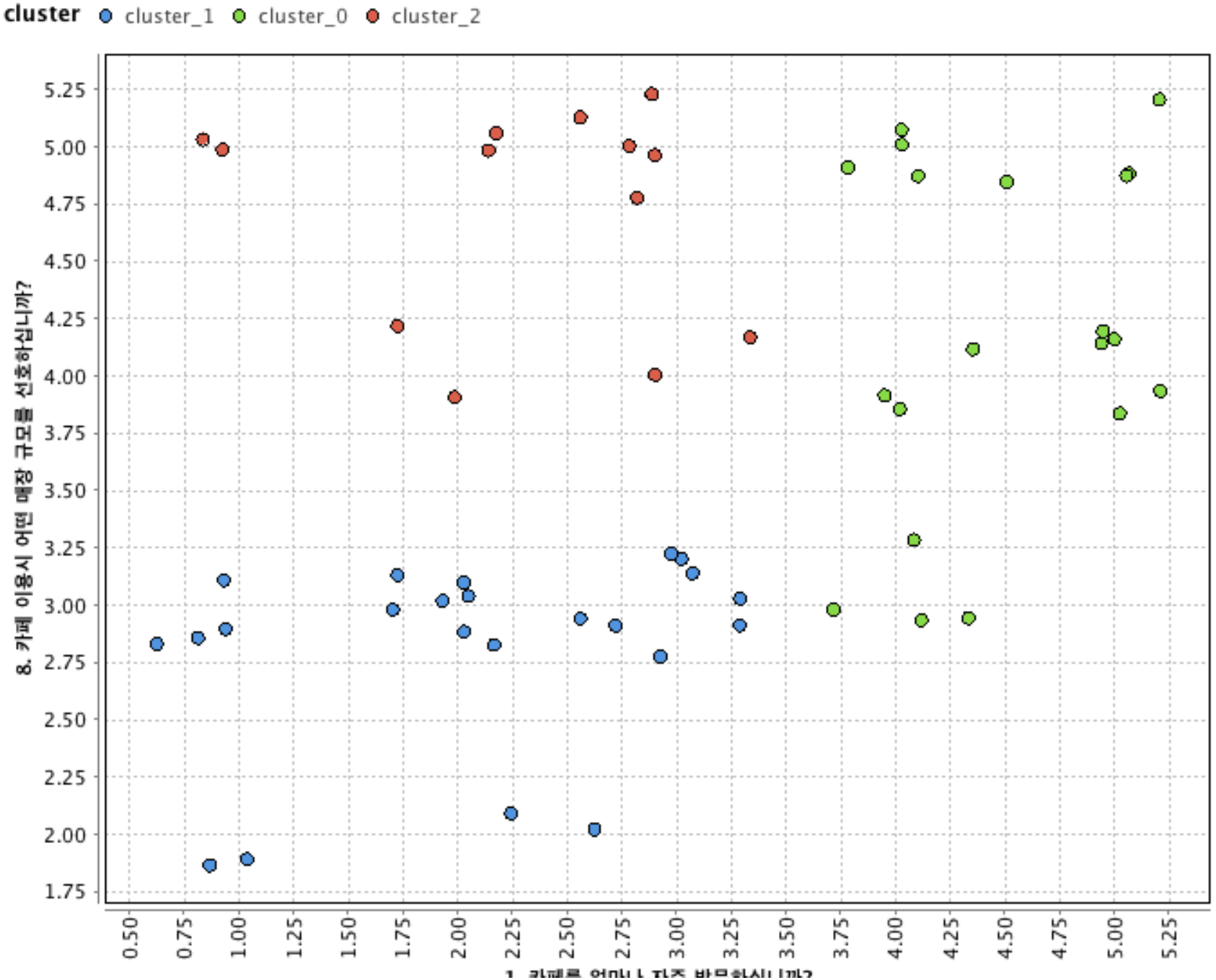
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	4.400	2.087	2.308
8. 카페 이용시 어떤 매장 규모를 선호하십...	4.200	2.826	4.692

Cluster Model

```
Cluster 0: 20 items
Cluster 1: 23 items
Cluster 2: 13 items
Total number of items: 56
```

PerformanceVector

```
PerformanceVector:
Avg. within centroid distance: -0.381
Avg. within centroid distance_cluster_0: -0.400
Avg. within centroid distance_cluster_1: -0.372
Avg. within centroid distance_cluster_2: -0.367
Davies Bouldin: -0.408
```

1번과 7번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

7. 카페 이용시 음료 외 메뉴를 ...

