

Customer Segmentation & Purchase Insights Dashboard

Filter By Cluster

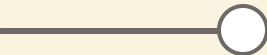
All



Filter By Age

29

85



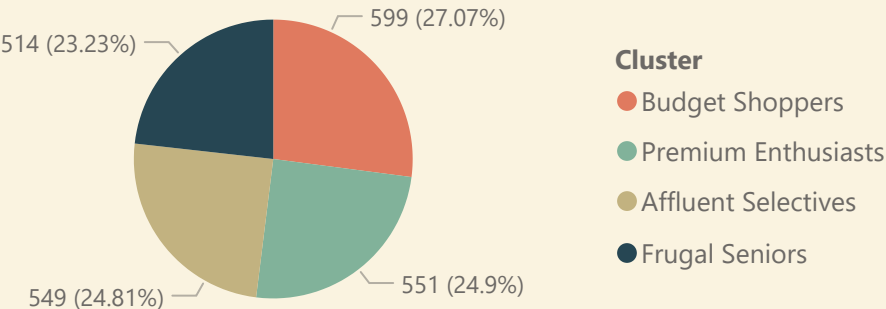
48bn

Total Sales

5M

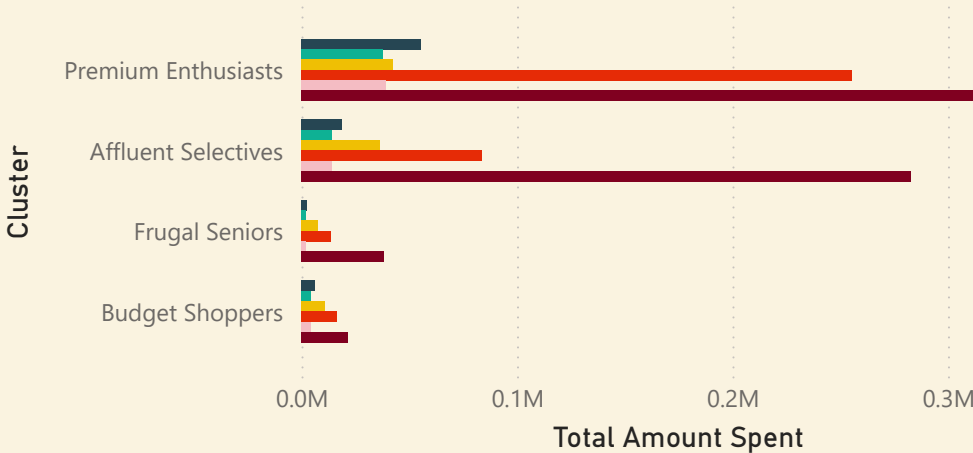
Total Revenue

Customer Distrubution by Cluster



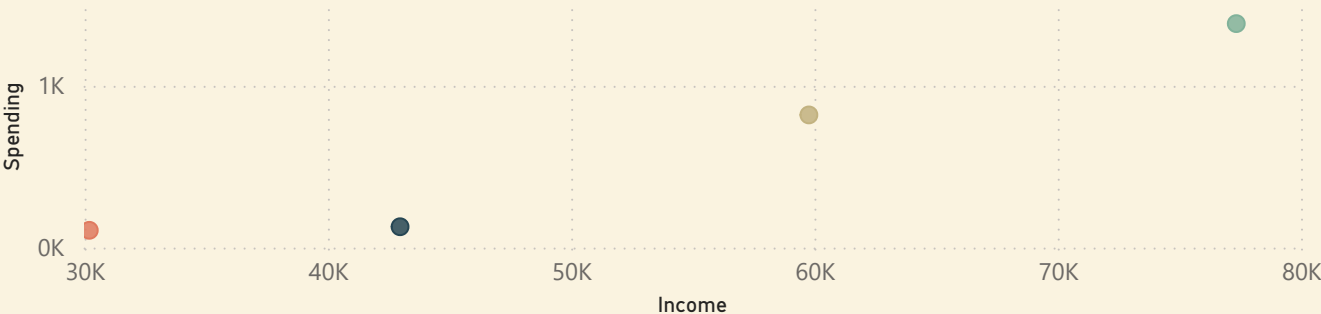
Category by Cluster

Category ● Fish ● Fruits ● Gold ● Meat ● Sweet ● Wine



Income vs Spending by Cluster

Cluster ● Affluent Selectives ● Budget Shoppers ● Frugal Seniors ● Premium Enthusiasts



Average Purchases by Channel and Cluster

Medium of Purchase ● Catalog Purchases ● Deal Purchases ● Store Purchases ● Web Purchases

