

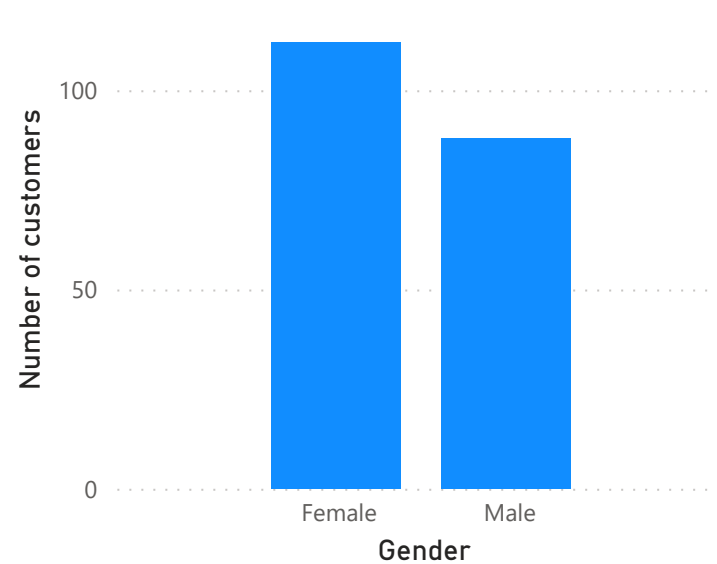
MARKET DATASET

NUMBER OF
CUSTOMERS

200

Count of Custome...

