

MALL CUSTOMER SEGMENTATION ANALYSIS

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Dataset: 200 customers

Features: Age and Annual Income

SOM Grid Size: 3x3 (9 segments)

SEGMENT SUMMARY

Segment 1:

Customers: 22

Average Age: 63.9

Average Income: \$53.0k

Profile: Senior, Medium income

Segment 2:

Customers: 13

Average Age: 51.1

Average Income: \$79.5k

Profile: Senior, High income

Segment 3:

Customers: 31

Average Age: 35.7

Average Income: \$101.8k

Profile: Middle-aged, High income

Segment 4:

Customers: 22

Average Age: 50.3

Average Income: \$33.7k

Profile: Senior, Low income

Segment 5:

Customers: 24

Average Age: 45.0

Average Income: \$60.7k

Profile: Middle-aged, Medium income

Segment 6:

Customers: 24

Average Age: 32.5

Average Income: \$76.9k

Profile: Middle-aged, High income

Segment 7:

Customers: 26

Average Age: 26.9

Average Income: \$22.4k

Profile: Young, Low income

Segment 8: