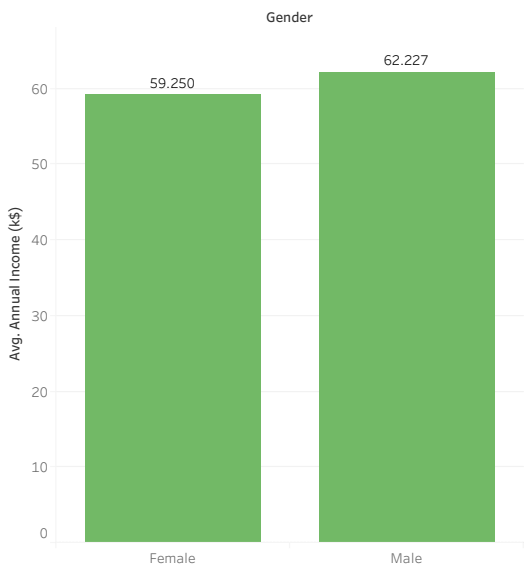
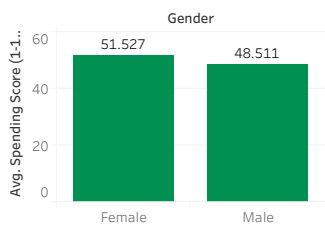


Marketing segmentation

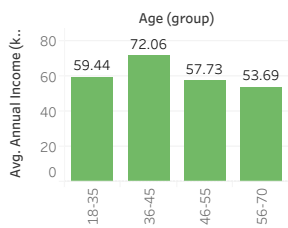
The average annual income by gender



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

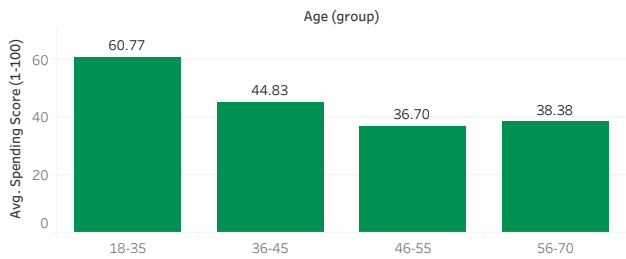
46-55

56-70

Count of Age

200

The average spending score by age



Distribution of customers by their age

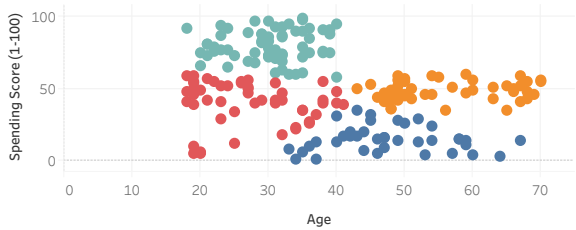
29

98

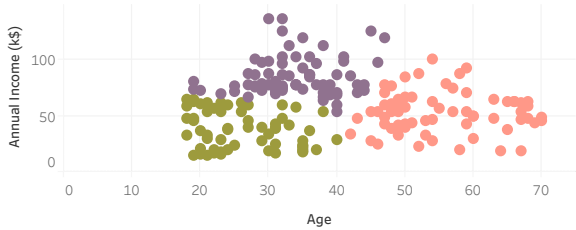
Distribution of customers by their gender

Marketing segmentation

Age and spending score segment



Income and age segmentation



- Income and Spending
- Cluster 1
 - Cluster 2
 - Cluster 3
 - Cluster 4
 - Cluster 5
- Age & Annual Income (k\$)..
- Old
 - Young/ High Income
 - Young/ Low Income
- Age & Spending Score (1-100)
- Old/ Low Spenders
 - Old/Average Spenders
 - Young/ Low Spenders
 - Young/ High Spenders

Income and spending score segment



Distribution of customers by their spending score

