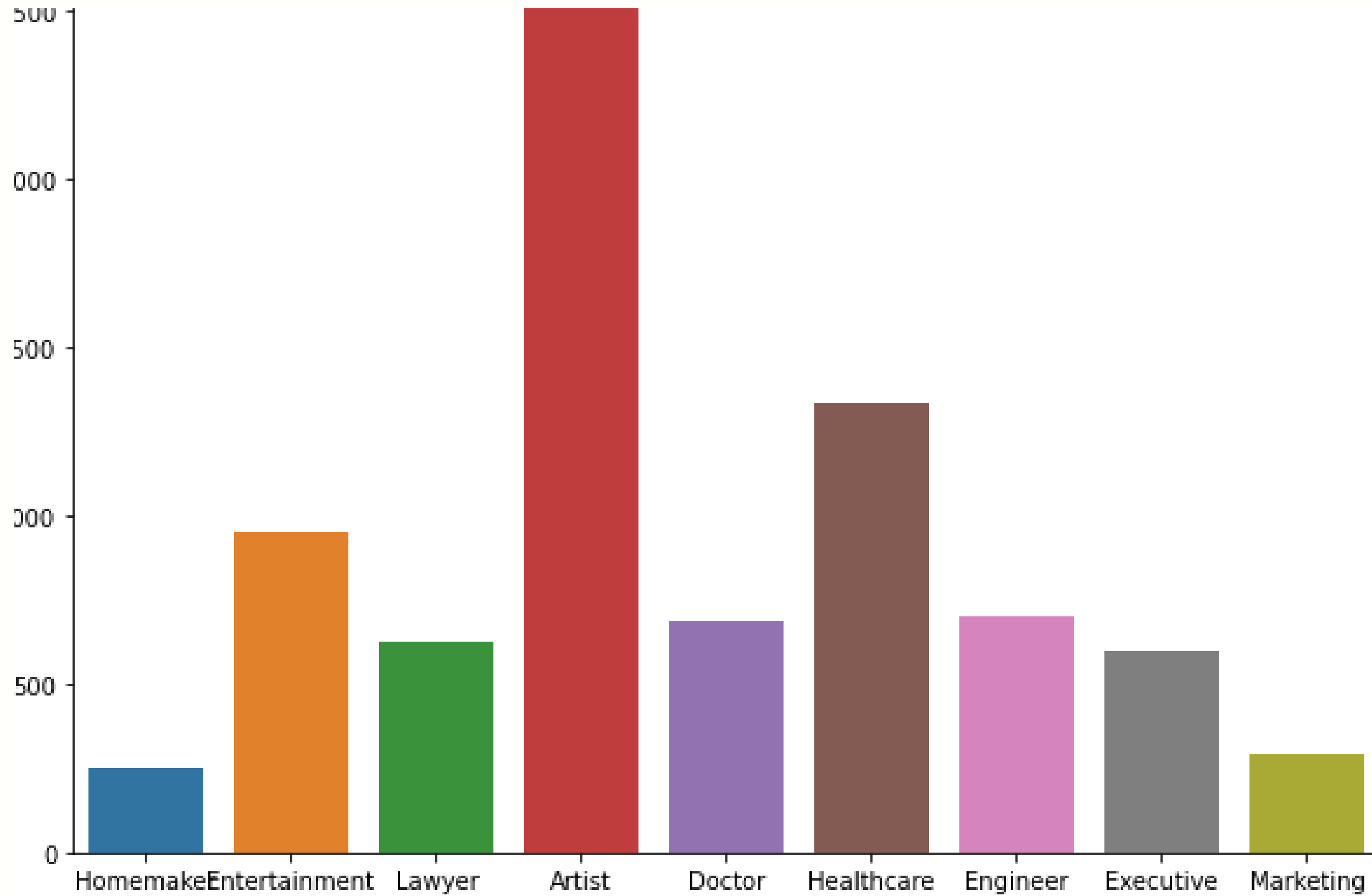


LAS WAGONES

Customer Analysis



Work-related Data



