



Customer Segmentation & Purchase Insights Dashboard

Filter By Cluster

All

Filter By Age

29

85

48bn

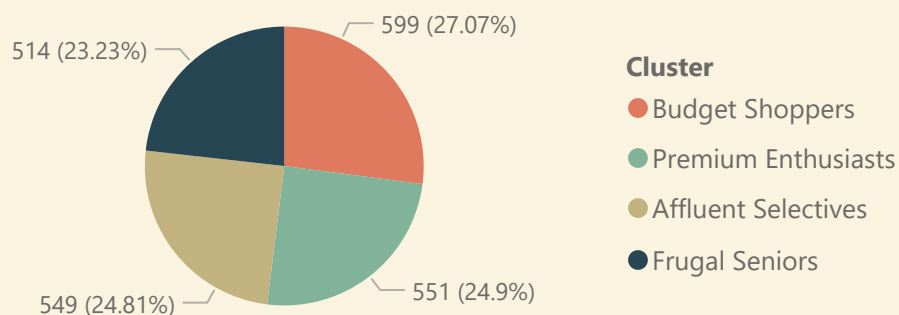
Total Sales

5M

Total Revenue

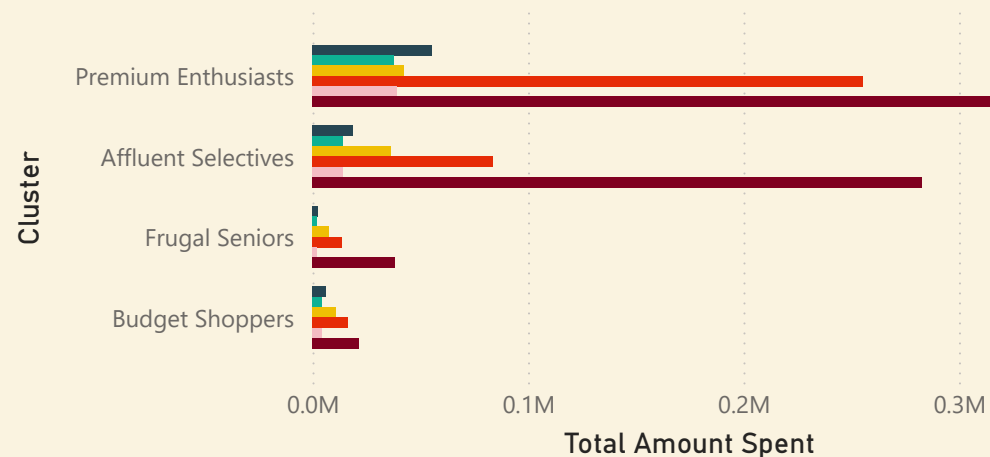


Customer Distrubution by Cluster



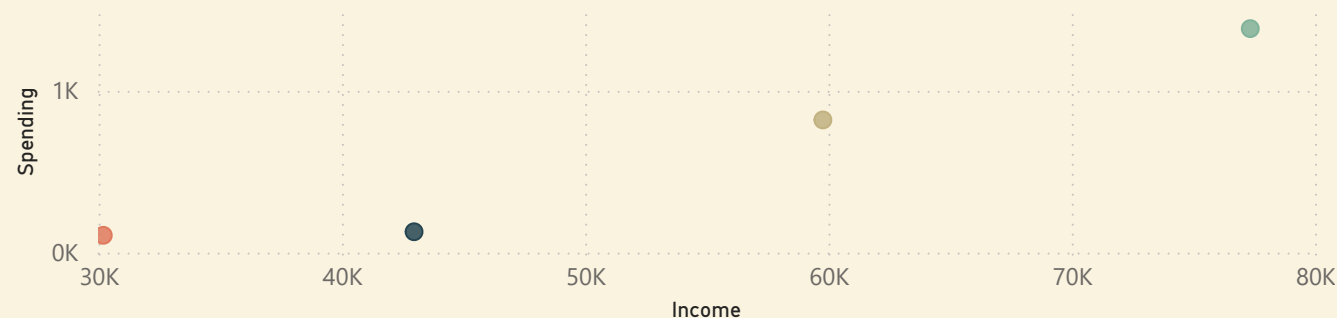
Category by Cluster

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

