Las Wagones

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Customer Segmentation

A quick overview of your customers
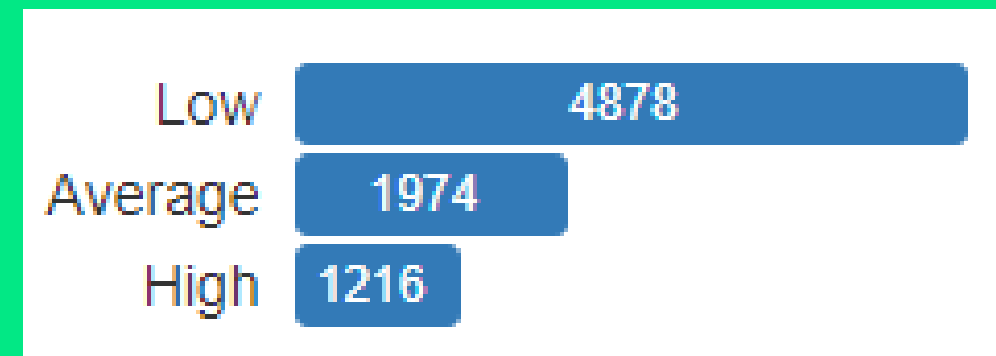
Gender:

Male	4417
Female	3651

Spendings:

Low	4878
Average	1974
High	1216

Segmentation:

D	2268
A	1972
C	1970
B	1858

Profession:

Artist	2516
Healthcare	1332
Entertainment	949
Engineer	699
Doctor	688
Other values (4)	1760
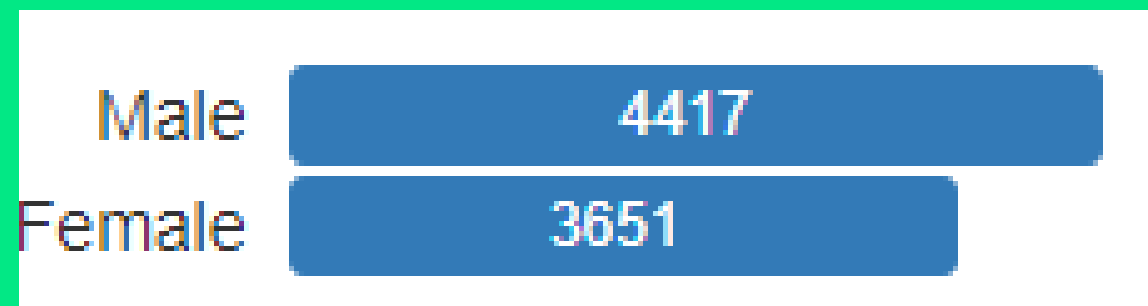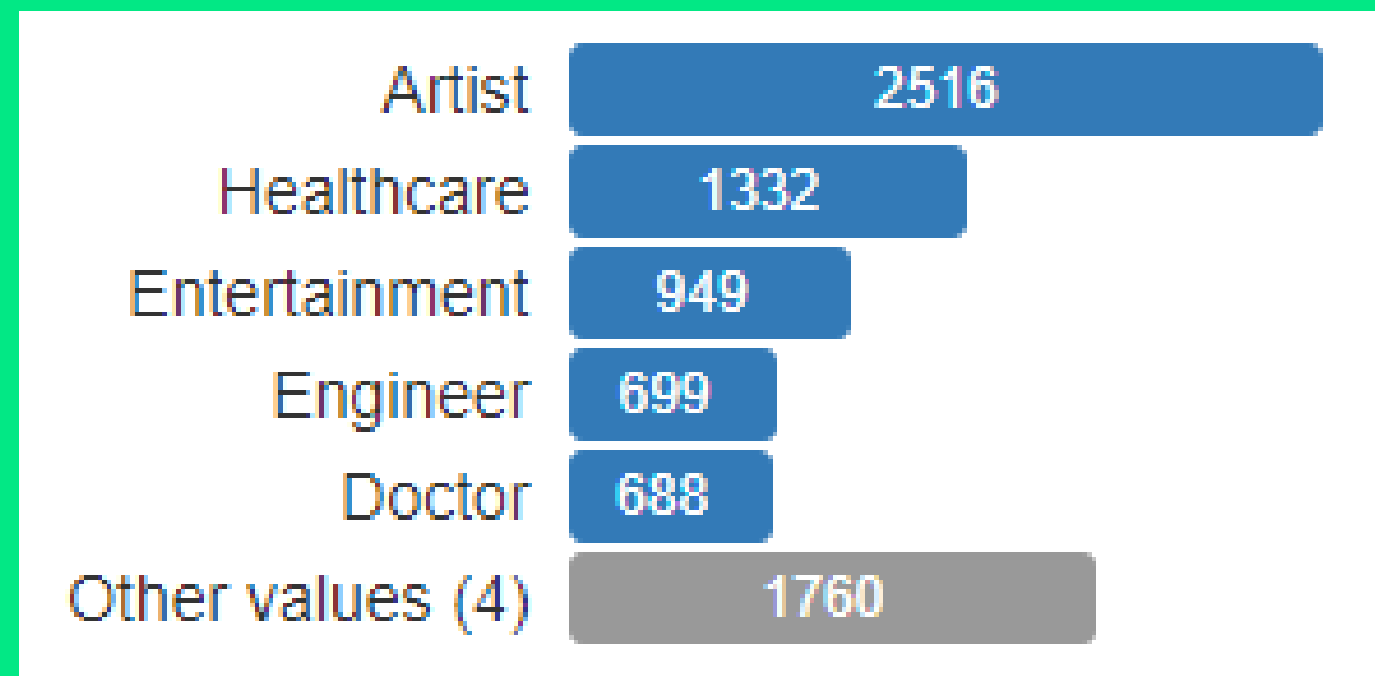
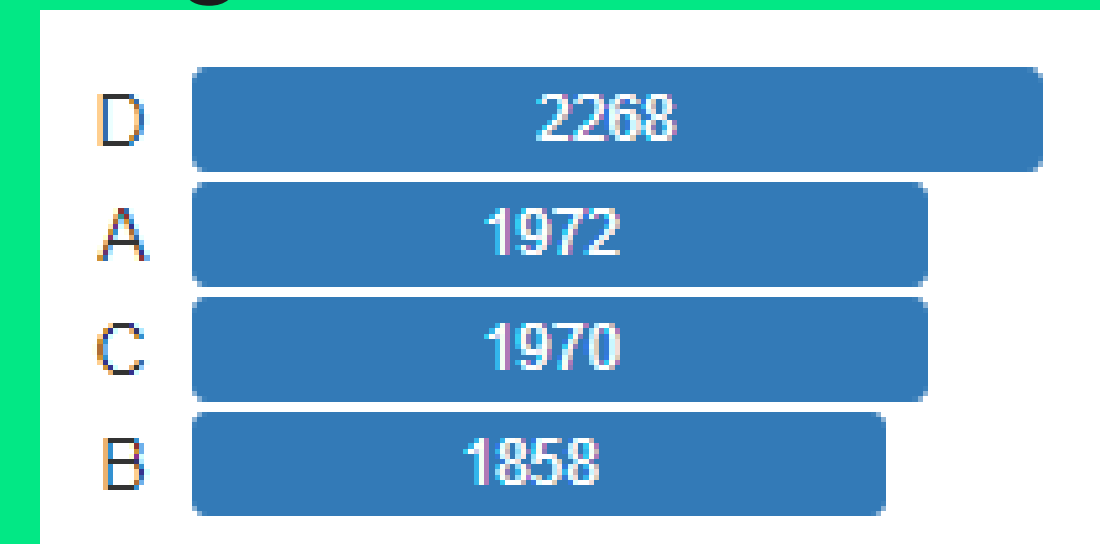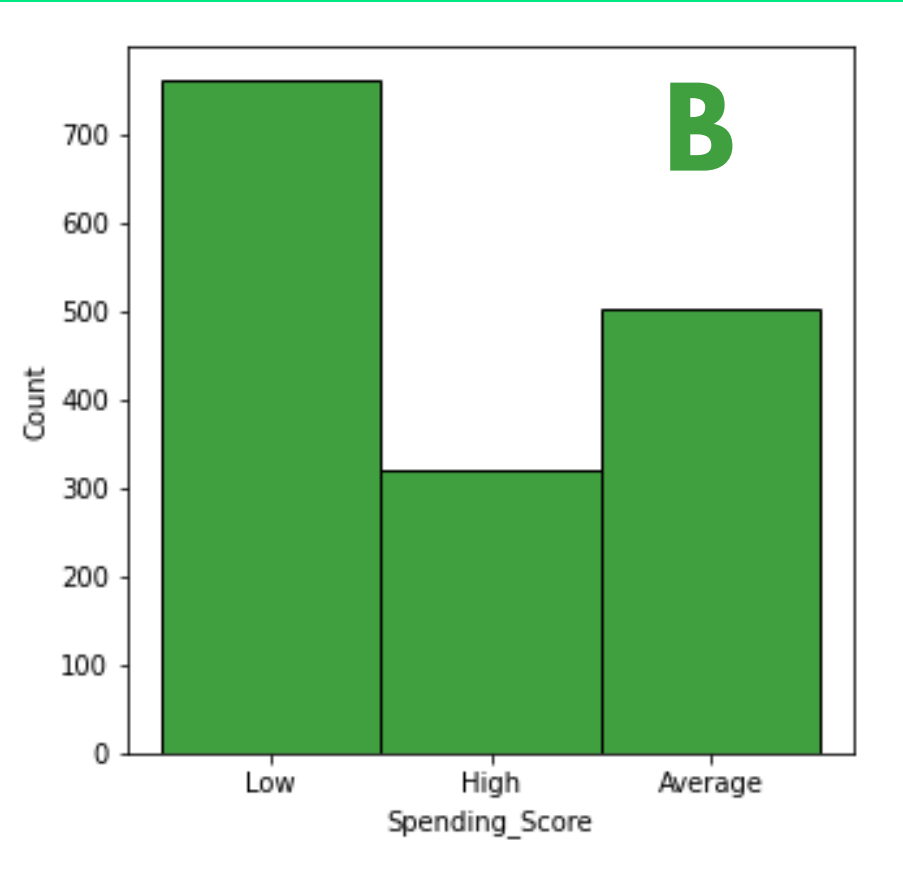**Age mean: 43.4**