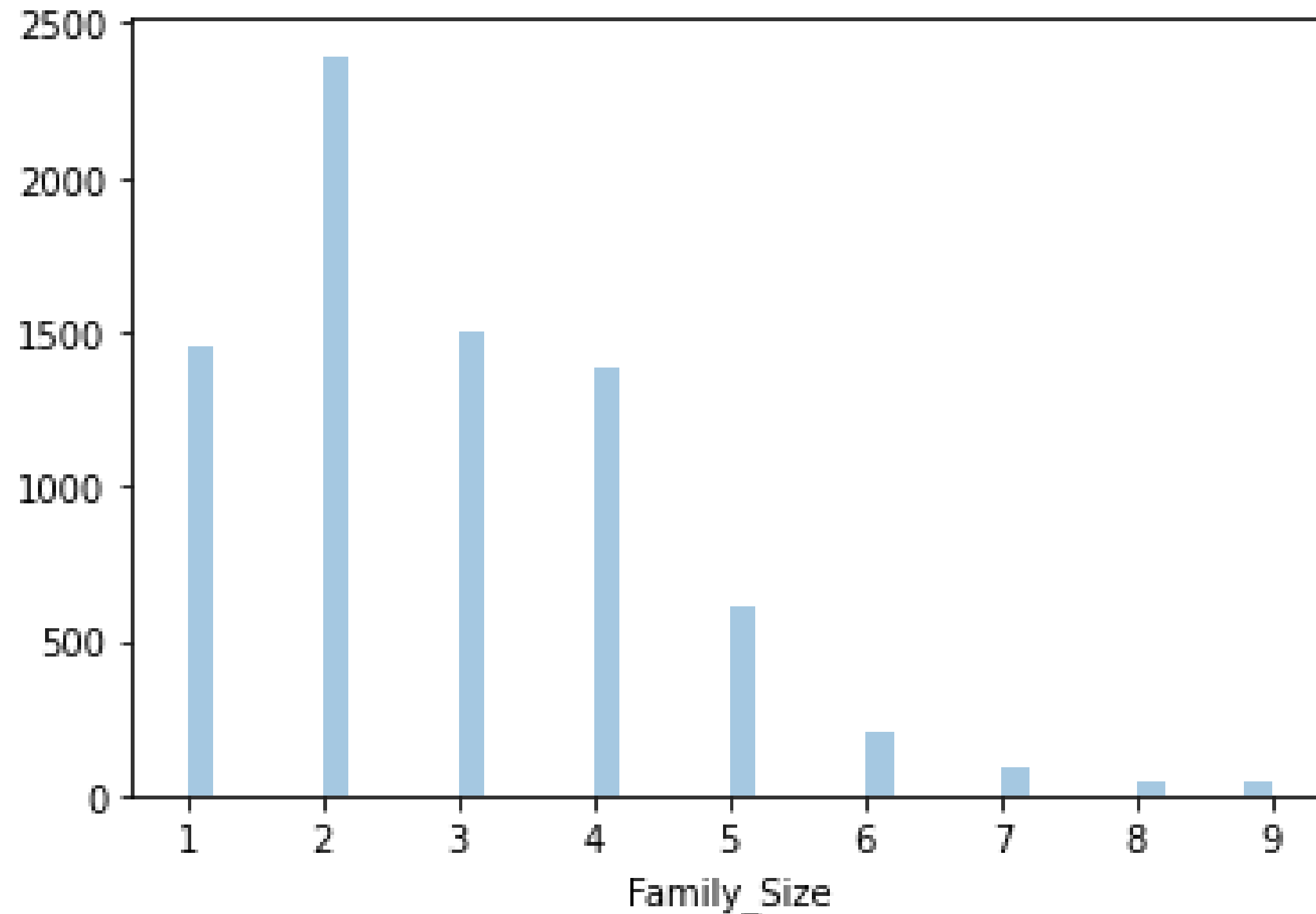
Average Work
Experience

2,64 years

Graduated Customers

61,6%

Personal data: