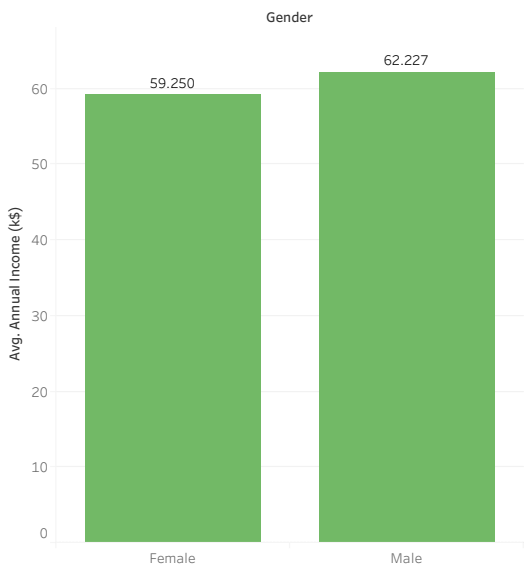
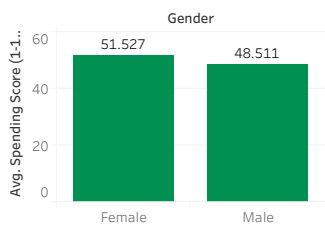


Marketing segmentation

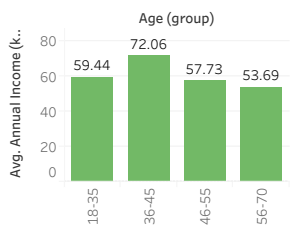
The average annual income by gender



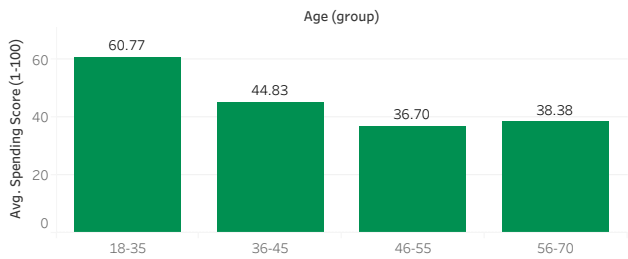
The average spending score by gender



The average annual income score by age



The average spending score by age



Gender

Female

Male

Count of Gender

200

Age (group)

18-35

36-45

46-55

56-70

Count of Age

200

Distribution of customers by their age

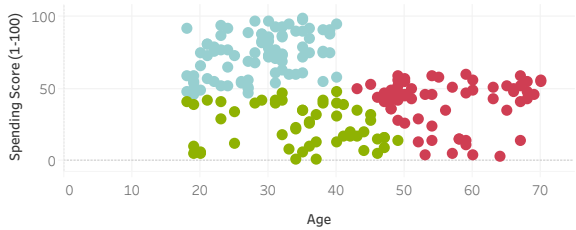
29.98

Distribution of customers by their gender

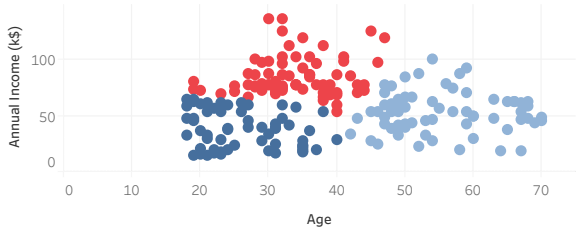
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Marketing segmentation

Age and spending score segment



Income and age segmentation



- Income and Spending sco..
- Cluster 1
  - Cluster 2
  - Cluster 3
  - Cluster 4
  - Cluster 5
- Age and income cluster
- Cluster 1
  - Cluster 2
  - Cluster 3
- Age and spending score
- Cluster 1
  - Cluster 2
  - Cluster 3

Income and spending score segment



Distribution of customers by their spending score

