# Customer Segmentation Analysis
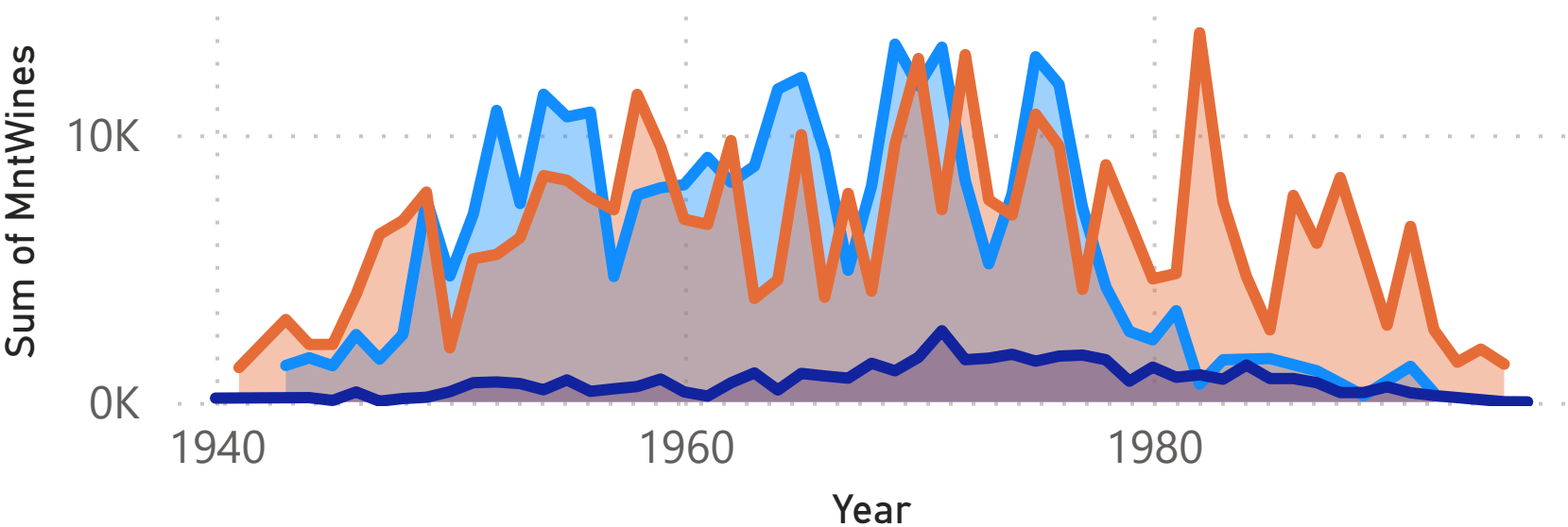
cluster

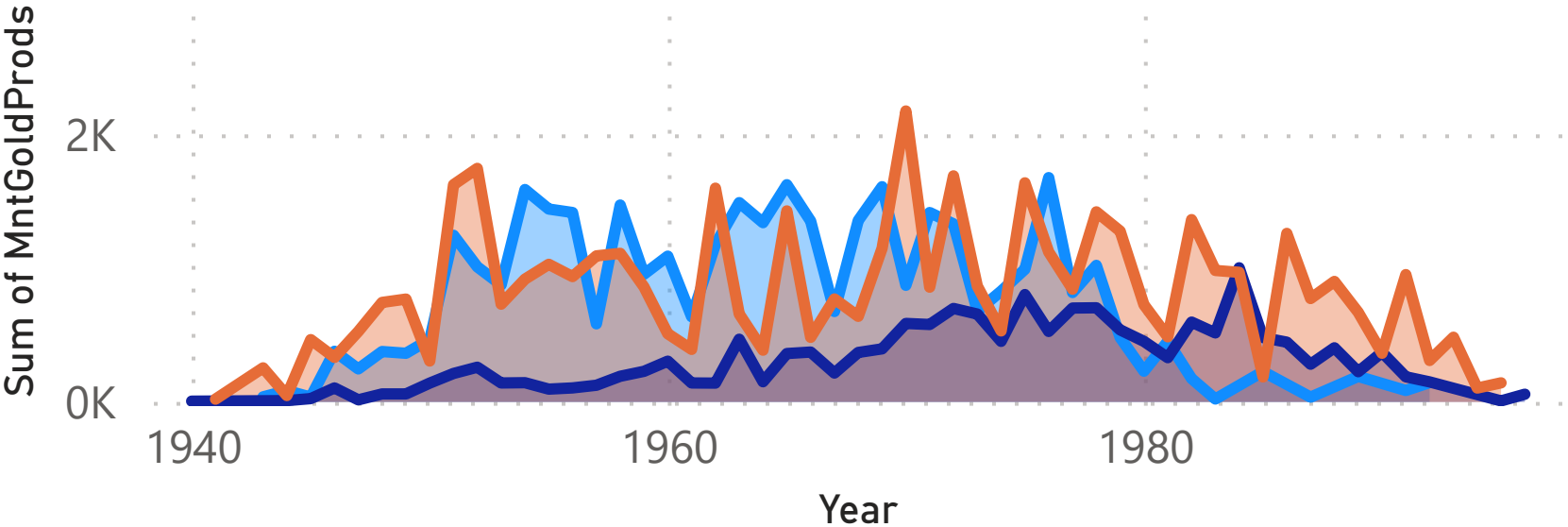All ▾

## Sum of MntWines by Year and cluster

cluster ● 0 ● 1 ● 2



