MARKET DATASET

DISTRIBUTION OF MALES AND FEMALES
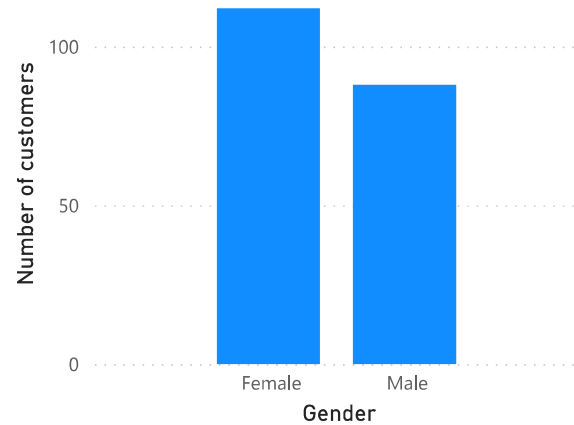
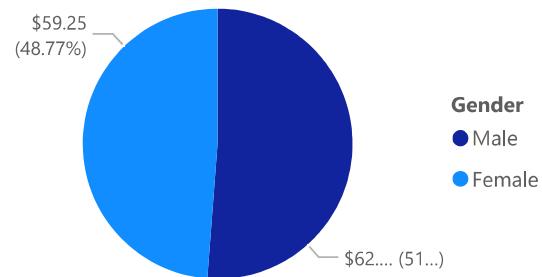### CORRELATION BETWEEN AGE AND ANNUAL INCOME

NUMBER OF CUSTOMERS

200

Count of Custome...

AVERAGE OF ANNUAL-INCOME BY GENDER

$59.25 (48.77%)

$62.... (51...)

Gender
- Male
- Female

SPENDING SCORE FOR DIFFERENT AGE GROUPS
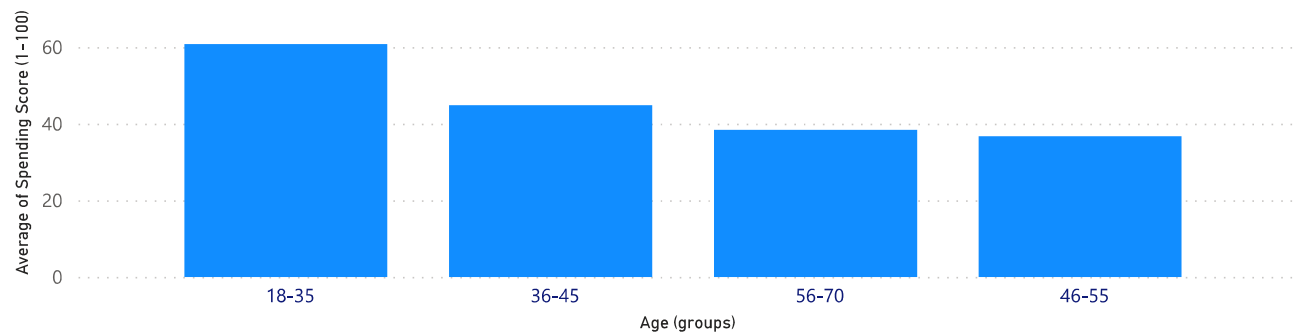
CUSTOMER SEGMENTATION BY AGE AND ANNUAL-INCOME

CustomerID (clusters) 2 ● Cluster1 ● Cluster2 ● Cluster3

Average of Annual Income (k$)

Average of Age
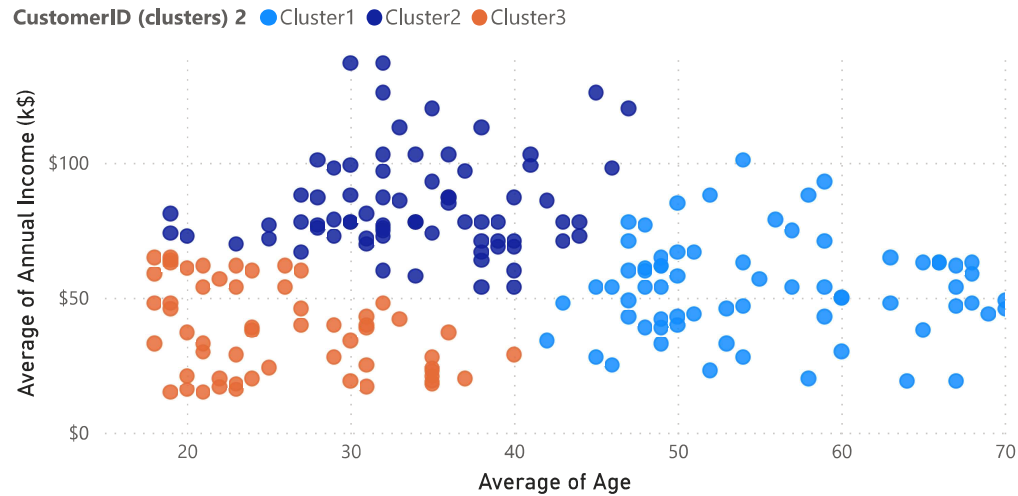
CUSTOMER SEGMENTATION BY AGE AND SPENDING-SCORE

CustomerID (clusters) 3 ● Cluster1 ● Cluster2 ● Cluster3

Average of Spending Score (1-100)

Average of Age
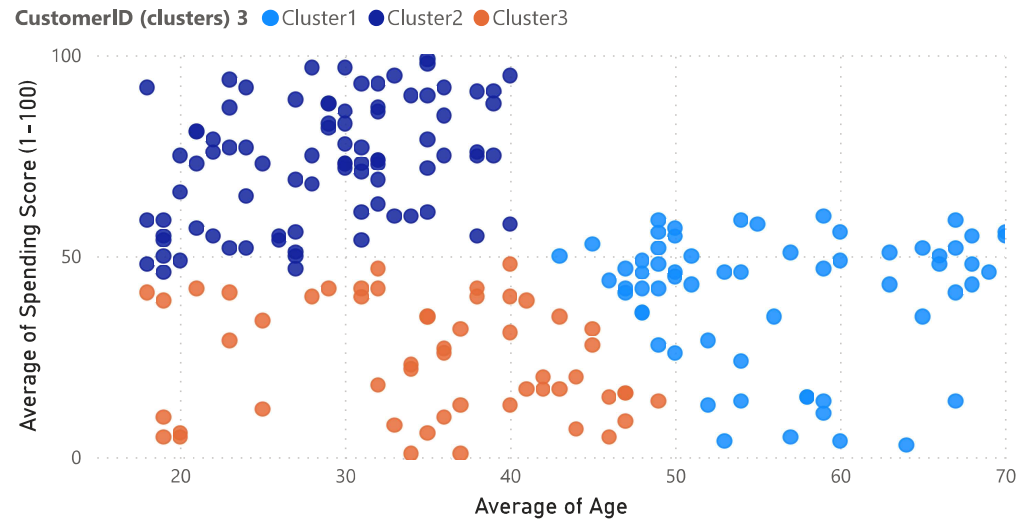
CUSTOMER SEGMENTATION BY SPENDING-SCORE AND ANNUAL-INCOME

clusters ● Cluster1 ● Cluster2 ● Cluster3 ● Cluster4 ● Cluster5

Average of Annual Income (k$)

Average of Spending Score (1-100)