

Customer Segmentation Analysis

51.57K

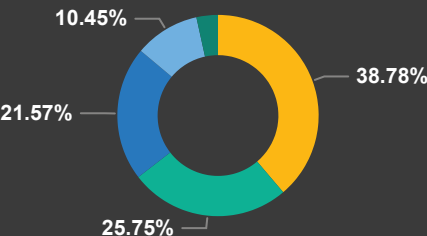
Average of Income

0.60K

Average of MntTotal_Calc

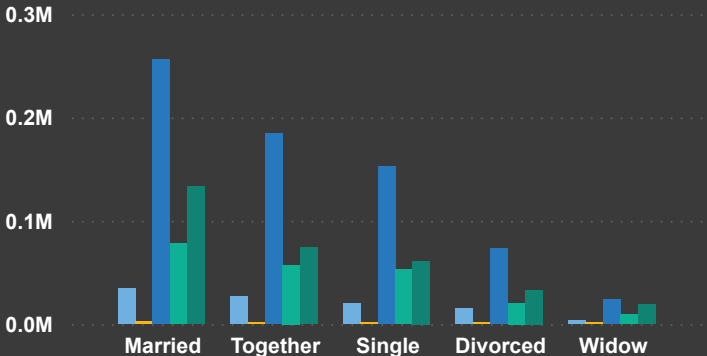
Complaint status by Marital status

Married Together Single Divorced Widow



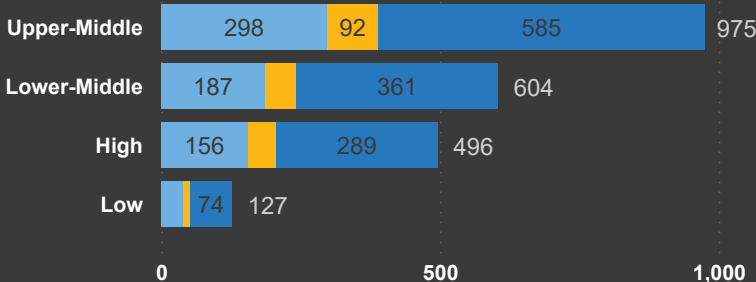
Spending by Marital status & Education

2nd Cycle Basic Graduation Master PhD



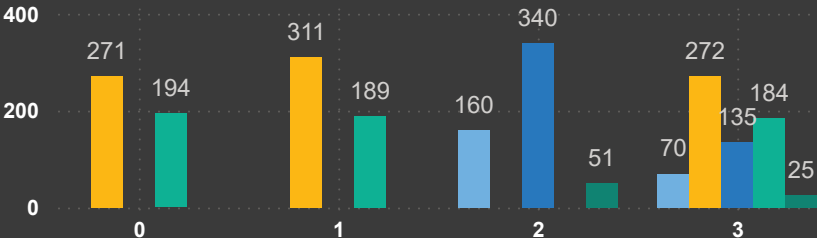
Customer Loyalty by Income Level

Customer loyalty: Highly Loyal Less Loyal Moderately Loyal



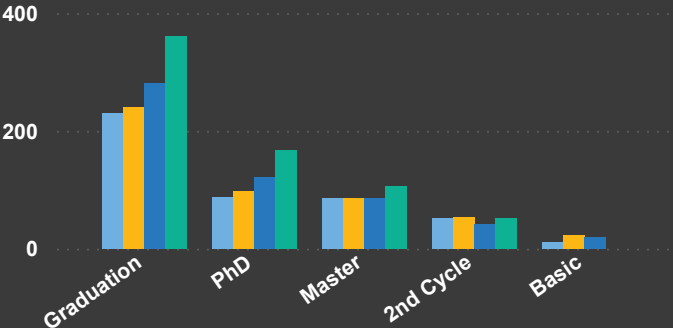
Marital Status Count Across Clusters

Marital status: Divorced Married Single Together Widow



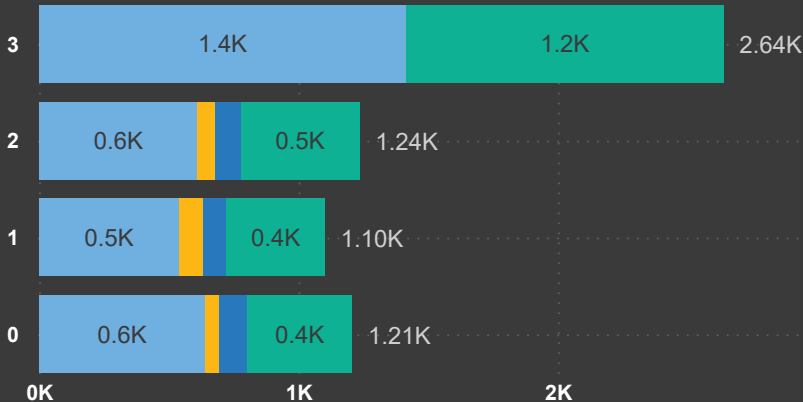
Campaign Acceptance Count by Education Level and Cluster

Cluster: 0 1 2 3



Average Spending by Cluster and Income Level

Income level: High Low Lower-Middle Upper-Middle



Customer Distribution by Age group

Age group: Adults Mature Seniors Young Adults Youth