## Sum of MntGoldProds by Year and cluster
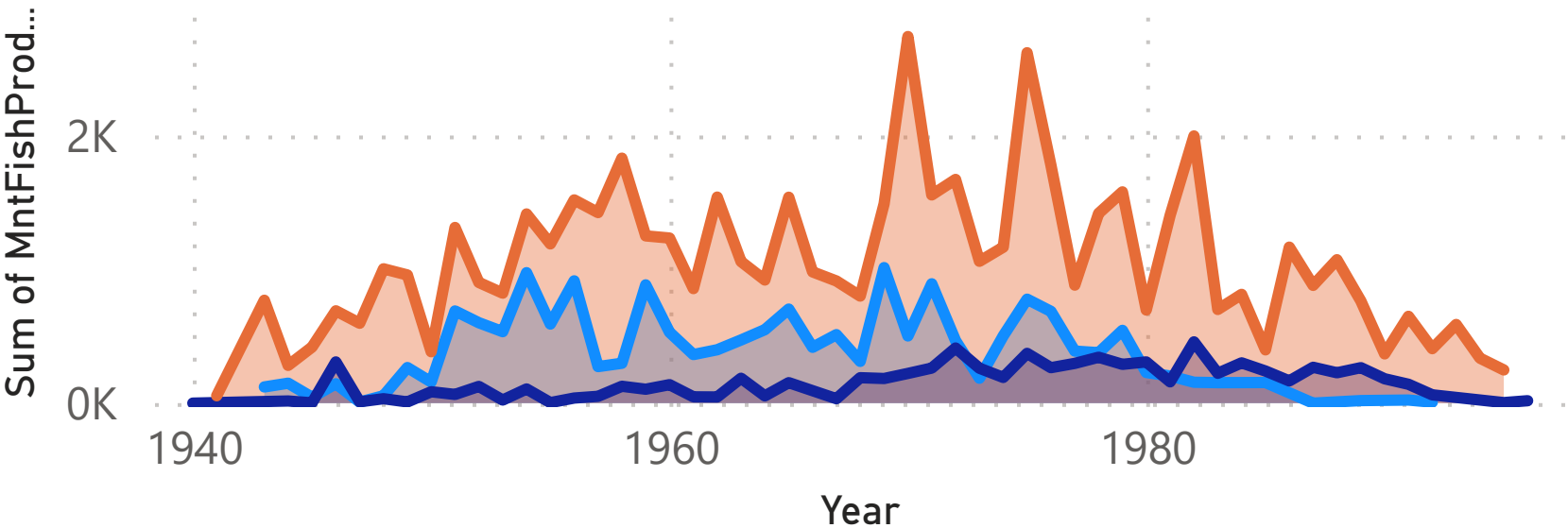
cluster ● 0 ● 1 ● 2



**116.79M**
Sum of Income

**995**
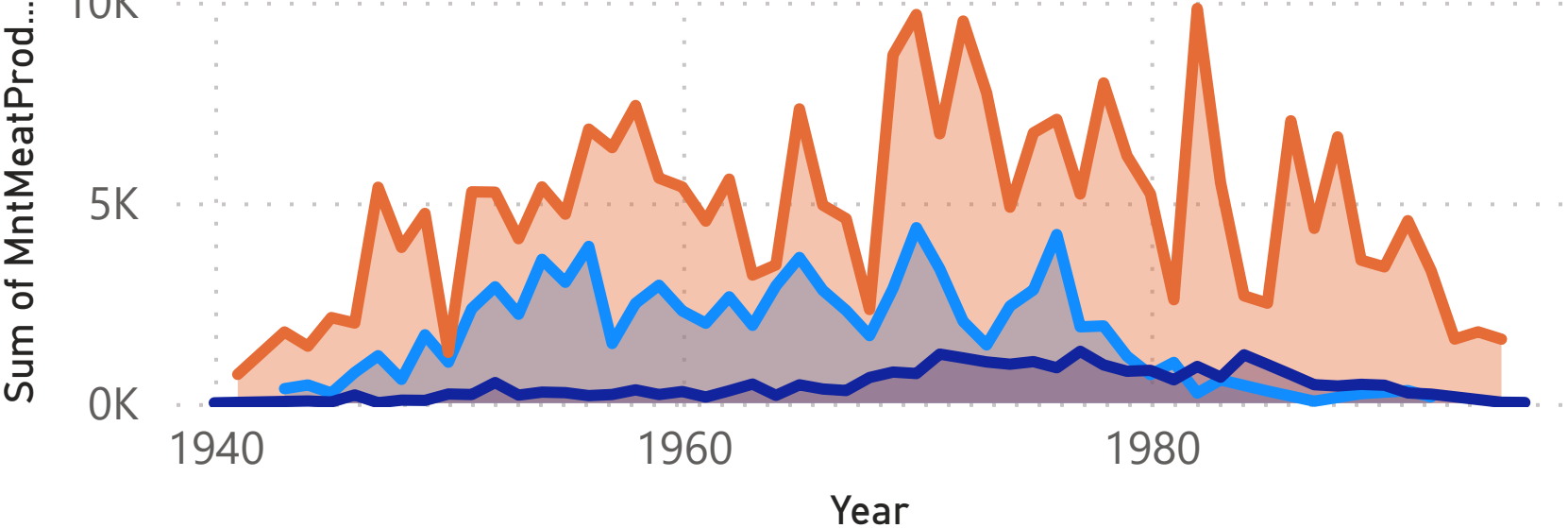Sum of Kidhome