Log scale

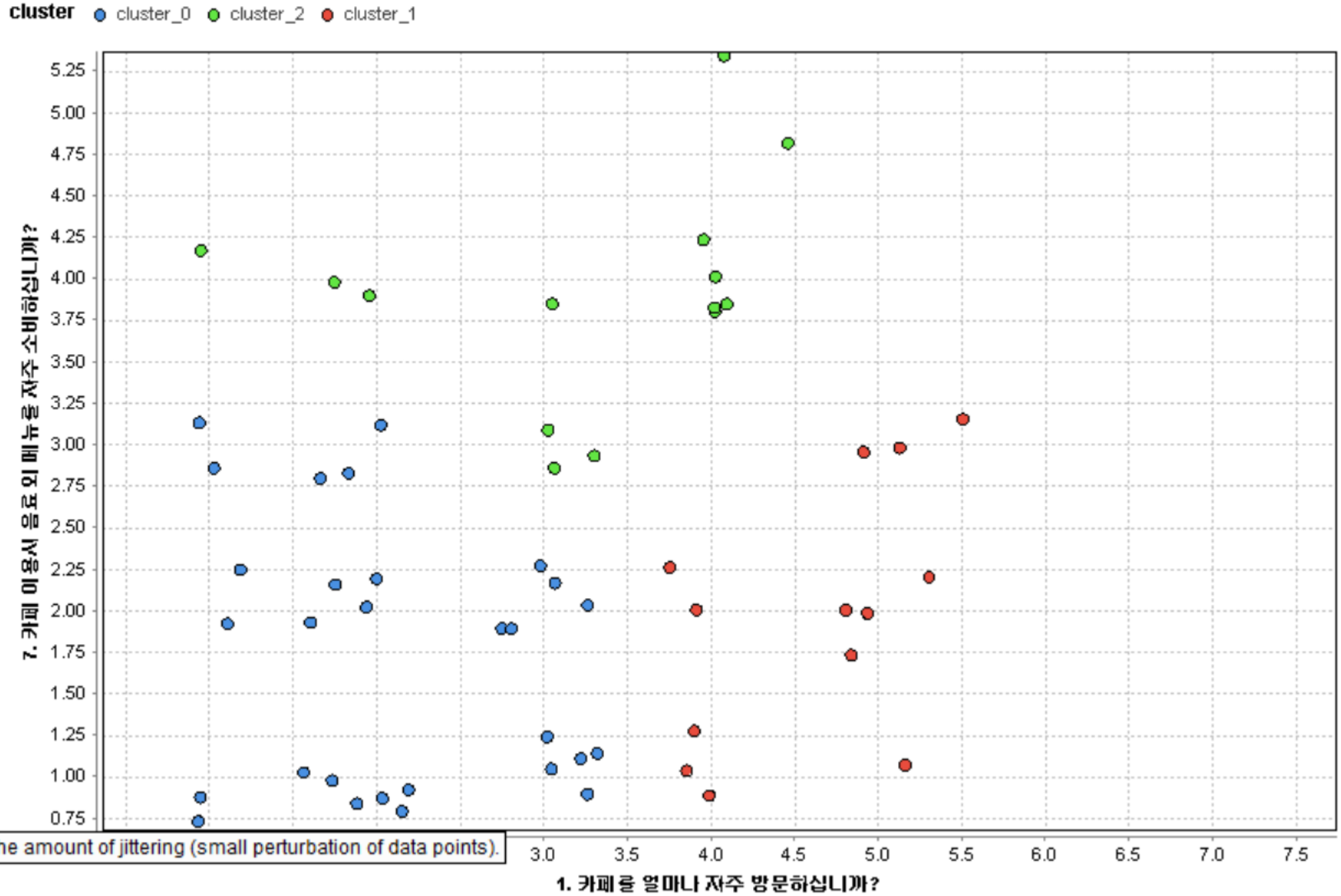
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	2.103	4.615	3.214
7. 카페 이용시 음료 외 메뉴를 자주 소비하...	1.724	1.923	3.929

