

Number of Customers  
112.65K

CUSTOMER SEGMENTATION

clusters 1clusters 2clusters 3clusters 4

Gender

Female

Male

Social Media Use

Up to 3 hours

Half a day

More than half a d...

Current Staus

Single

Living With Parent

Couple

Married with children

Age

Child

YoungeAdult

MiddleAgeAdult

OldAdult

SenierCitizen

Quantity Bracket

One or Two

Three to Five

Six to Twelve

Thirteen to Fifty

Bulk Order

Household Income

Less than 20,000

Less Than 50,000

Less Than 100,000

Less Than 200,000

More Than 200,000

Count of Customer by Clusters

clusters 126K

clusters 227K

clusters 338K

clusters 421K

Customer Location

District Breakdown per Cluster					
Country	clusters 1	clusters 2	clusters 3	clusters 4	Total
United Kingdom	23322	24653	33464	19435	100874
Germany	582	671	918	392	2563
France	556	530	845	334	2265
EIRE	392	494	621	264	1771
Spain	222	80	376	53	731
Netherlands	157	120	317	52	646
Belgium	137	135	189	47	508
Total	26134	27311	38096	21108	112649

ANALYSIS BY CLUSTER

Cluster per Gender

Female

Male

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Age

Child

YoungeAdult

MiddleAgeAdult

OldAdult

SenierCitizen

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Social Media Use

Up to 3 hours

Half a day

More than half a day