## Sum of MntFishProducts by Year and cluster
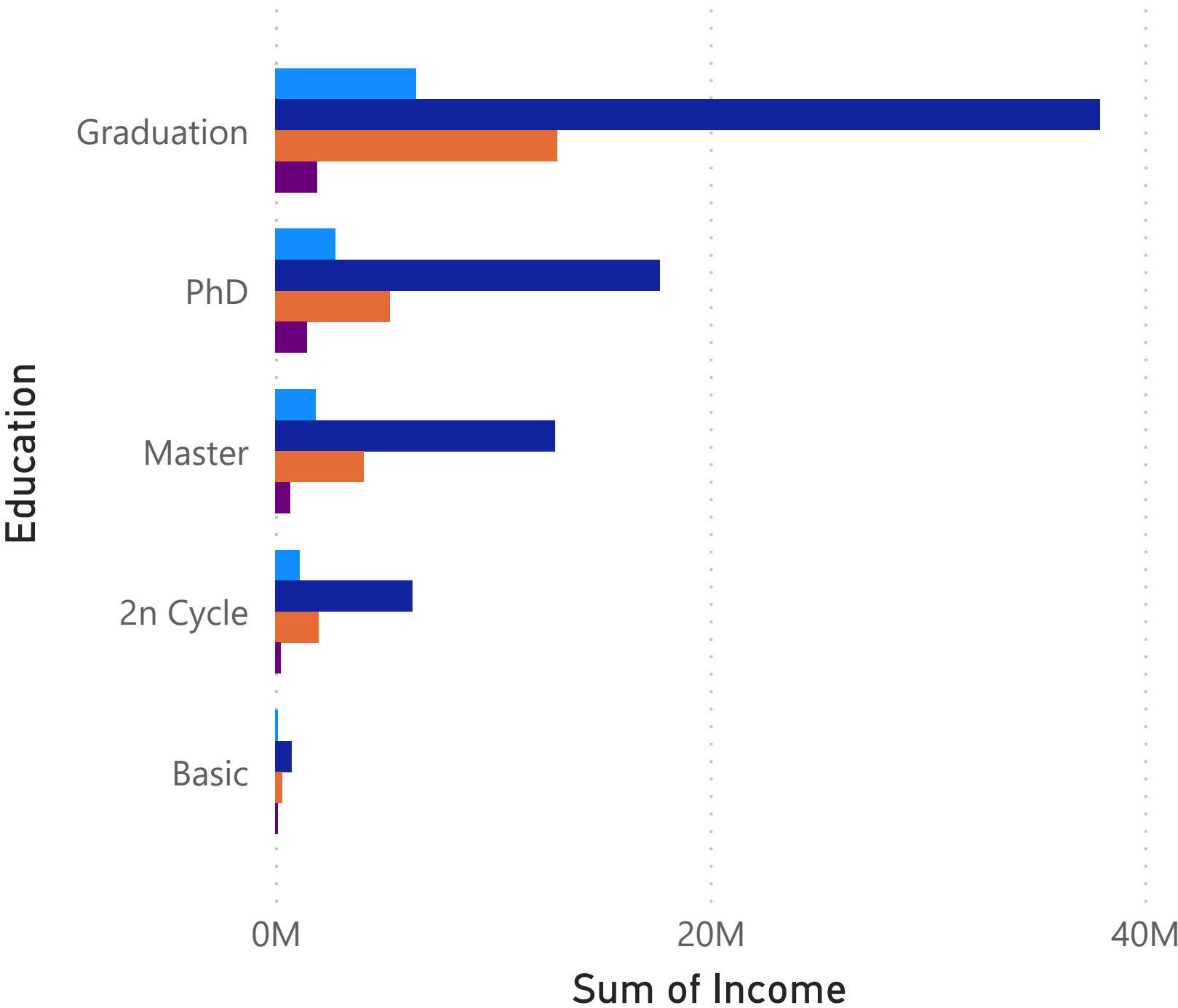
cluster ● 0 ● 1 ● 2



## Sum of MntMeatProducts by Year and cluster
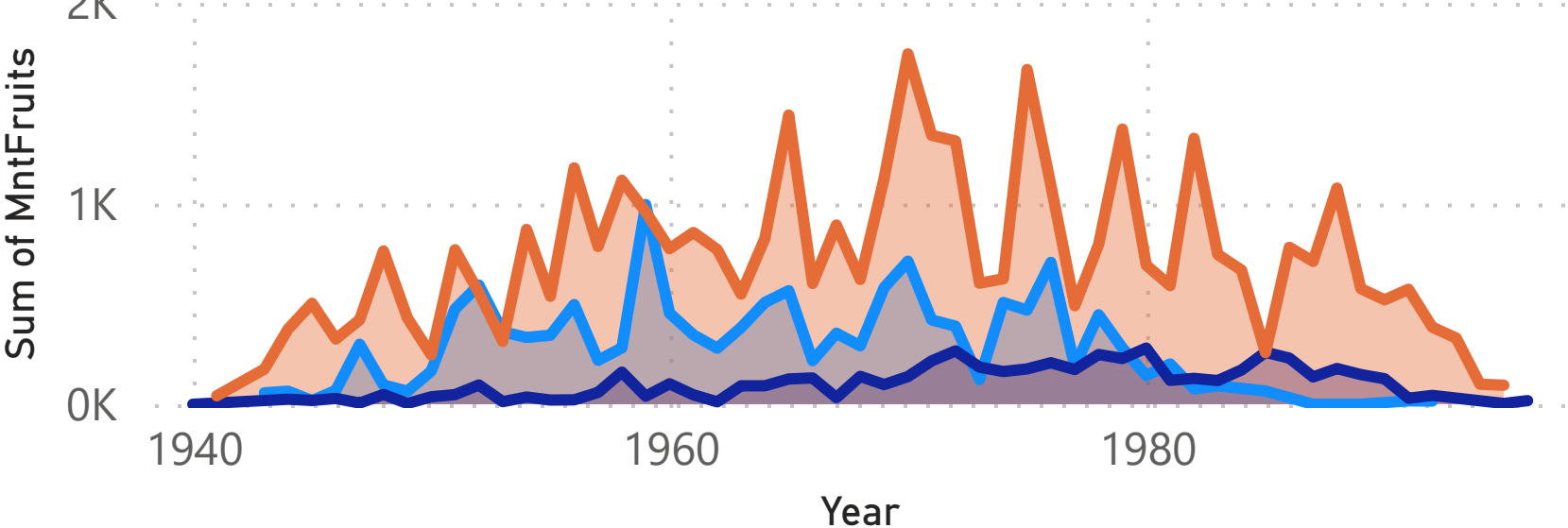