Cluster Model

Cluster 0: 29 items
Cluster 1: 13 items
Cluster 2: 14 items
Total number of items: 56

PerformanceVector

PerformanceVector:
Avg. within centroid distance: -0.534
Avg. within centroid distance_cluster_0: -0.560
Avg. within centroid distance_cluster_1: -0.385
Avg. within centroid distance_cluster_2: -0.617
Davies Bouldin: -0.397

1번과 6번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

6. 카페를 선택할 때 SNS의 도...

Log scale

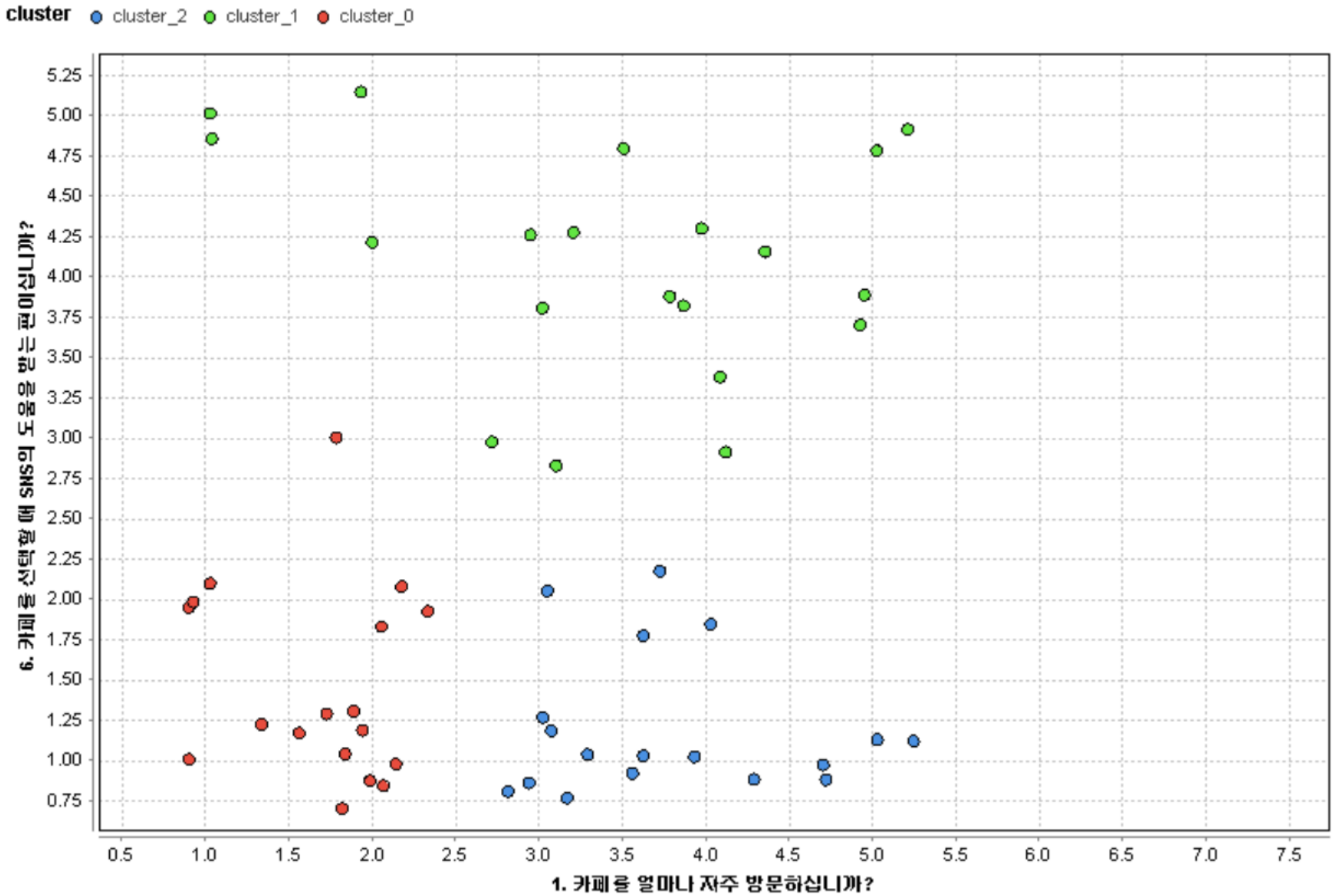
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	1.667	3.400	3.778
6. 카페를 선택할 때 SNS의 도움을 받는 편...	1.444	4.100	1.222

