Customer Segmentation Dashboard

12K
Annual Income (k$)
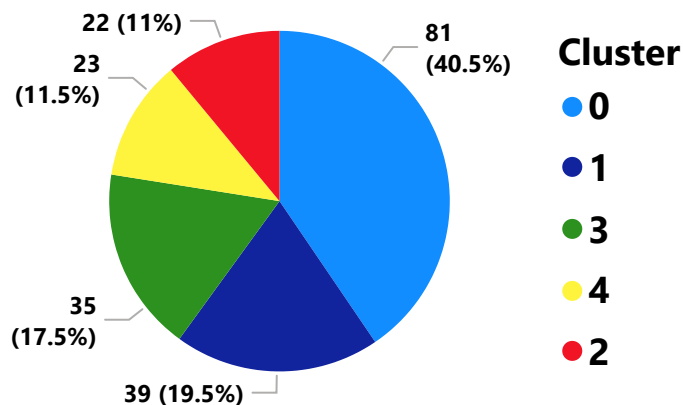
200
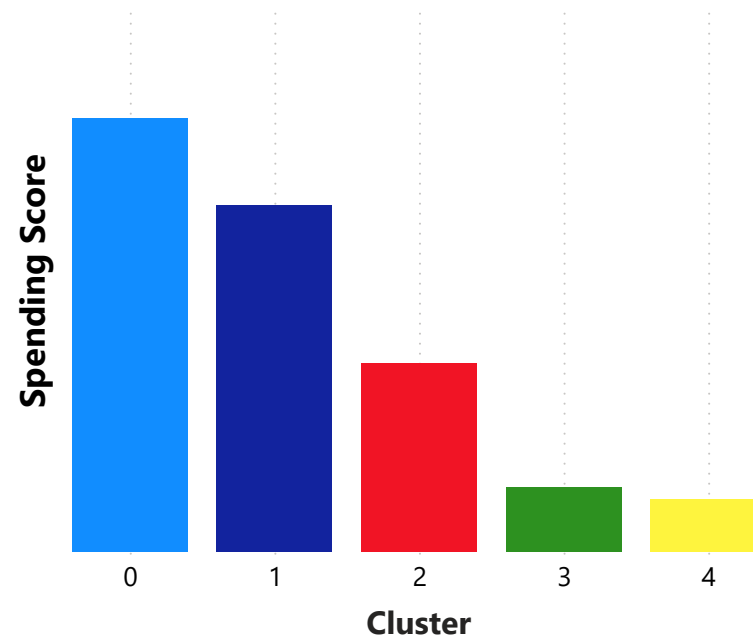Count of CustomerID

10K
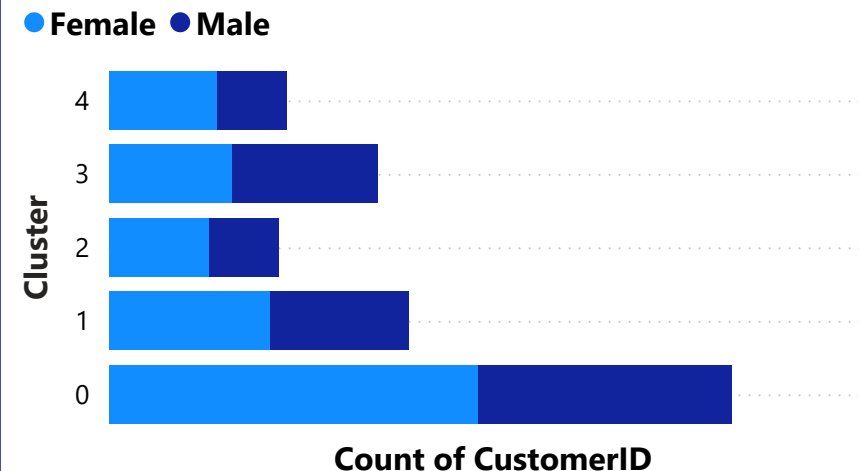Spending Score

Gender Breakdown by Cluster

● Female ● Male

Cluster / Count of CustomerID

Cluster Distribution

- 81 (40.5%)
- 22 (11%)
- 23 (11.5%)
- 35 (17.5%)
- 39 (19.5%)

Cluster
- ● 0
- ● 1
- ● 3
- ● 4
- ● 2

Spending Behaviour

Spending Score / Cluster

Income vs Spending Score

Spending Score / Annual Income (k$)
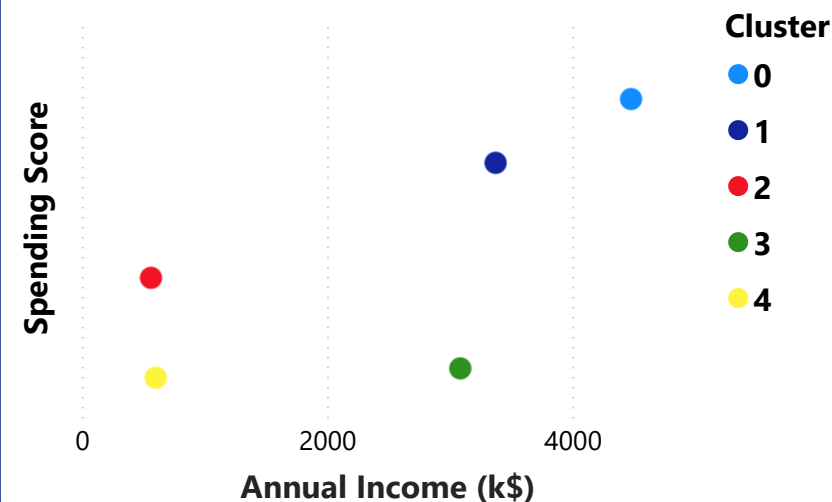
Cluster
- ● 0
- ● 1
- ● 2
- ● 3
- ● 4

Cluster

0	2	4
1	3	

Gender

☐ Female
☐ Male

Age
All ⌄

Annual Income (k$)
All ⌄