cluster ● 0 ● 1 ● 2



## Sum of Income by Education and Marital_Status

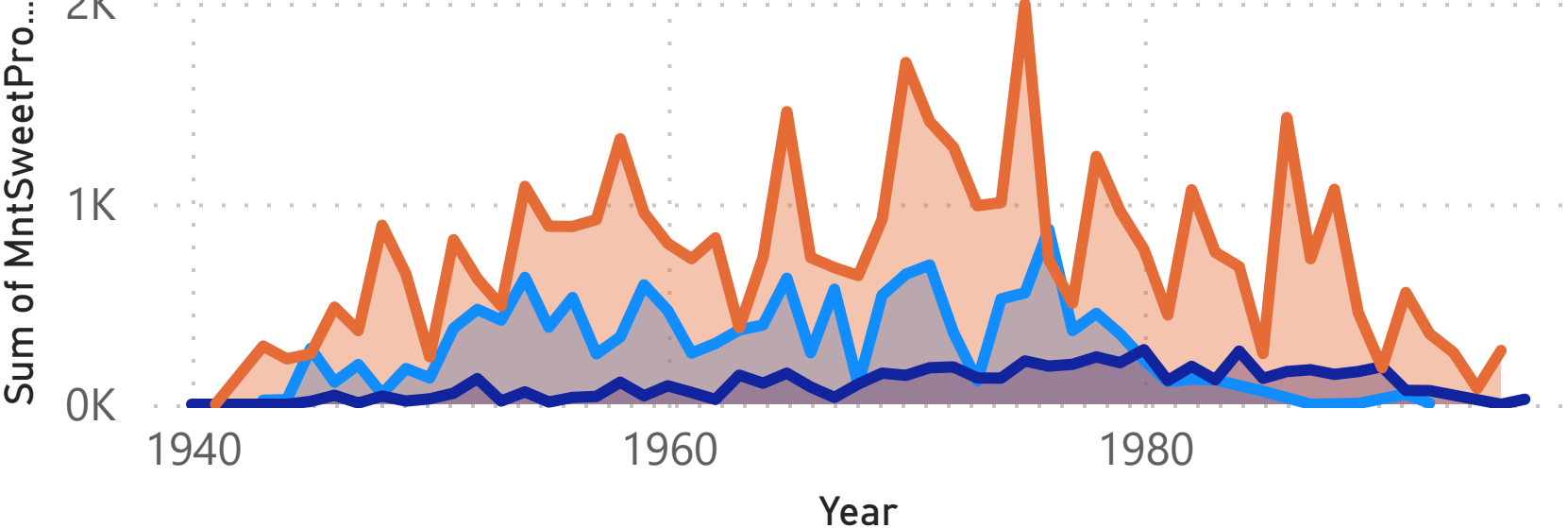Marital_Status ● Divorced ● Married ● Single ● Widow