Family size mean:2.8

Segments are fairly the same size

Let's look into segmentation

No major distinction except for D : younger, more work exp, and slightly bigger family

Age	
Segmentation	
A	44.417076
B	48.079596
C	49.292219
D	32.987020

Family_Size	
Segmentation	
A	2.439531
B	2.696970
C	2.974559
D	3.232624

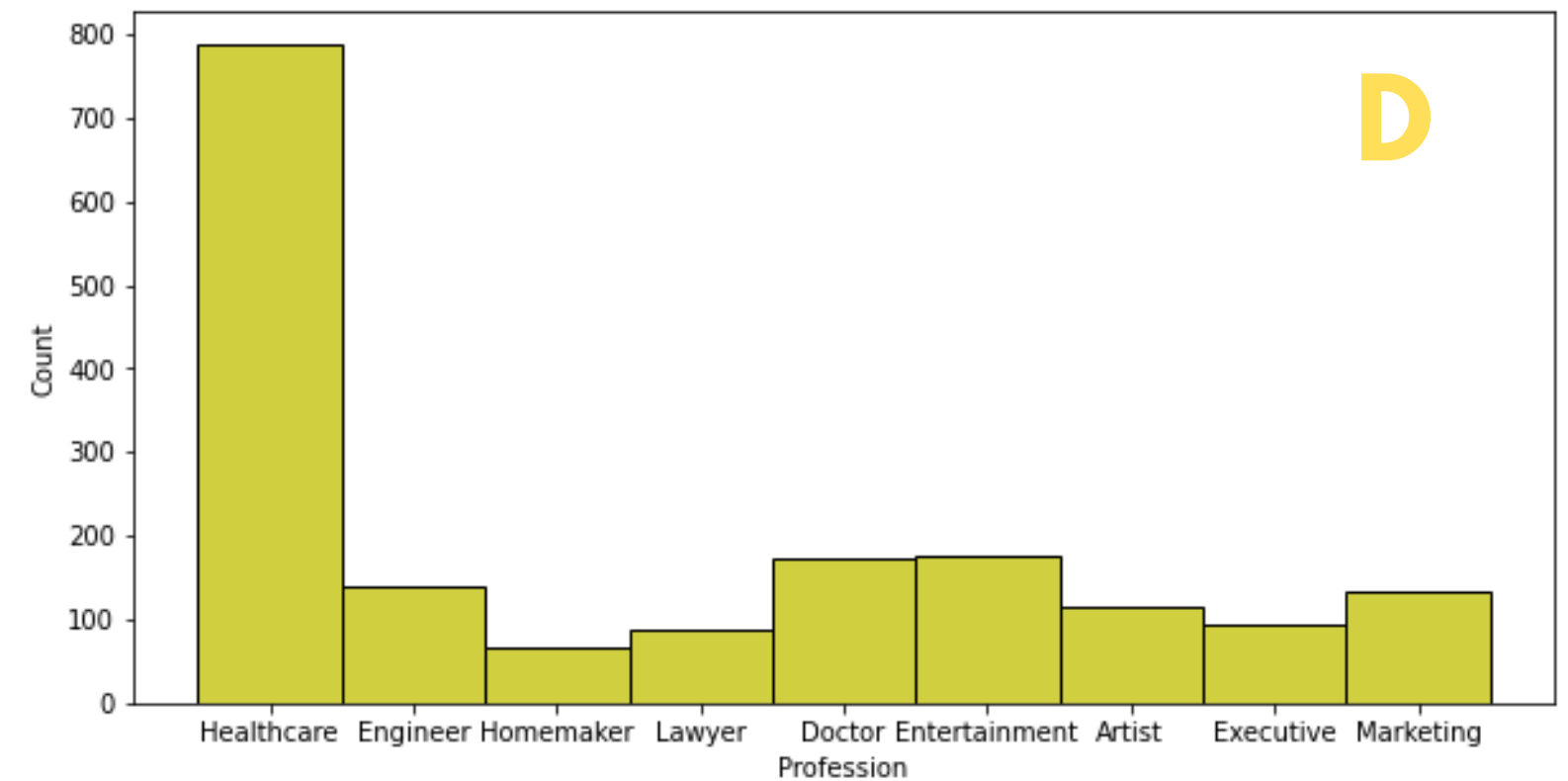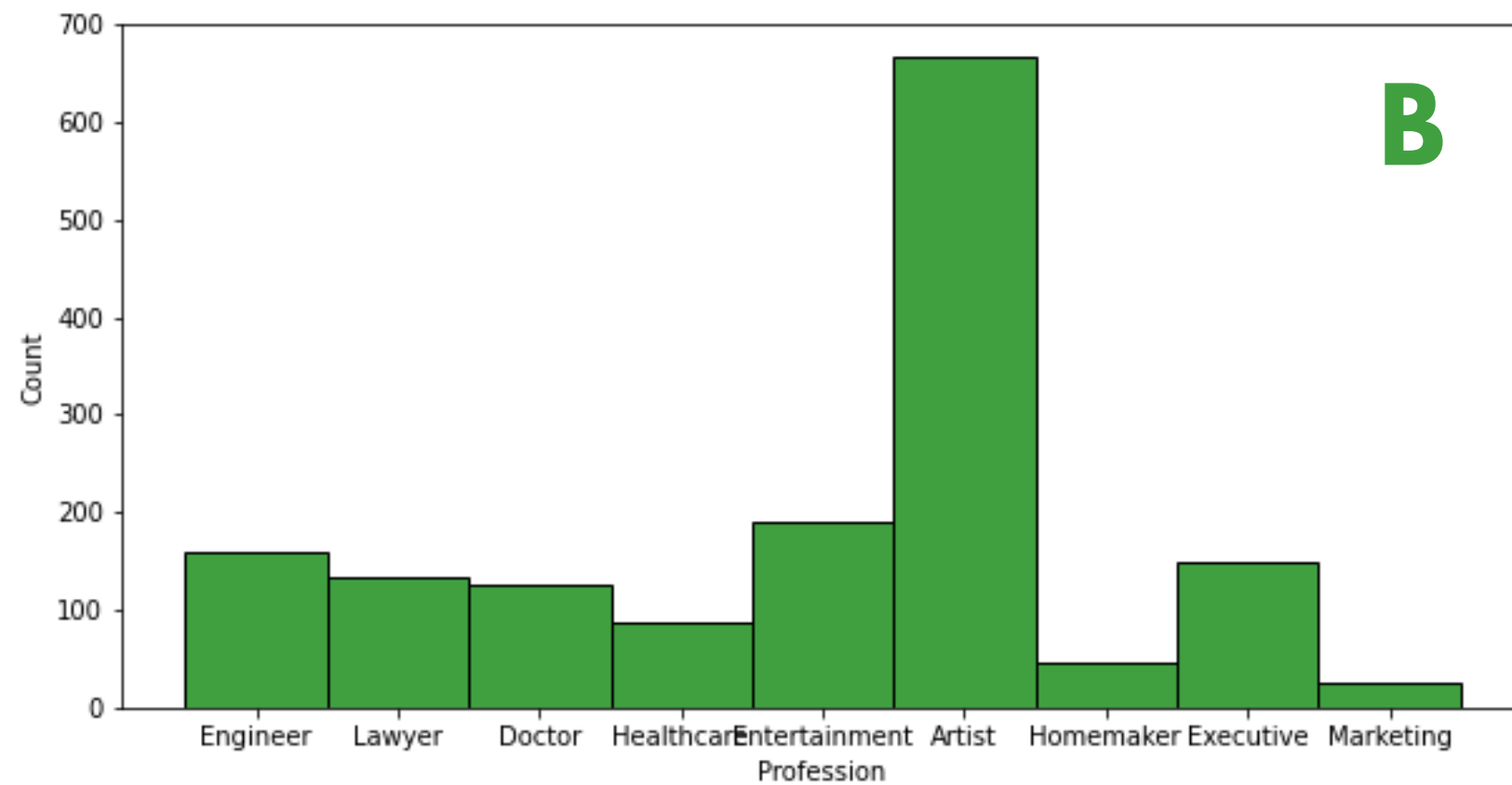