Cluster Model

```
Cluster 0: 18 items
Cluster 1: 20 items
Cluster 2: 18 items
Total number of items: 56
```

PerformanceVector

```
PerformanceVector:
Avg. within centroid distance: -0.565
Avg. within centroid distance_cluster_0: -0.290
Avg. within centroid distance_cluster_1: -0.965
Avg. within centroid distance_cluster_2: -0.395
Davies Bouldin: -0.364
```

1번과 5번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

5. 프랜차이즈 카페를 선호하십...

Log scale

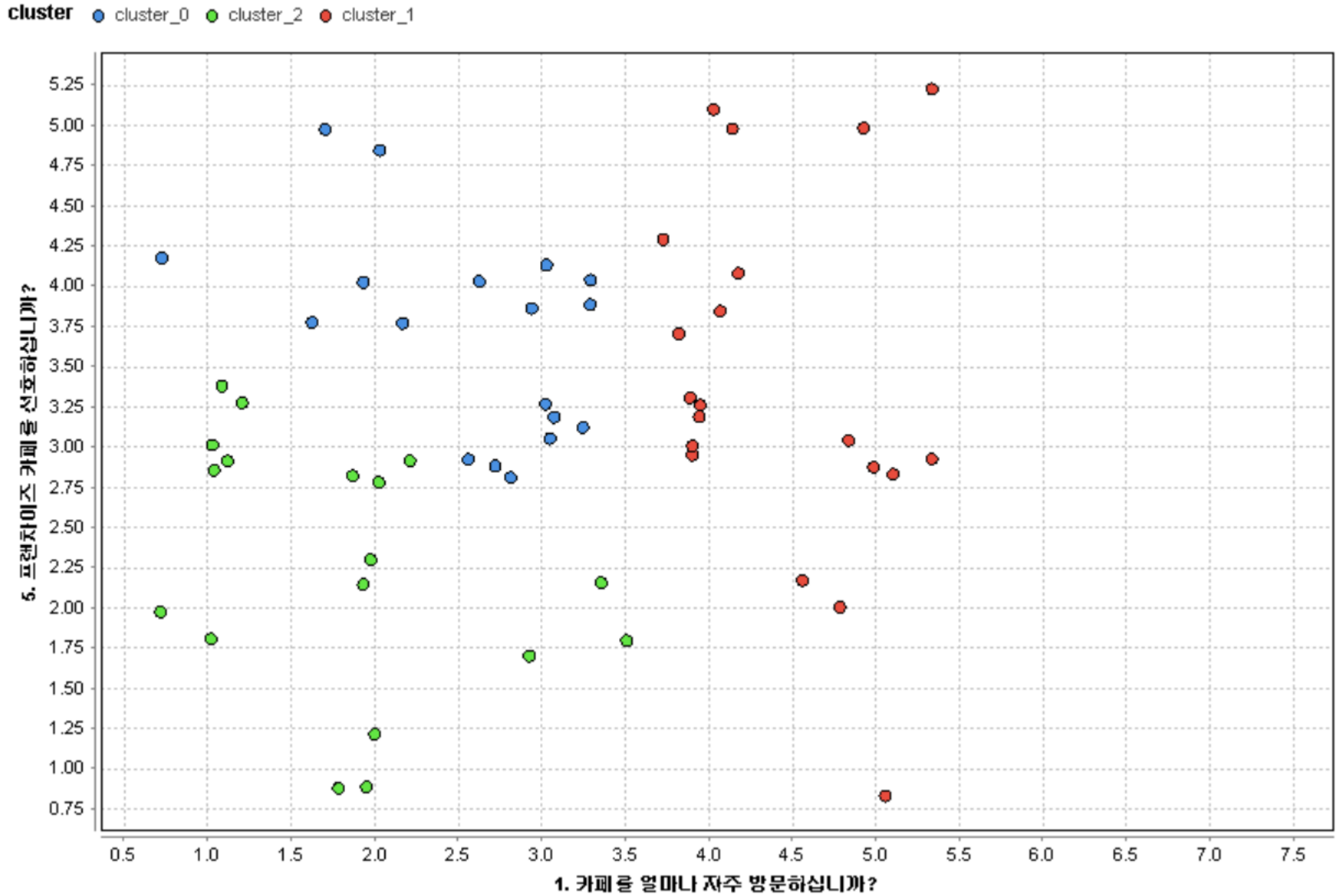
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	2.556	4.400	1.778
5. 프랜차이즈 카페를 선호하십니까?	3.722	3.400	2.278