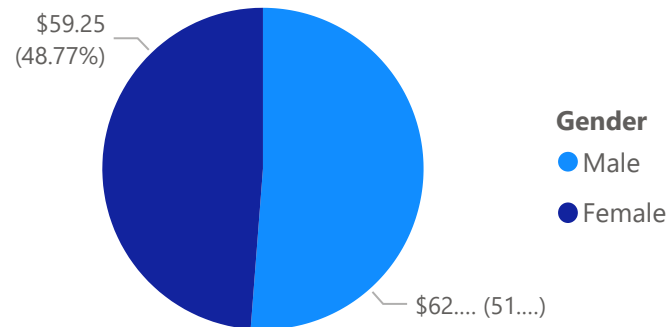
DISTRIBUTION OF MALES AND FEMALES



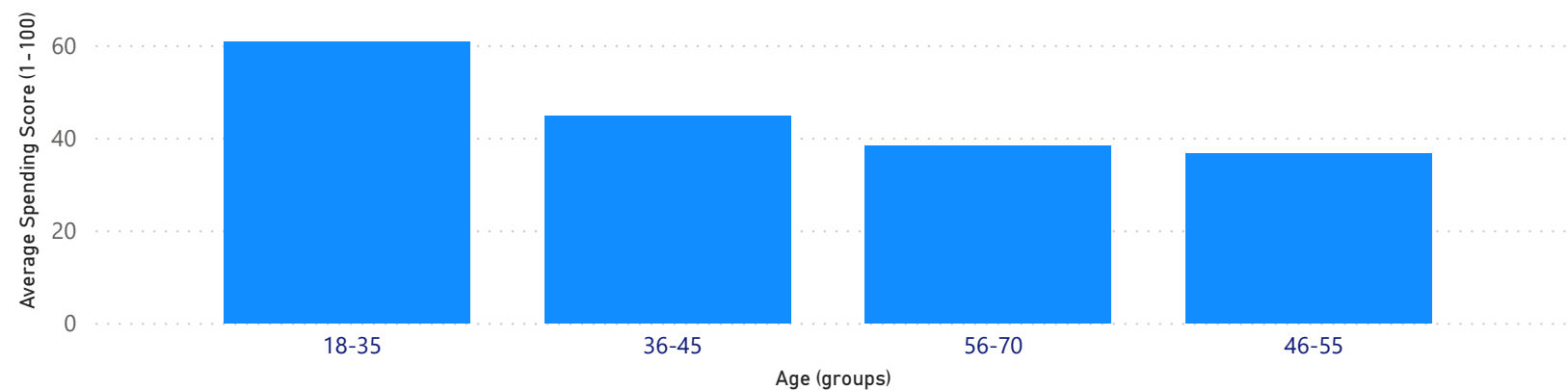
DISTRIBUTION OF INCOME BY AGE



AVERAGE ANNUAL-INCOME BY GENDER IN
THOUSANDS



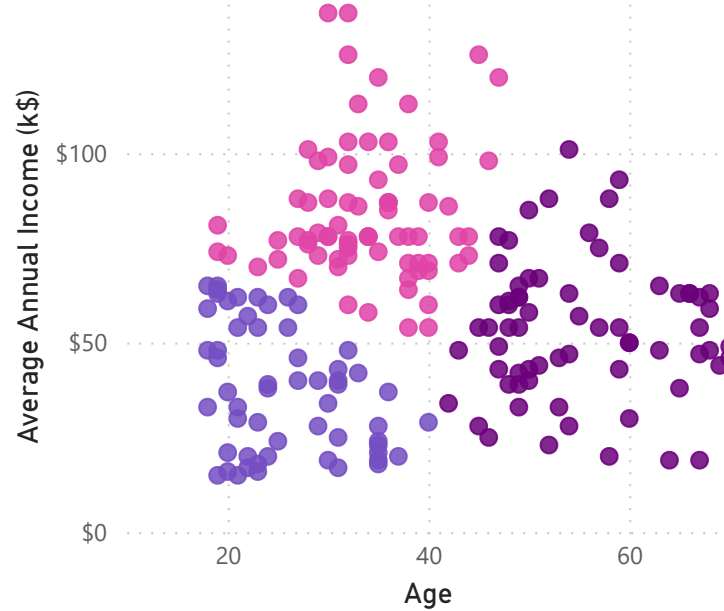
SPENDING SCORE FOR DIFFERENT AGE GROUPS



CUSTOMER SEGMENTATION BY AGE AND ANNUAL-INCOME

CustomerID (clusters) 2

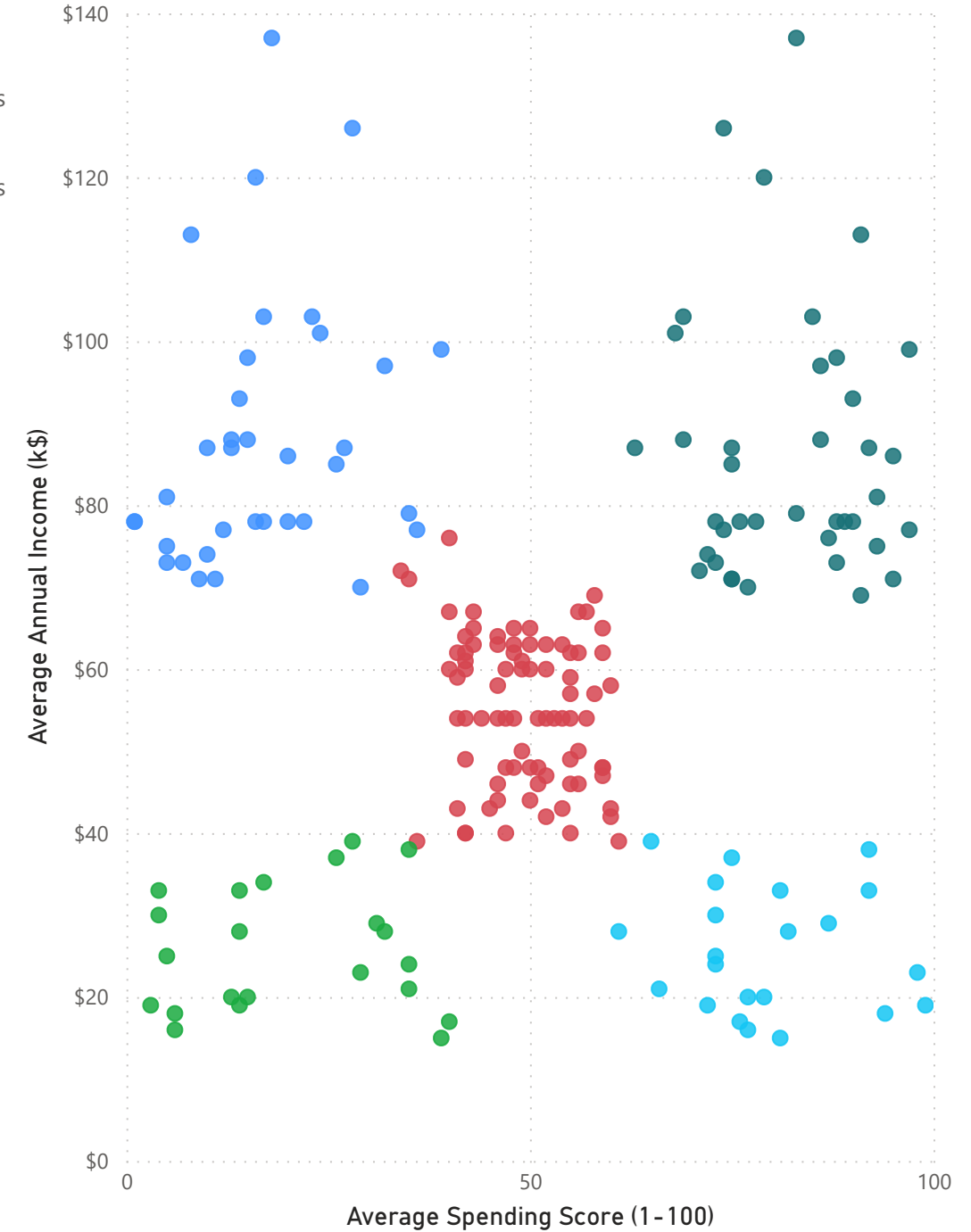
- Old
- Young, High Income
- Young, Low Income



CUSTOMER SEGMENTATION BY SPENDING-SCORE AND ANNUAL-INCOME

clusters

- Average Income & Spenders
- High Income & Low Spenders
- High Income & Spenders
- Low Income & High Spenders
- Low Income & Spenders



CUSTOMER SEGMENTATION BY AGE AND SPENDING-SCORE

CustomerID (clusters) 3

- Old
- Old, Average Spender
- Young, High Spender
- Young, Low Spender