## Sum of MntFruits by Year and cluster

cluster ● 0 ● 1 ● 2



## Sum of MntSweetProducts by Year and cluster

cluster ● 0 ● 1 ● 2
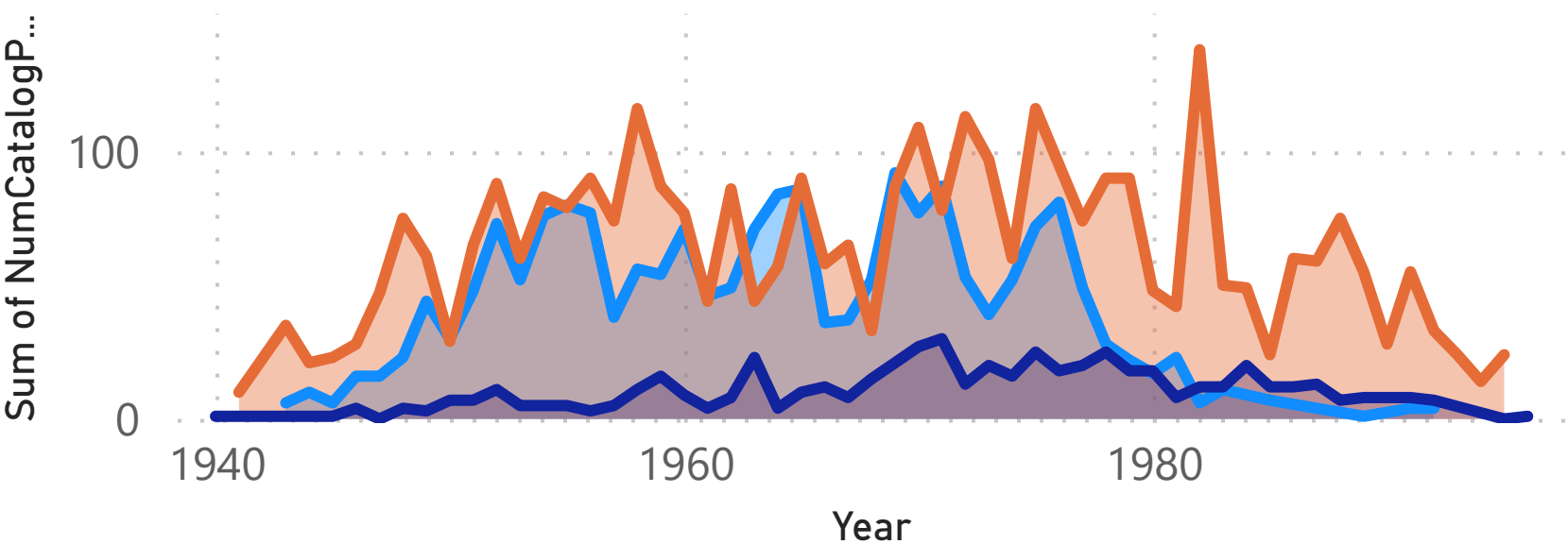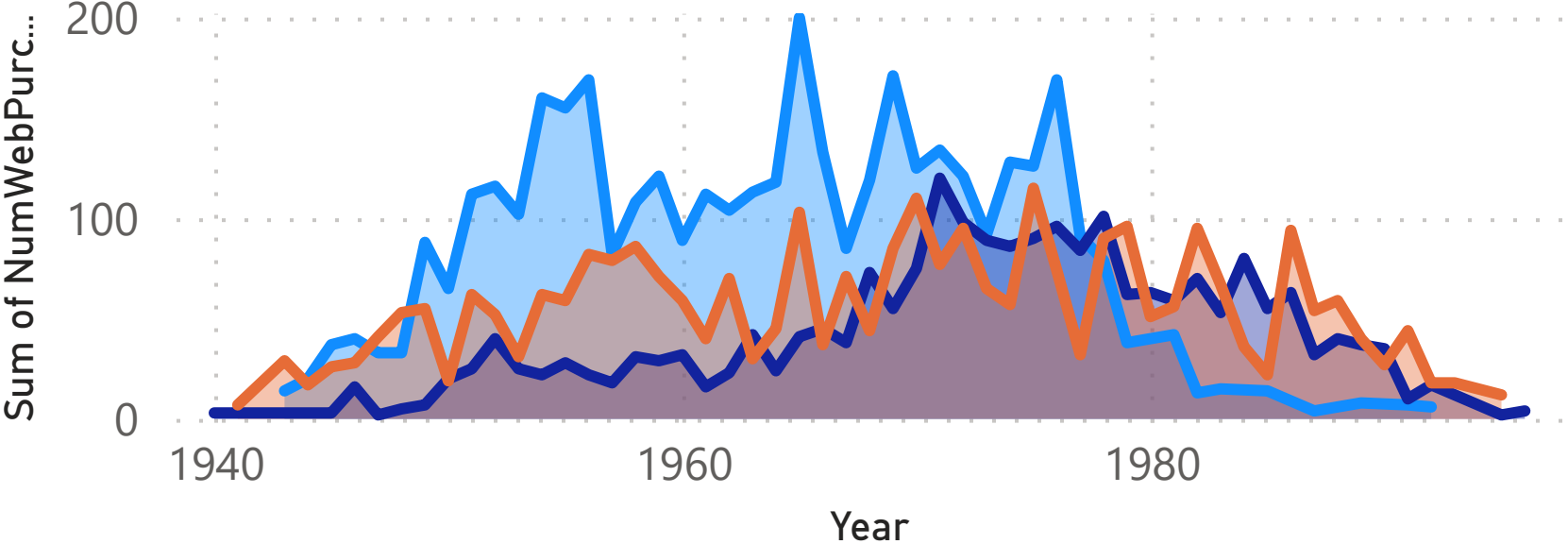
# Customer Segmentation Analysis

cluster

All

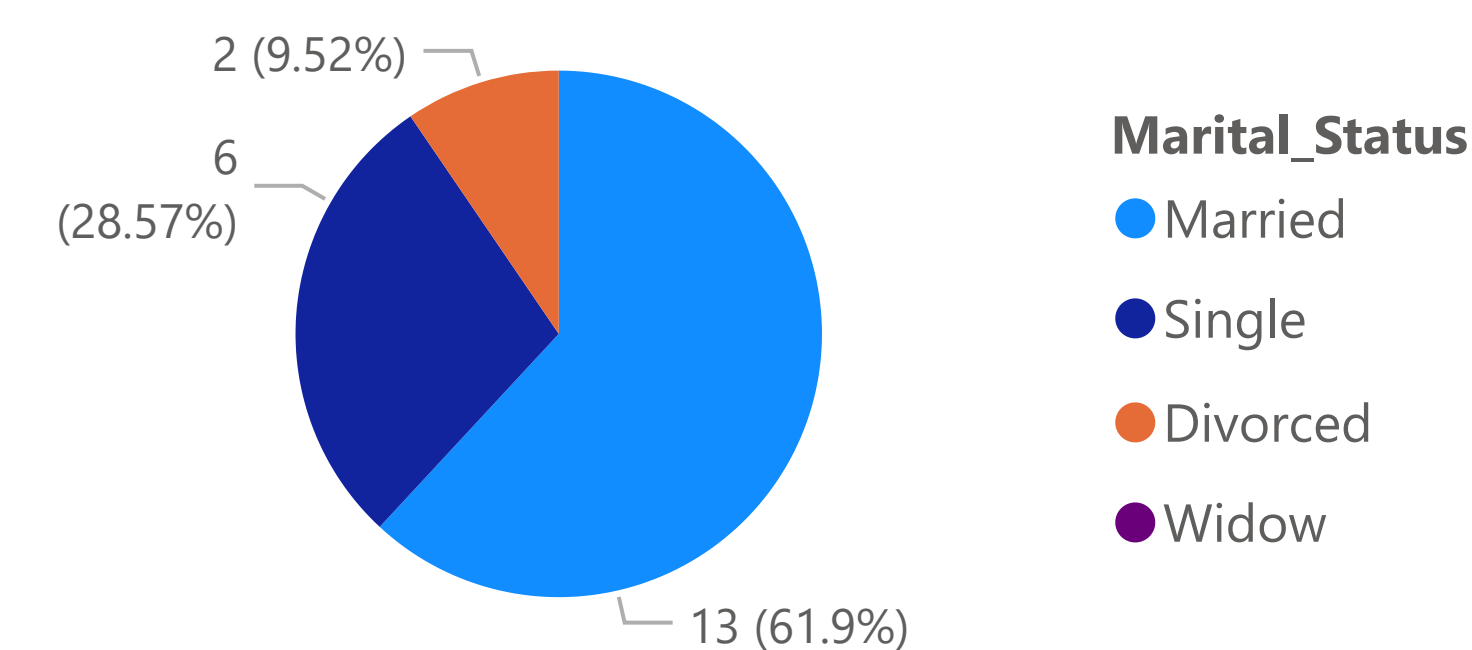## Sum of NumCatalogPurchases by Year and cluster

cluster  ● 0  ● 1  ● 2



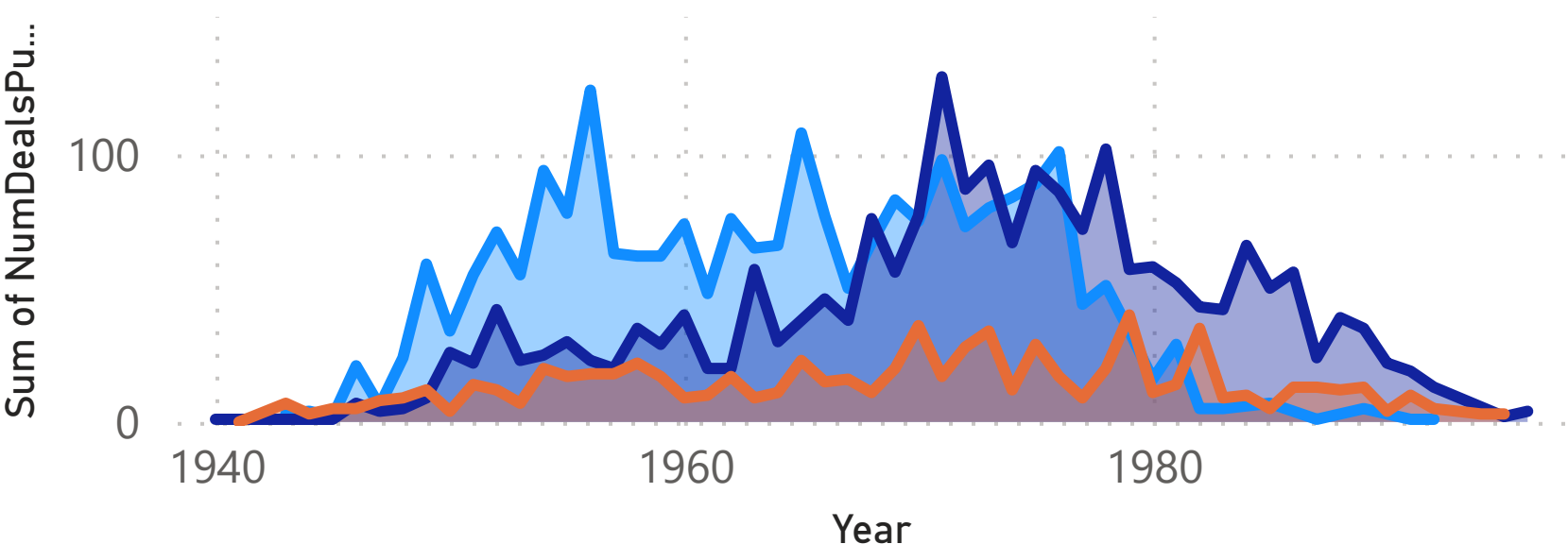## Sum of NumWebPurchases by Year and cluster
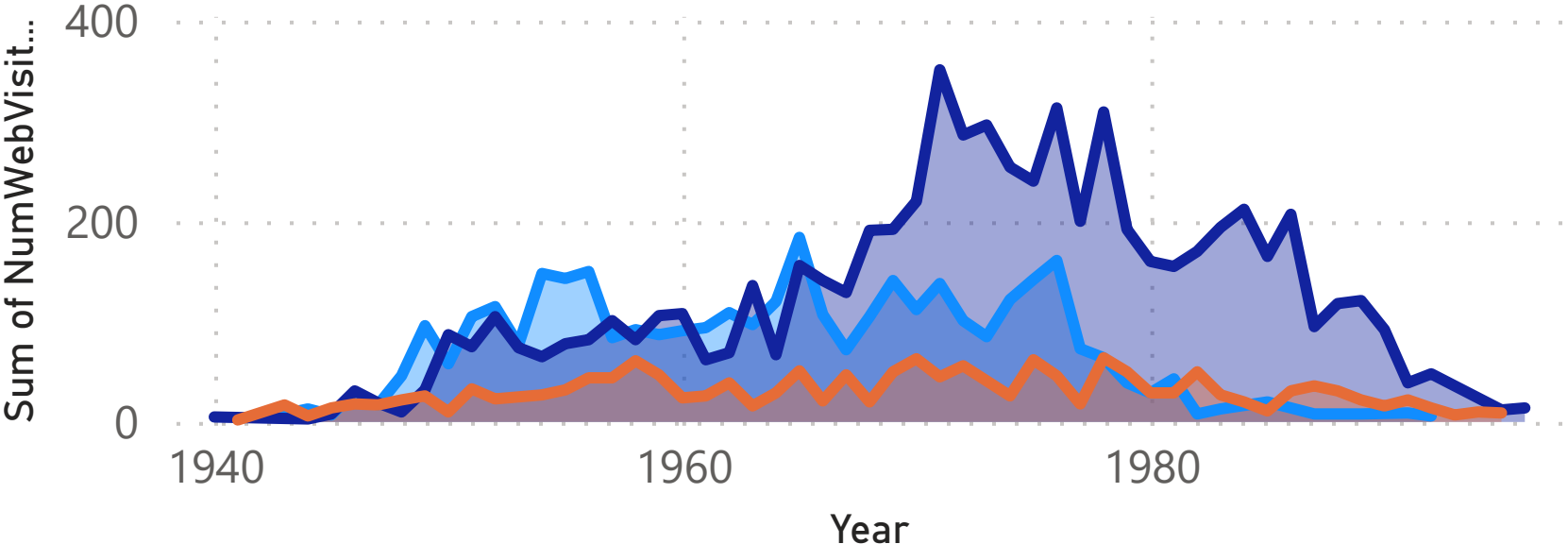
cluster  ● 0  ● 1  ● 2