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Country

United Kingdom

Germany

France

EIRE

Spain

Netherlands

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Household Income

Less than 20,000

Less Than 50,000

Less Than 100,000

Less Than 200,000

More Than 200,000

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Status

Single

Living With Parent

Couple

Married with children

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Amount Brackets

upto Five Thousand

Five to Ten Thousand

Ten to Twenty Thousand

Twenty to Thirty Thousand

Thirty to Fifty Thousand

Fifty to One Lakh

One Lakh Plus

clusters 1

clusters 2

clusters 3

clusters 4

Cluster per Quantity Brackets

One or Two

Three to Five

Six to Twelve

Thirteen to Fifty

Bulk Order

clusters 1

clusters 2

clusters 3

clusters 4

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Less Than 50,000

Less Than 100,000

Less Than 200,000

More Than 200,000

Monetary Score

Gold

Silver

Platinum

Bronze

659K

74K

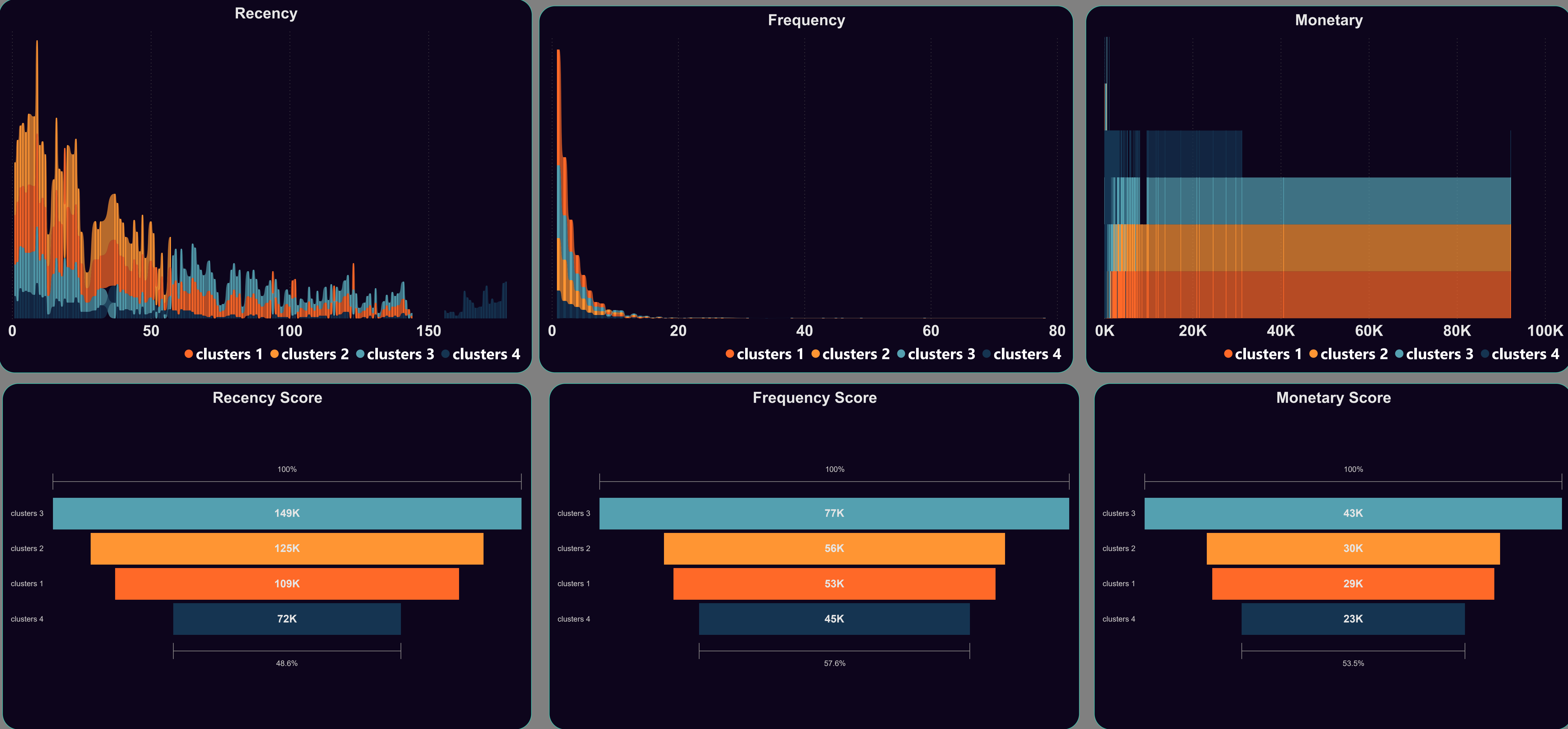
66K

12K

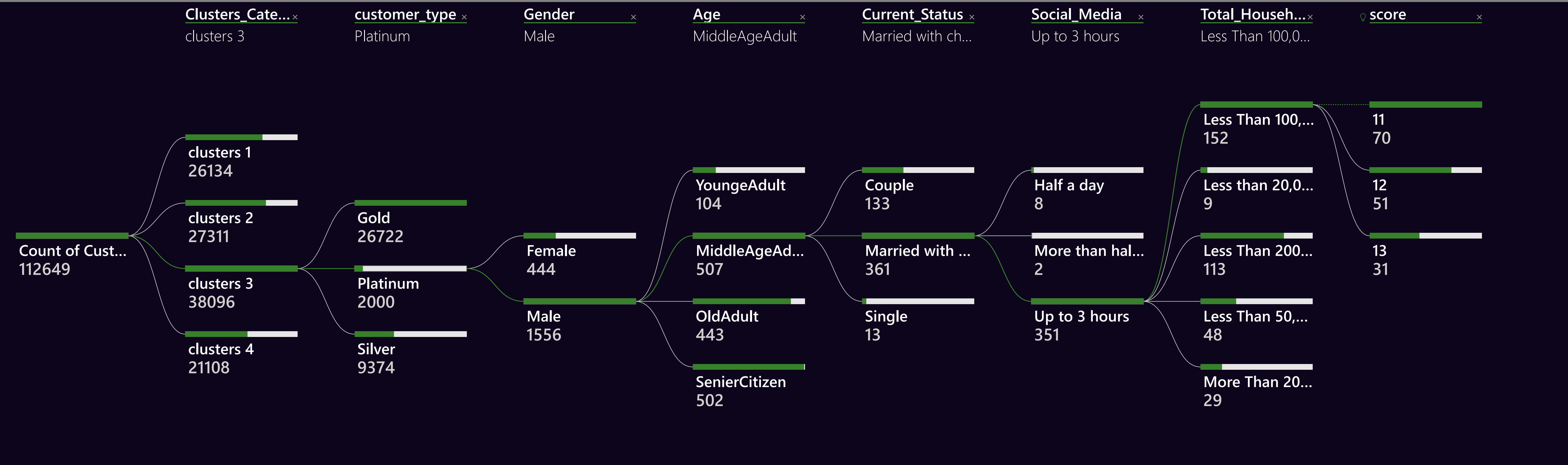
100%

1.8%

RFM ANALYSIS



CLUSTER BREAKDOWN





Number of Customers  
112.65K

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clusters 1clusters 2clusters 3clusters 4

