

# Customer Segmentation & Purchase Insights Dashboard

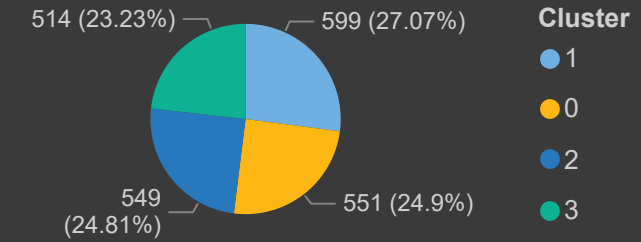
Total Sales

48bn

Total Revenue

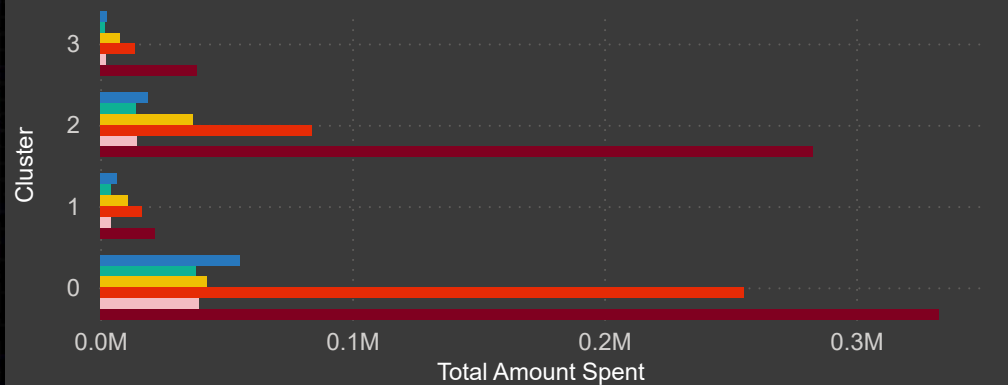
5M

## Customer Distrubution by Cluster



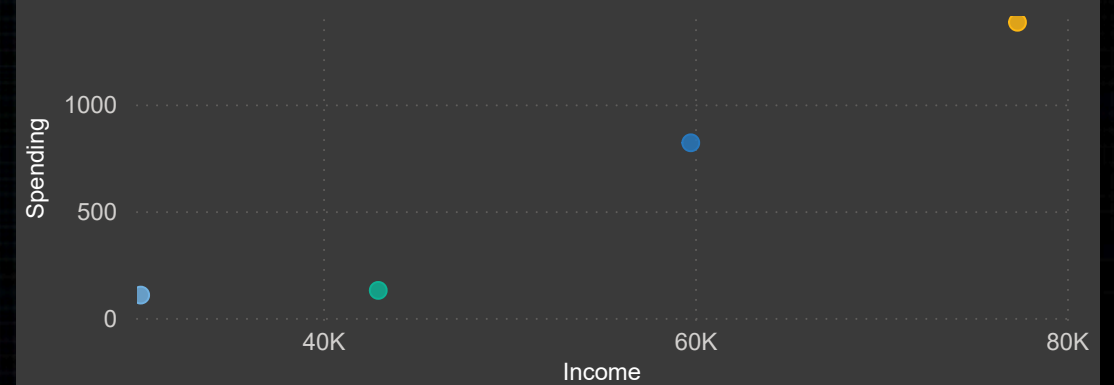
## Category by Cluster

Category Fish Fruits Gold Meat Sweet Wine



## Income vs Spending by Cluster

Cluster 0 1 2 3



## Average Purchases by Channel and Cluster

Medium of Purchase Catalog Purchases Deal Purchases Store Purchases Web Purchases

