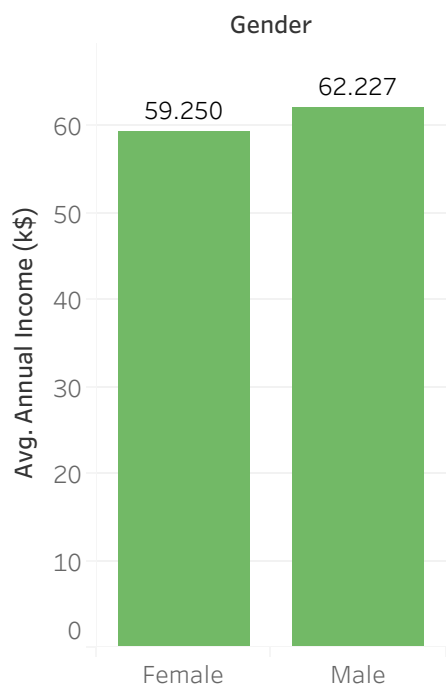
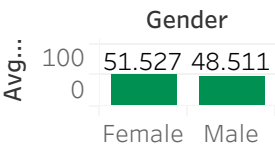


# Marketing segmentation

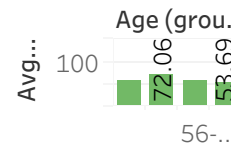
The average annual income by gender



The average spending score by gender



The average annual income score by age



Gender

- Female
- Male

Count of Gender

200

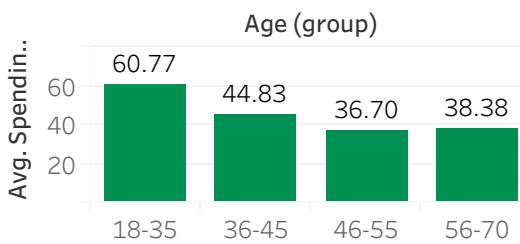
Age (group)

- 18-35
- 36-45
- 46-55

Count of Age

200

The average spending score by age

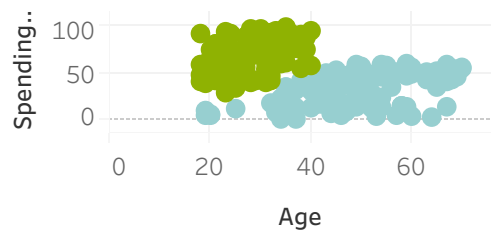


Distribution of customers by their age

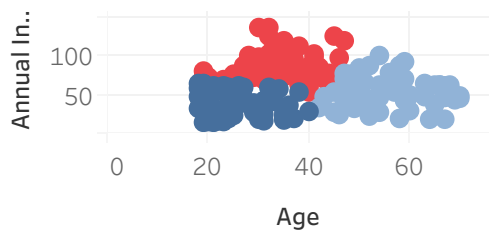
Distribution of customers by their gender

# Marketing segmentation

Age and spending score segment



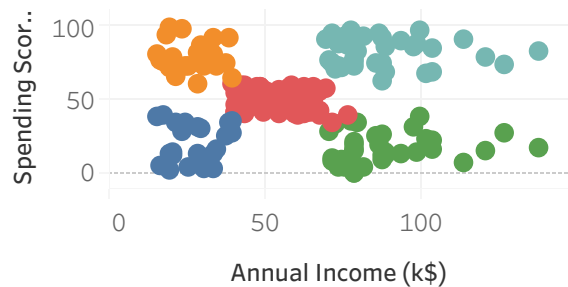
Income and age segmentation



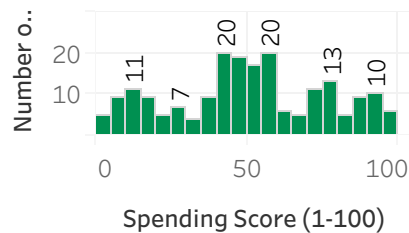
Income and Spending score..

- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4
- Cluster 5

Income and spending score segment



Distribution of customers by their spending score



Age and income cluster

- Cluster 1
- Cluster 2
- Cluster 3

Age and spending score

- Cluster 1
- Cluster 2