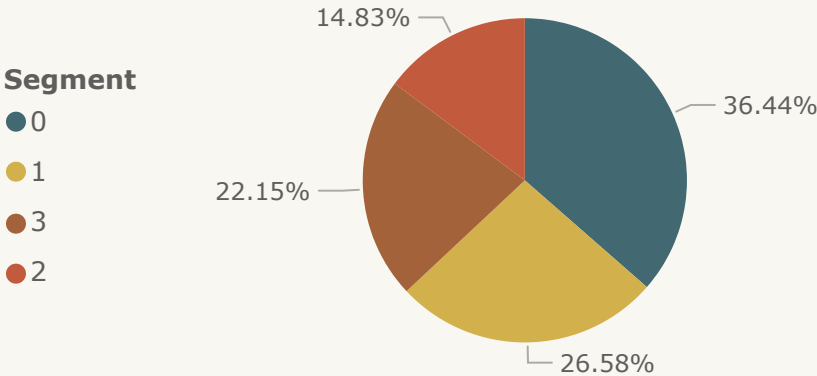# Segment Analysis: Who They Are
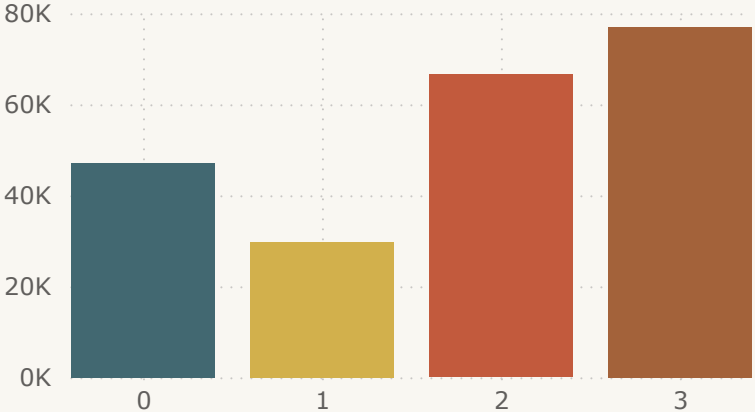
The two most important factors to determine each segment:
- Economic Status
- Family (parenthood, family size)
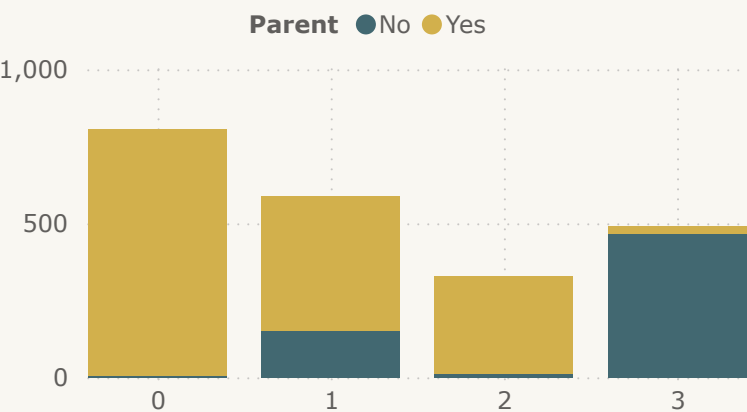
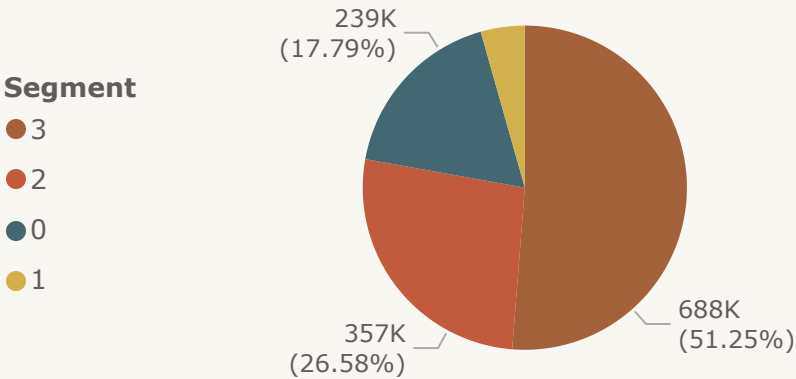## Segment Distribution

Segment
- 0
- 1
- 3
- 2

14.83%

22.15%

26.58%

36.44%

Average Income

Parenthood

Parent ● No ● Yes

Total Spent by Segment

Segment
- 3
- 2
- 0
- 1

239K
(17.79%)

357K
(26.58%)

688K
(51.25%)