## Sum of Complain by Marital_Status

2 (9.52%)
6 (28.57%)
13 (61.9%)

**Marital_Status**
● Married
● Single
● Divorced
● Widow

## Sum of NumDealsPurchases by Year and cluster

cluster  ● 0  ● 1  ● 2



## Sum of NumWebVisitsMonth by Year and cluster

cluster  ● 0  ● 1  ● 2



## Sum of Complain by Education

2 (9.52%)
4 (19.05%)
14 (66.67%)
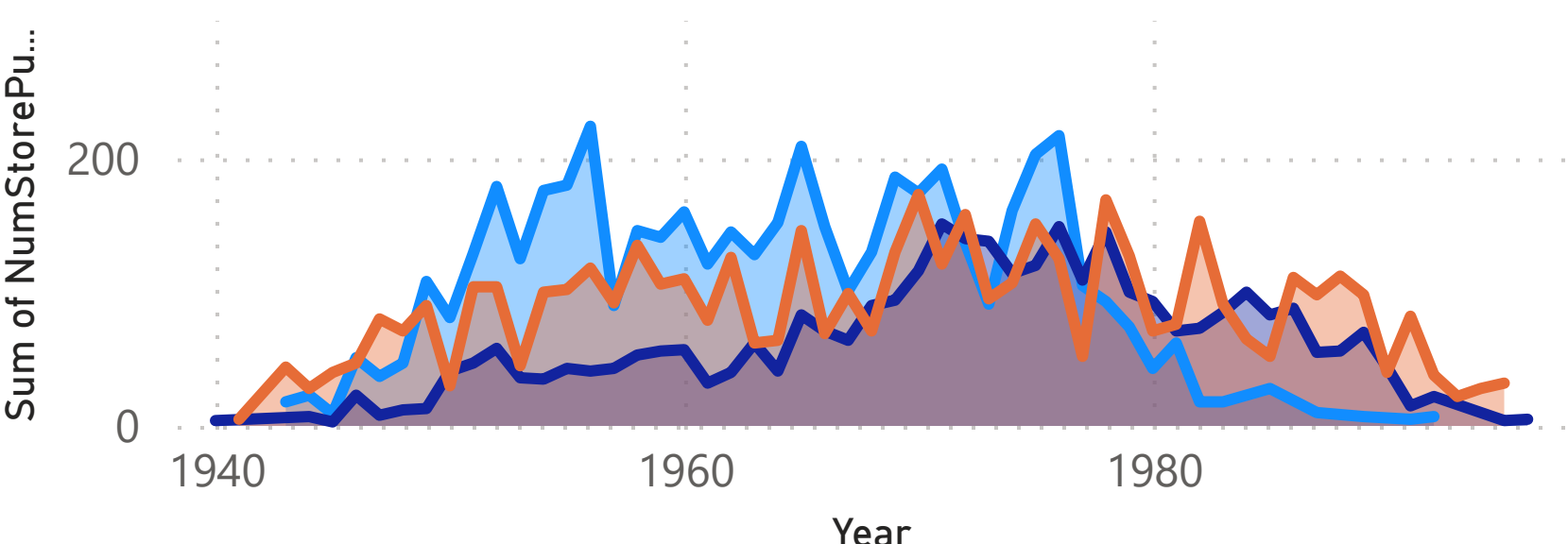