Cluster Model

```
Cluster 0: 18 items
Cluster 1: 20 items
Cluster 2: 18 items
Total number of items: 56
```

PerformanceVector

```
PerformanceVector:
Avg. within centroid distance: -0.539
Avg. within centroid distance_cluster_0: -0.390
Avg. within centroid distance_cluster_1: -0.690
Avg. within centroid distance_cluster_2: -0.520
Davies Bouldin: -0.533
```

1번과 4번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

4. 카페 사용에 있어 평균 체류...

Log scale

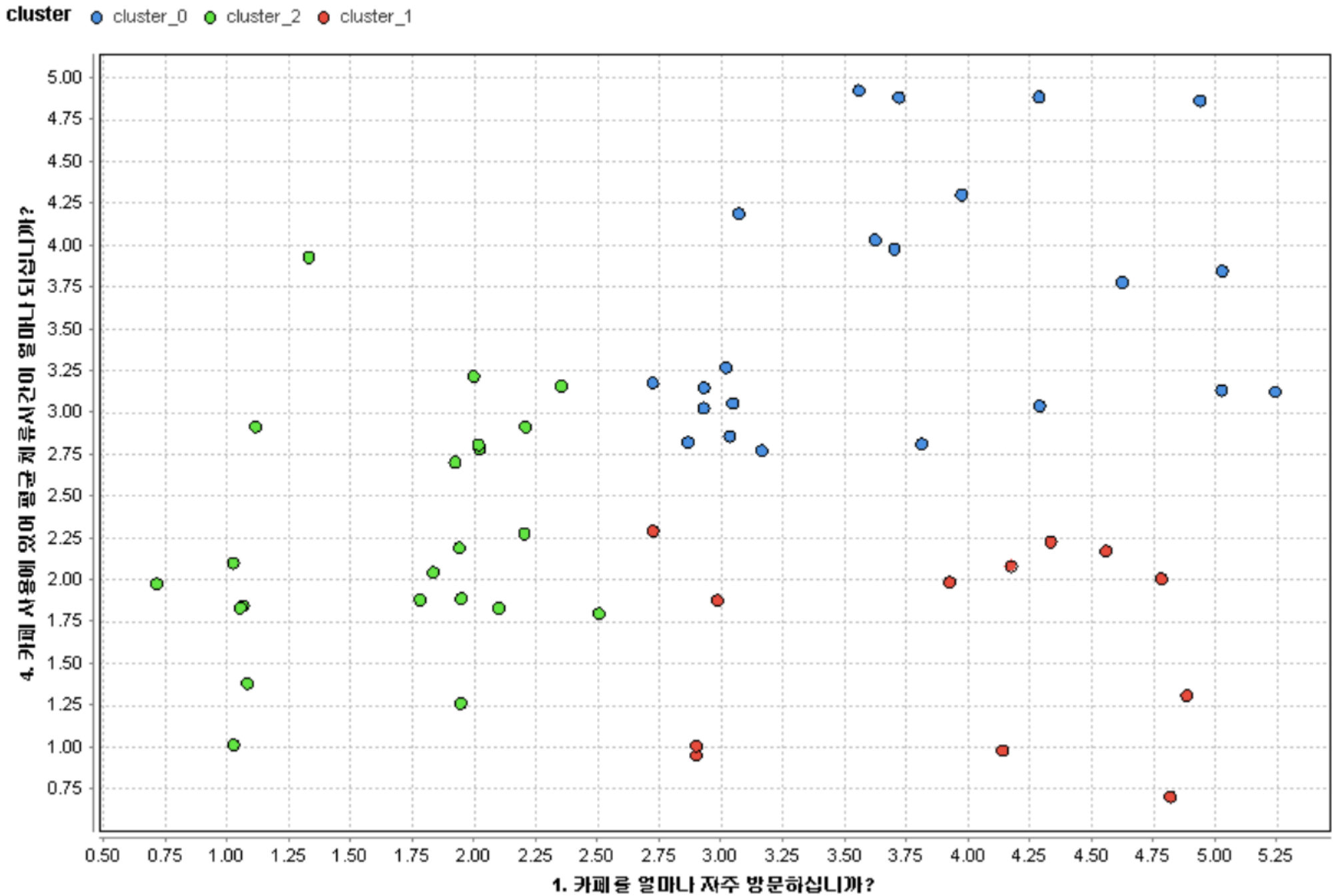
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	3.773	3.917	1.636
4. 카페 사용에 있어 평균 체류시간이 얼마...	3.636	1.583	2.273

Cluster Model

Cluster 0: 22 items
Cluster 1: 12 items
Cluster 2: 22 items
Total number of items: 56

PerformanceVector

PerformanceVector:
Avg. within centroid distance: -0.484
Avg. within centroid distance_cluster_0: -0.613
Avg. within centroid distance_cluster_1: -0.410
Avg. within centroid distance_cluster_2: -0.397
Davies Bouldin: -0.430

1번과 3번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

3. 매장 분위기가 인상적인 것...