Family Size by Segment

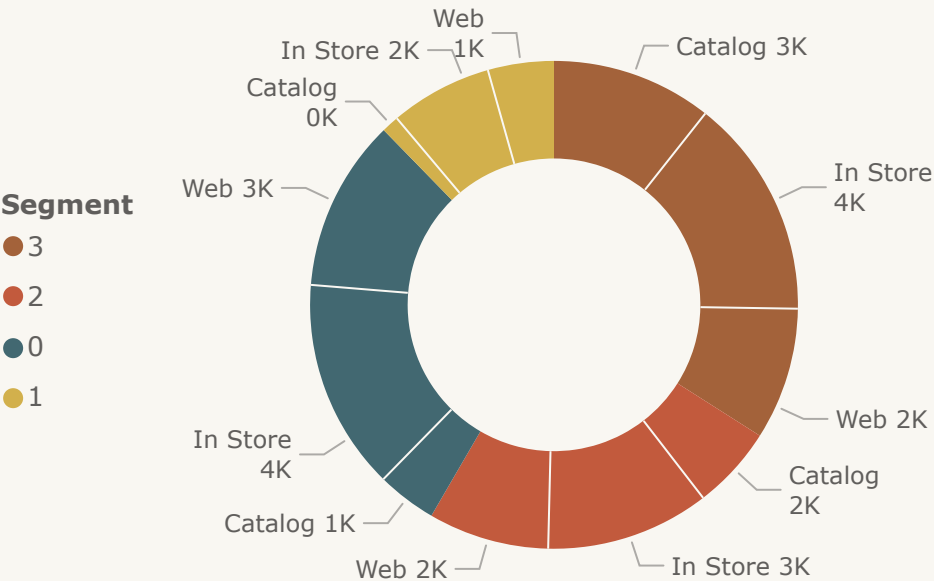**Segment** ● 0 ● 1 ● 2 ● 3

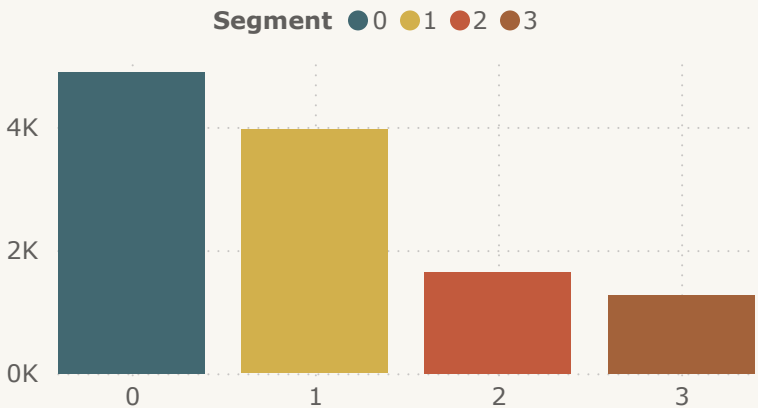Family Members
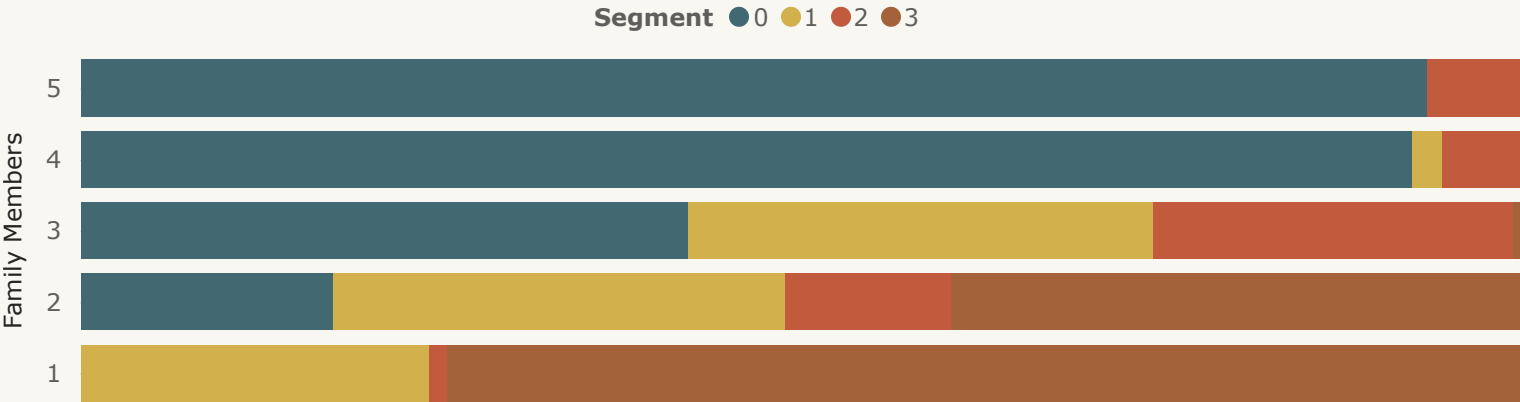
Segment Analysis: How They Buy

Each segment has distinct purchasing preferences including:
• Campaign acceptance rate
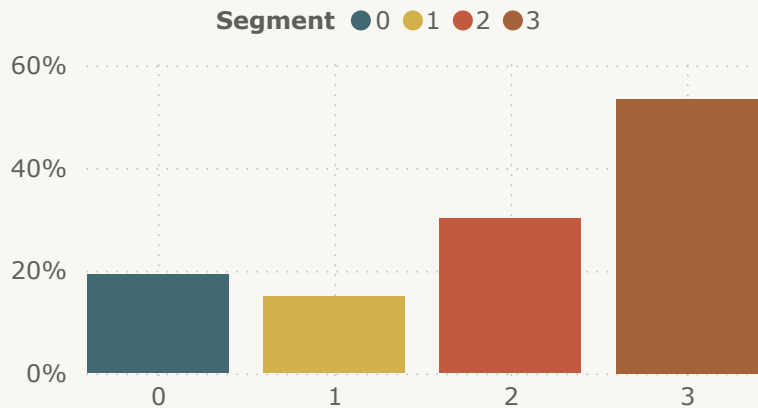• Preferred products
• Purchasing channel

Total Purchases by Channel

Segment
● 3
● 2
● 0
● 1

Web 1K
In Store 2K
Catalog 0K
Web 3K
In Store 4K
Catalog 1K
Web 2K
In Store 3K
Catalog 2K
Web 2K
Catalog 3K
In Store 4K

Web Visits Per Month

Segment ● 0 ● 1 ● 2 ● 3

4K
2K
0K
0   1   2   3

Campaign Acceptance Rate

Segment ● 0 ● 1 ● 2 ● 3

60%
40%
20%
0%
0   1   2   3

Segment Spending by Project Category

Product Category ● Fruit ● Gold ● Meat ● Sweets ● Wines

Total Spending
200K
0K
0   1   2   3
Segment