CUSTOMER PERSONALITY ANALYSIS & THEIR CONSUMPTIONS

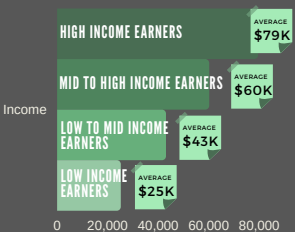
Wines | Fruits | Meat | Fish | Sweets | Gold

CUSTOMER SEGMENTATION

CUSTOMER CLUSTERING

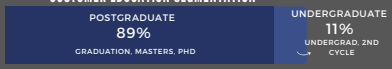
- HIGH POTENTIAL:
  NEW CUSTOMERS WITH HIGH INCOME & HIGH SPENDING NATURE
- STARS:
  OLD CUSTOMERS WITH HIGH INCOME & HIGH SPENDING NATURE
- LEAKY BUCKET:
  OLD CUSTOMERS WITH BELOW AVERAGE INCOME & LOW SPENDING NATURE
- NEED ATTENTION:
  NEW CUSTOMERS WITH BELOW AVERAGE INCOME & LOW SPENDING NATURE

AVERAGE INCOME BY INCOME GROUP



CUSTOMER AGE GROUPS

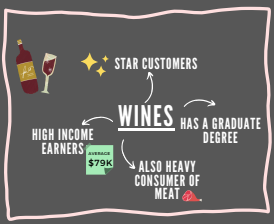
CUSTOMER EDUCATION SEGMENTATION

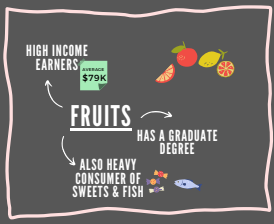


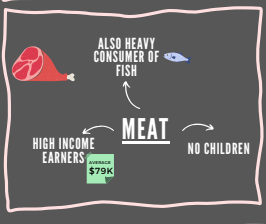
CUSTOMER MARITAL STATUS

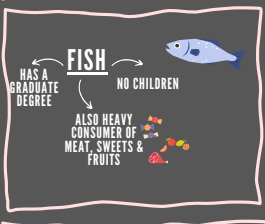
CUSTOMER AMOUNT OF CHILDREN

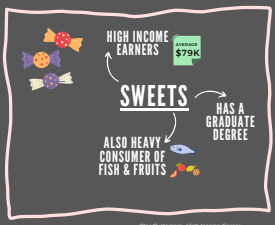
PERSONALITIES FOR THE BIGGEST CONSUMERS OF:

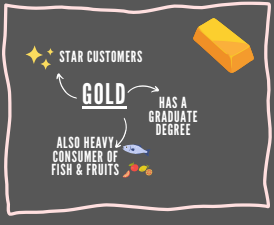












SUMMARY:

THE BIGGEST CONSUMERS OF ALL ITEMS ARE GENERALLY STAR CUSTOMERS (WHO ARE HIGH INCOME EARNERS), WITH GRADUATE DEGREES AND NO CHILDREDN.

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