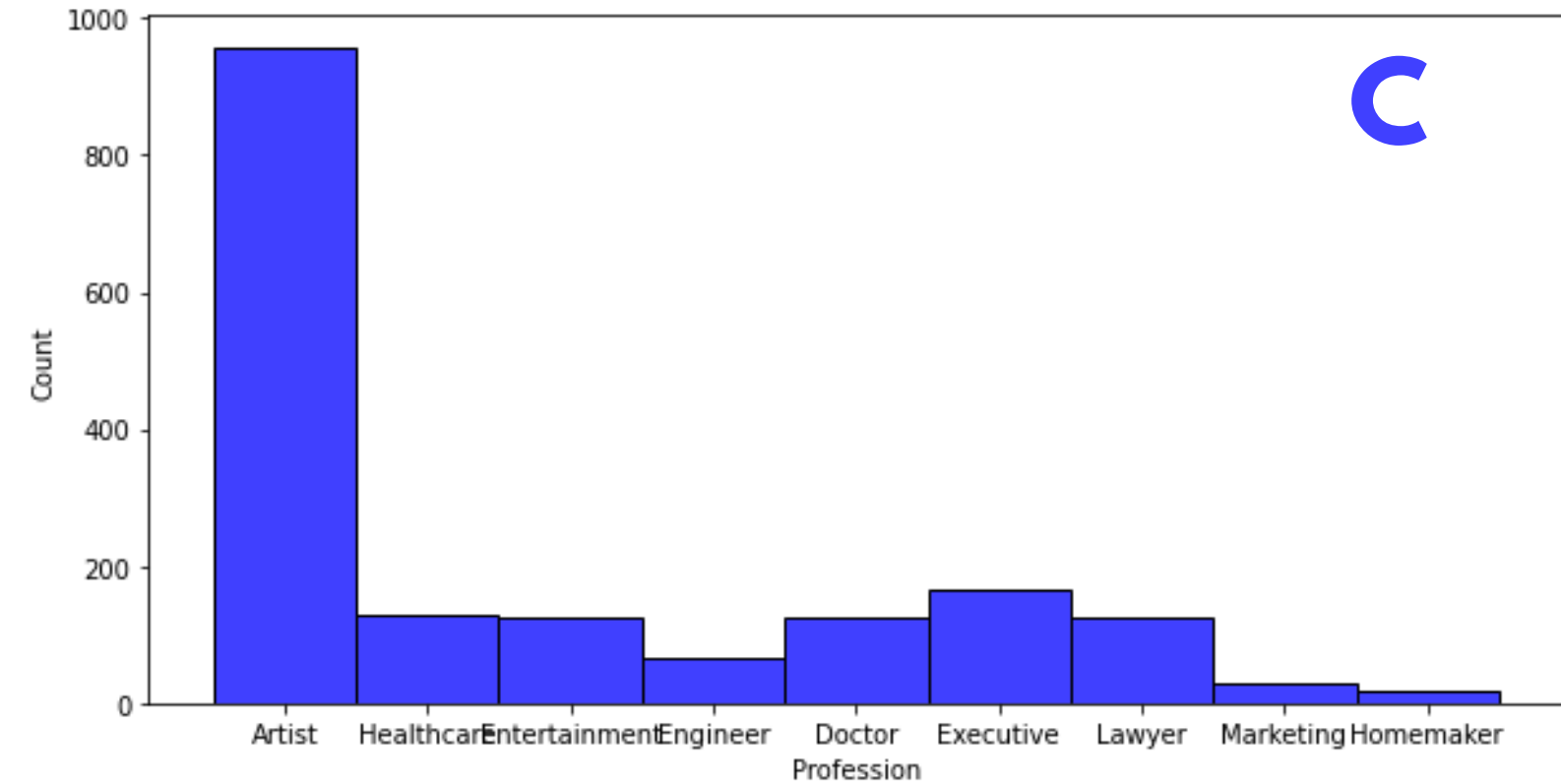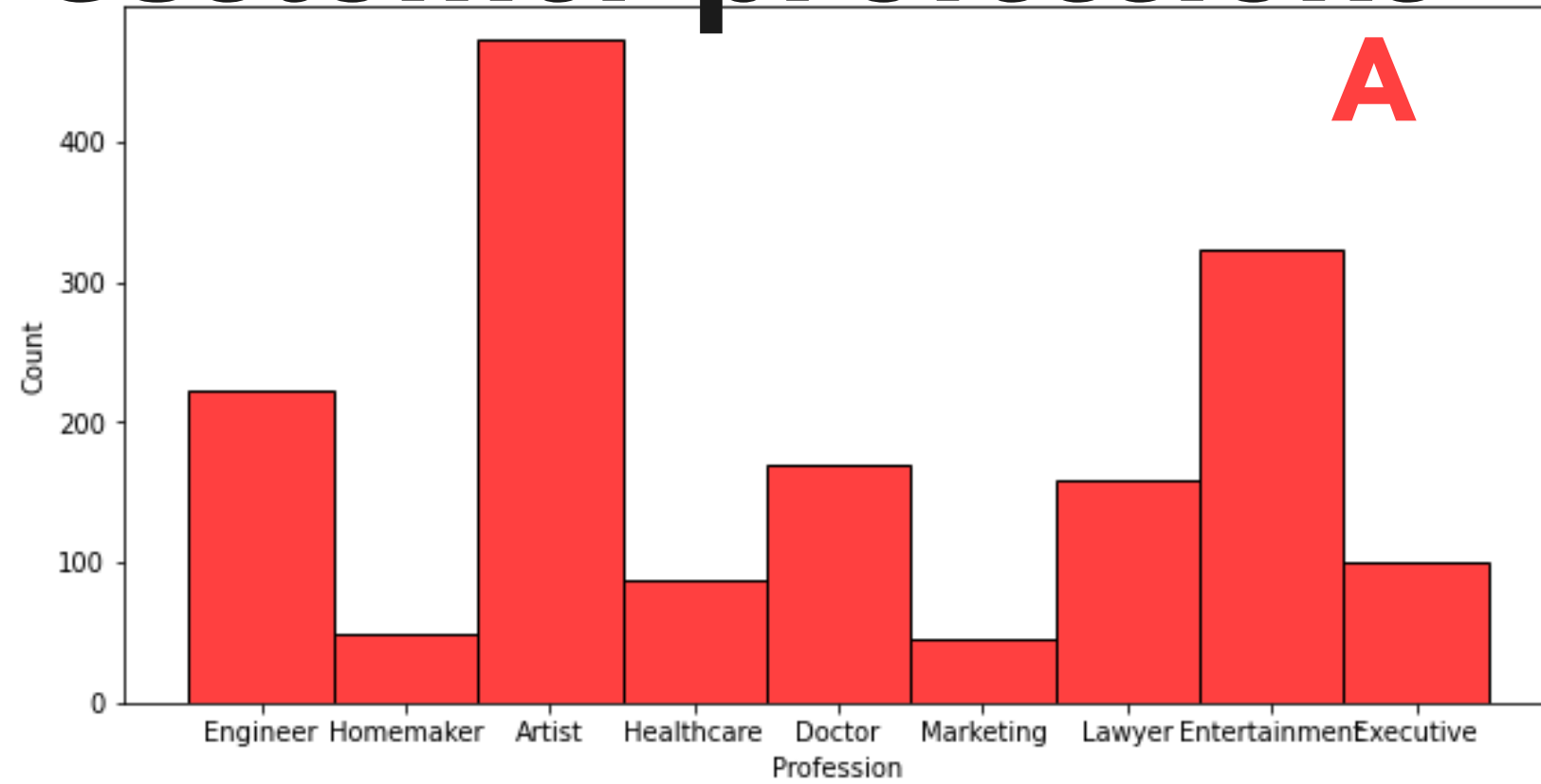| Work_Experience	
Segmentation	
A	2.874578
B	2.378151
C	2.240771
D	3.021717