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Thirteen to Fifty

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Household Income

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Less Than 50,000

Less Than 100,000

Less Than 200,000

More Than 200,000

Monetary Score

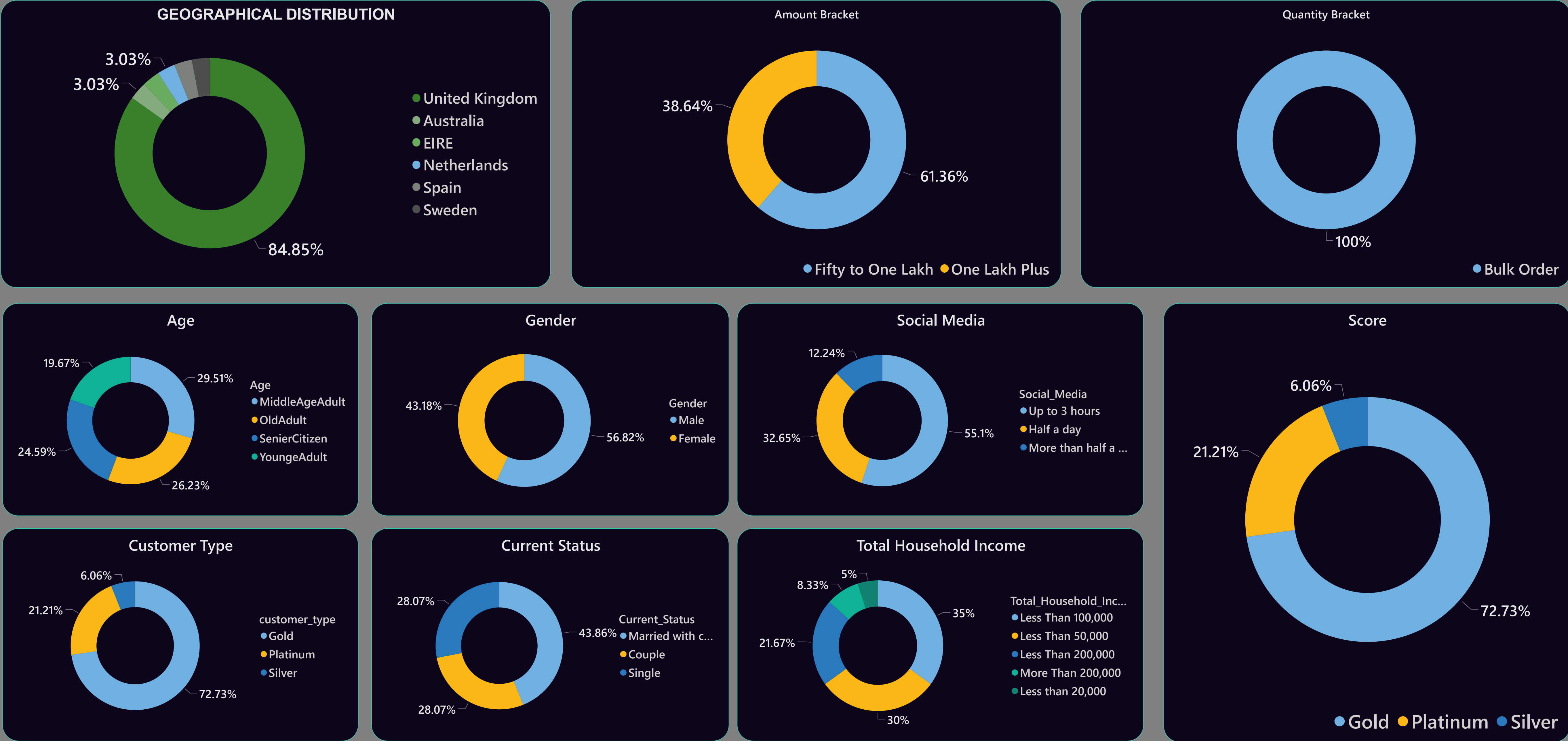
Gold659K

Silver74K

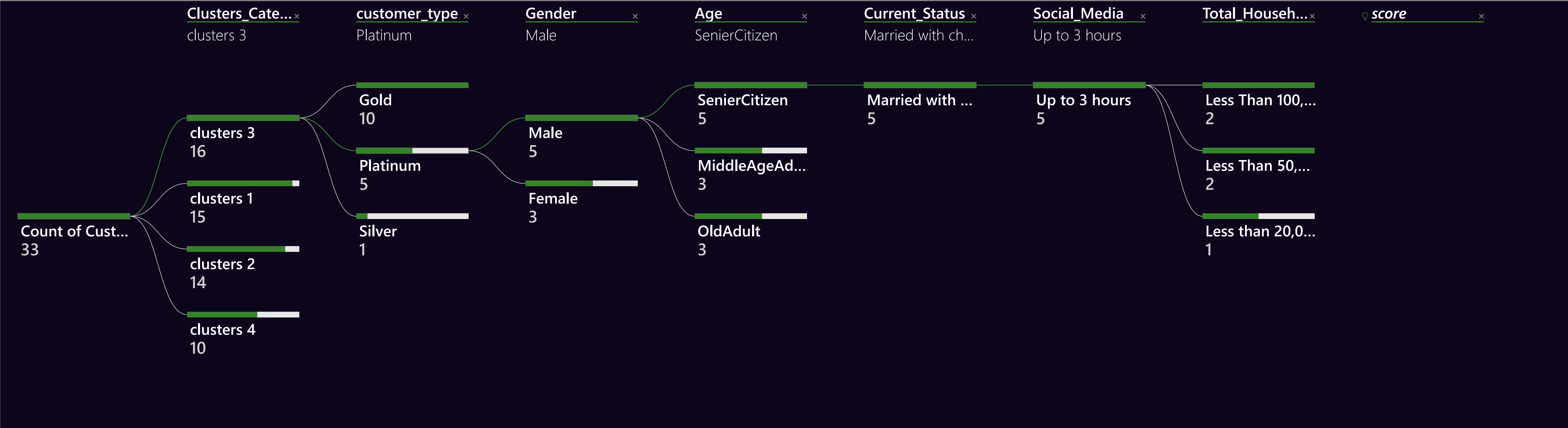
Platinum66K

Bronze12K

MOST LOYAL CUSTOMERS ANALYSIS



TOP 30 CUSTOMERS BREAKDOWN ANALYSIS



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Current Staus

☐ Single☐ Living With Parent☐ Couple☐ Married with children

Age

☐ Child☐ YoungAdult☐ MiddleAgeAdult☐ OldAdult☐ SeniorCitizen

Quantity Bracket

☐ One or Two☐ Three to Five☐ Six to Twelve☐ Thirteen to Fifty☐ Bulk Order

Household Income

☐ Less than 20,000☐ Less Than 50,000☐ Less Than 100,000☐ Less Than 200,000☐ More Than 200,000

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ANALYSIS BY CLUSTER

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Cluster per Age

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MiddleAgeAdult

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SeniorCitizen

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Cluster per Social Media Use

Up to 3 hours

Half a day

More than half a day

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Cluster per Country

United Kingdom

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Spain

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Cluster per Household Income

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Cluster per Status

Single

Living With Parent

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Married with children

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Cluster per Amount Brackets

upto Five Thousand

Five to Ten Thousand

Ten to Twenty Thousand

Twenty to Thirty Thousand