**Education**
● Graduation
● 2n Cycle
● Master
● PhD
● Basic
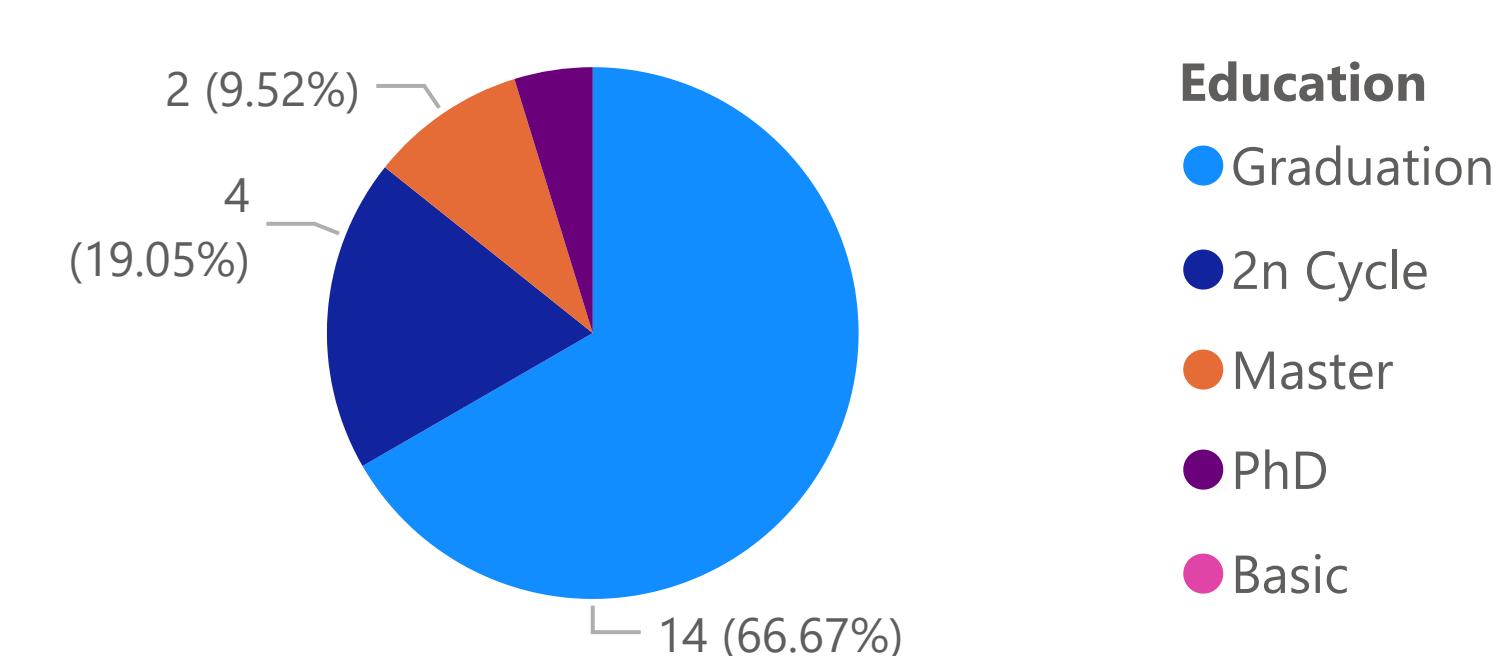
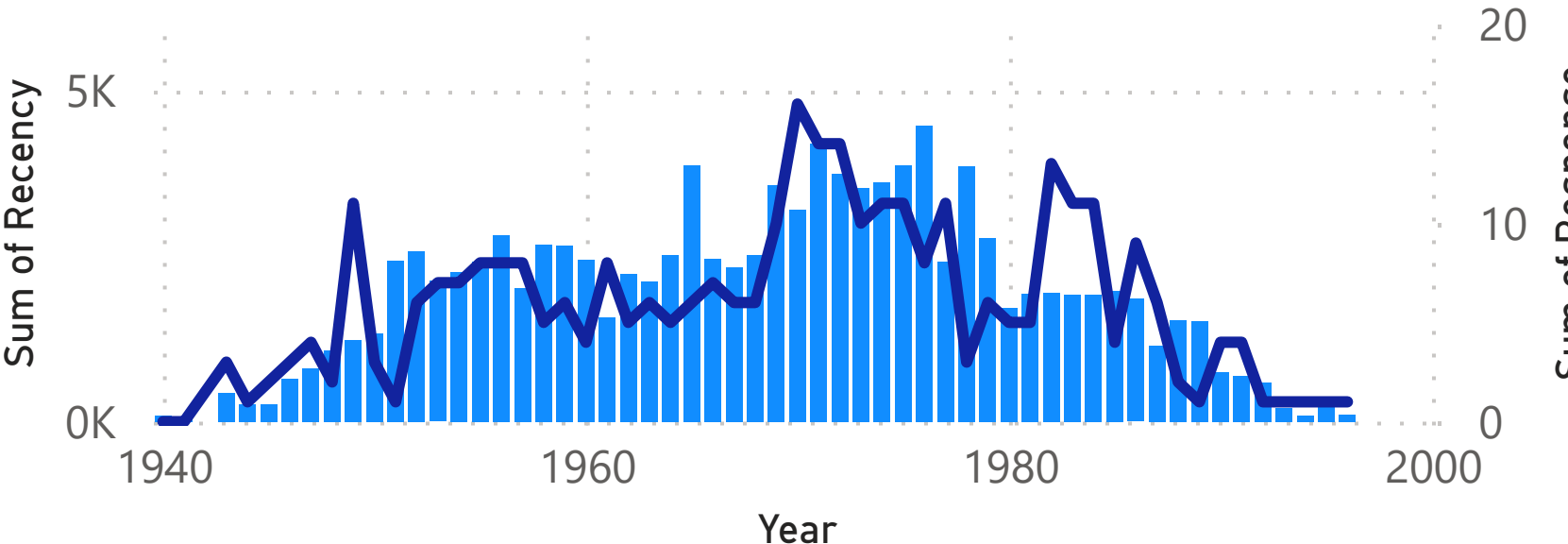## Sum of NumStorePurchases by Year and cluster

cluster  ● 0  ● 1  ● 2



## Sum of Recency and Sum of Response by Year

● Sum of Recency  ● Sum of Response



## Sum of Income by Year, Quarter and Month