Spending Score

D has really specific pattern : low spender.

B and C are fairly similar.

A in between D and B&C
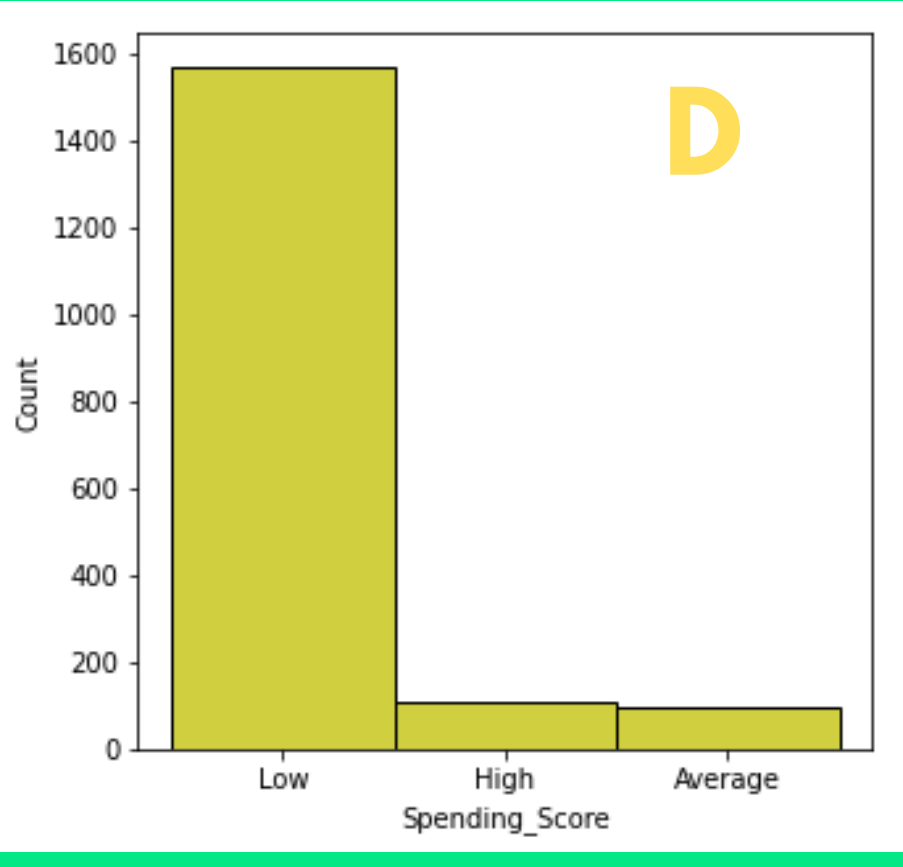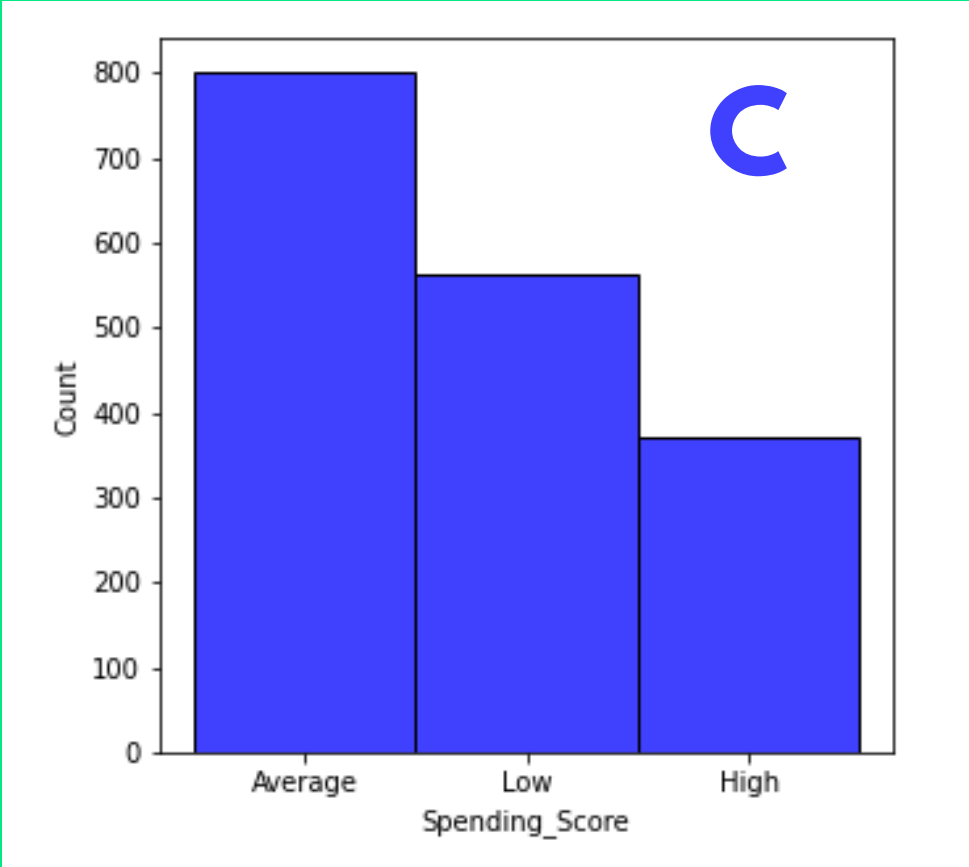
Customer professions

D main profession is healthcare, while others is artist. It appears from this quick analysis that D really differs from the other groups while the other look similar. maybe it would be better to split your customers into two segments rather than 4