Thirty to Fifty Thousand

Fifty to One Lakh

One Lakh Plus

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Cluster per Quantity Brackets

One or Two

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Six to Twelve

Thirteen to Fifty

Bulk Order

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Cluster 1 Traits :

- Mostly people are from Male Category
- Mostly people are with the age 18 to 32 (YoungAdult)
- High Social Media Use ie. Half a day or More than that
- Household Income range betn 20k to 50 k
- Consist of approx 80% Single and 20% Couple
- Buying Capacity starts with 5k & highly inclined towards 20 k
- Buying Quantity ranges betn 1 to 12

Cluster 2 Traits :

- Highly consist of Male Category
- Equally distributed betn age 33 to 70+ (MiddleAgeAdult to Snr Citizen)
- Less Social Media Use ie. Up to 3 hrs only
- Household Income ranges betn 100k to 200 k & rare are in 200k+
- Mostly Married with childrens and some couples are also present here
- Buying Capacity starts with 5k & highly inclined towards 20 k
- Buying Quantity starts with basic 1 to 5 but high % in range of 6 to 12

Cluster 3 Traits :

- Highest of Male Category
- Distributed betn age 33 to 70+ (Middle Age Adult to Snr Citizen)
- Min Social Media Use (Up to 3 hrs)
- Household Income ranges betn 100k to 200 k & some % lies in are 200k+
- Maximum are Married with childrens and followed by couples category
- Buying Capacity mostly lies in 10k to 20 k
- Buying Quantity high in 1 to 2 & 6 to 12 range

Cluster 4 Traits :

- High in Male Category
- Equally distributed betn age 33 to 70+ (Middle Age Adult to Snr Citizen)
- Max use Social Media for less than 3 hrs but some spends half day also
- Household Income ranges betn 50k to 100 k
- Consist of all age group
- Buying Capacity high in upto 5k & in 10 k to 20 k range
- Buying Quantity ranges betn 1 to 12