Log scale

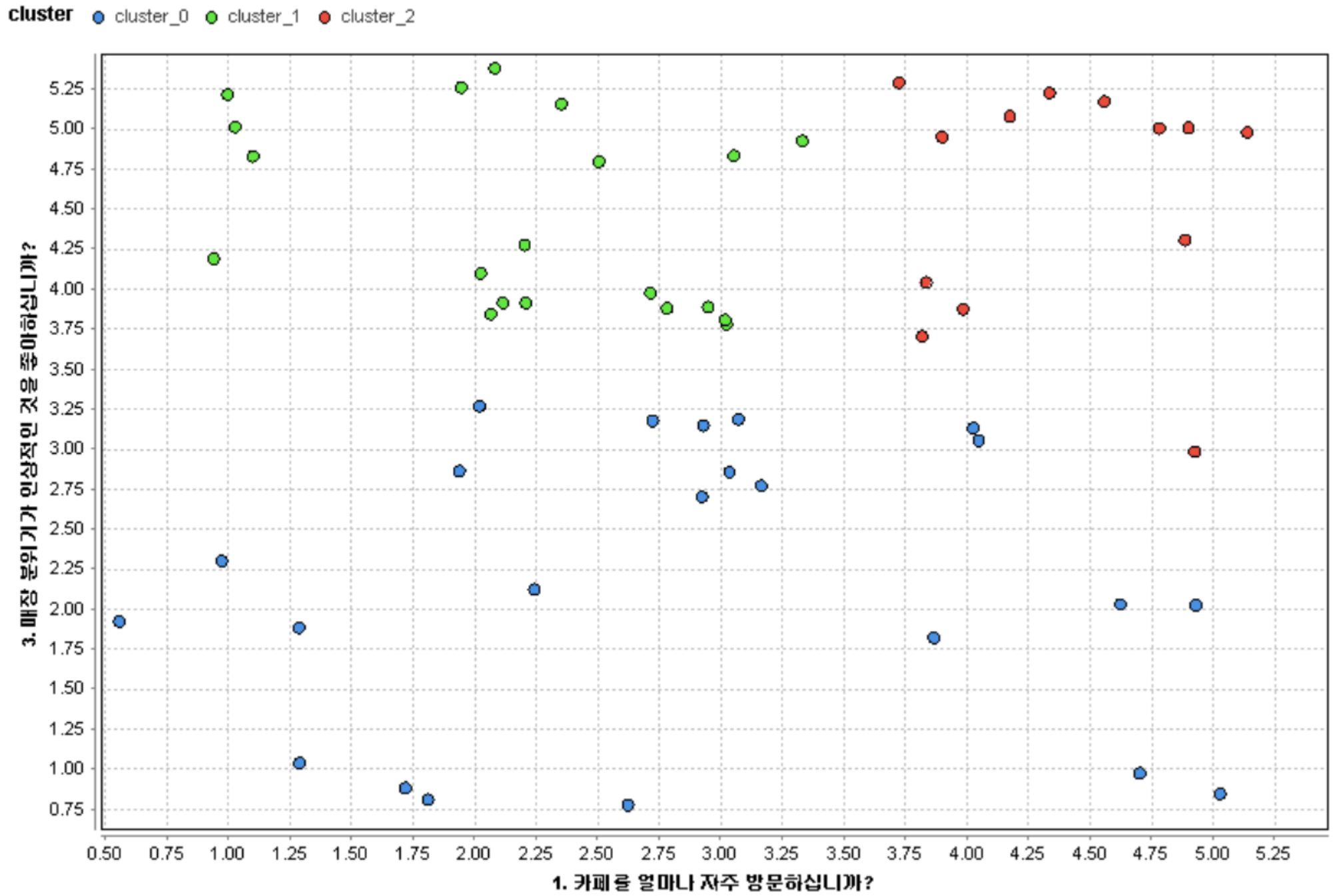
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	2.870	2.150	4.385
3. 매장 분위기가 인상적인 것을 좋아하십니...	2.174	4.450	4.538

Cluster Model

Cluster 0: 23 items
textual description items
Cluster 2: 13 items
Total number of items: 56

PerformanceVector

PerformanceVector:
Avg. within centroid distance: -0.676
Avg. within centroid distance_cluster_0: -1.129
Avg. within centroid distance_cluster_1: -0.388
Avg. within centroid distance_cluster_2: -0.320
Davies Bouldin: -0.440

1번과 2번 비교

Chart style:

Scatter

x-Axis:

1. 카페를 얼마나 자주 방문하...

Log scale

y-Axis:

2. 카페 선택시 가성비를 중요...

Log scale

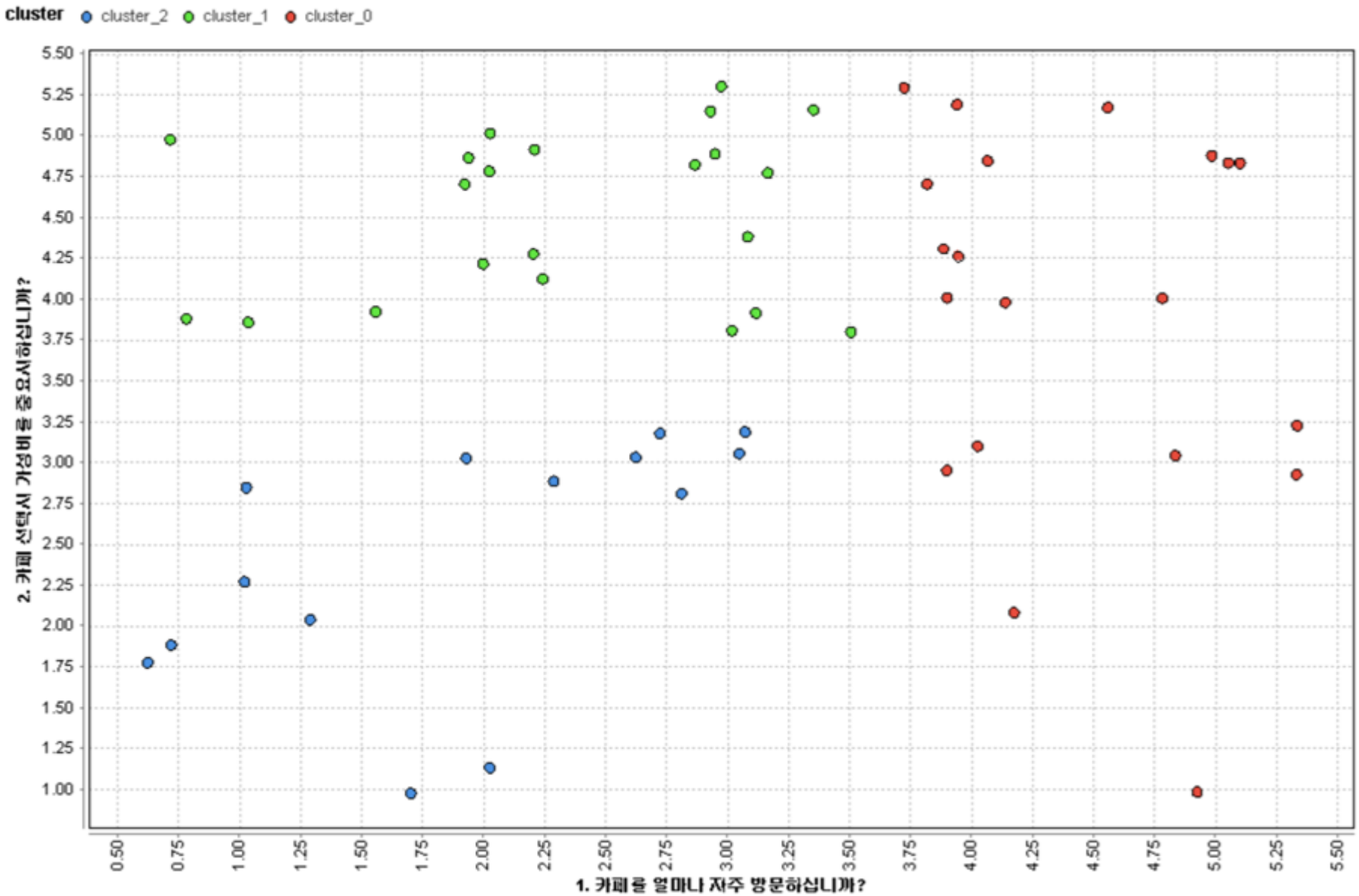
Color Column:

cluster

Log scale

Jitter:

Rotate labels



Attribute	cluster_0	cluster_1	cluster_2
1. 카페를 얼마나 자주 방문하십니까?	4.400	2.318	1.929
2. 카페 선택시 가성비를 중요시하십니까?	3.900	4.545	2.429

Cluster Model

Cluster 0: 20 items
Cluster 1: 22 items
Cluster 2: 14 items
Total number of items: 56

PerformanceVector

PerformanceVector:
Avg. within centroid distance: -1.128
Avg. within centroid distance_cluster_0: -1.530
Avg. within centroid distance_cluster_1: -0.738
Avg. within centroid distance_cluster_2: -1.168
Davies Bouldin: -0.874