Age, Wedding Status and Family Size



Average Age

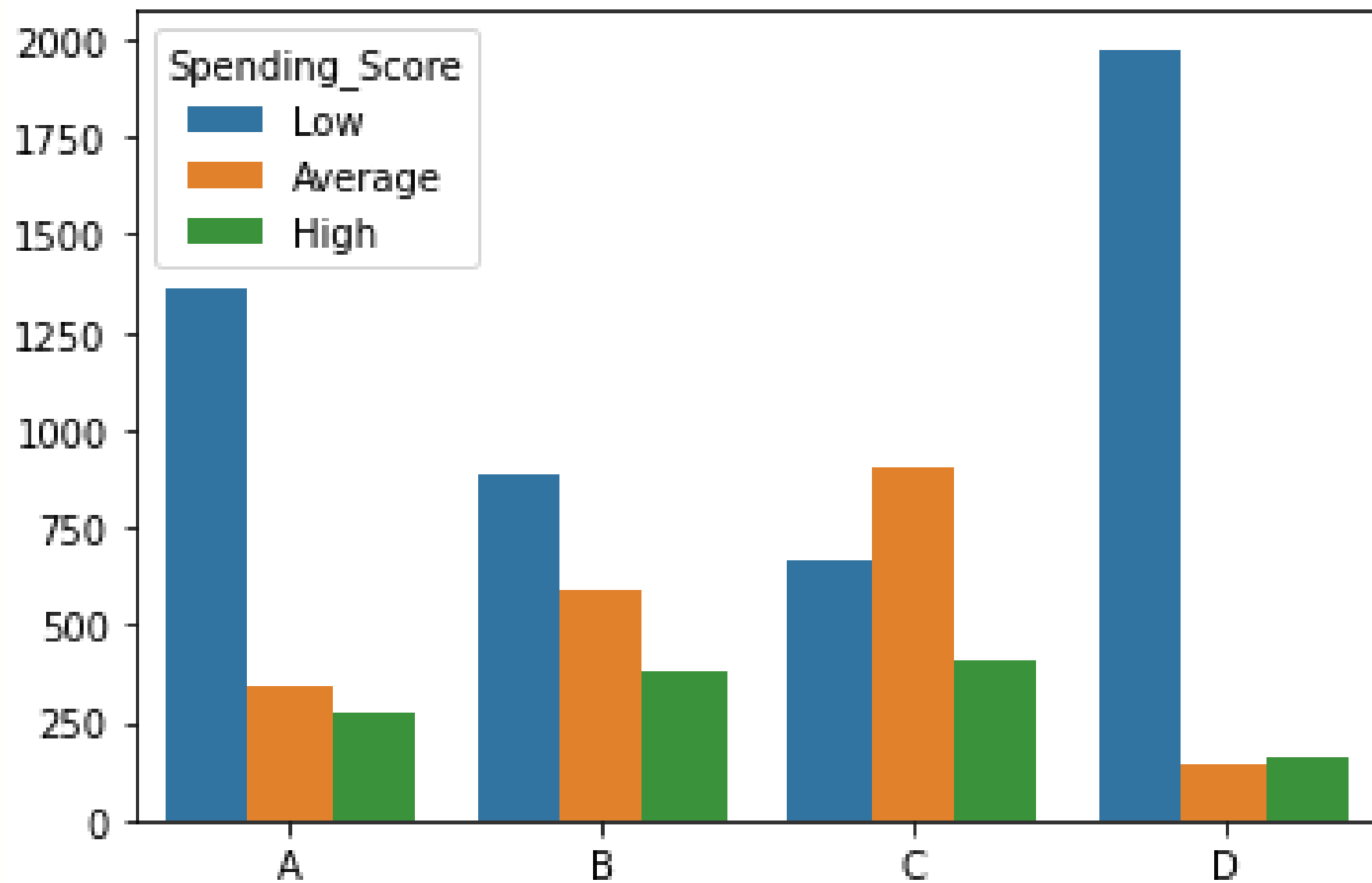
43,5

Ever Married

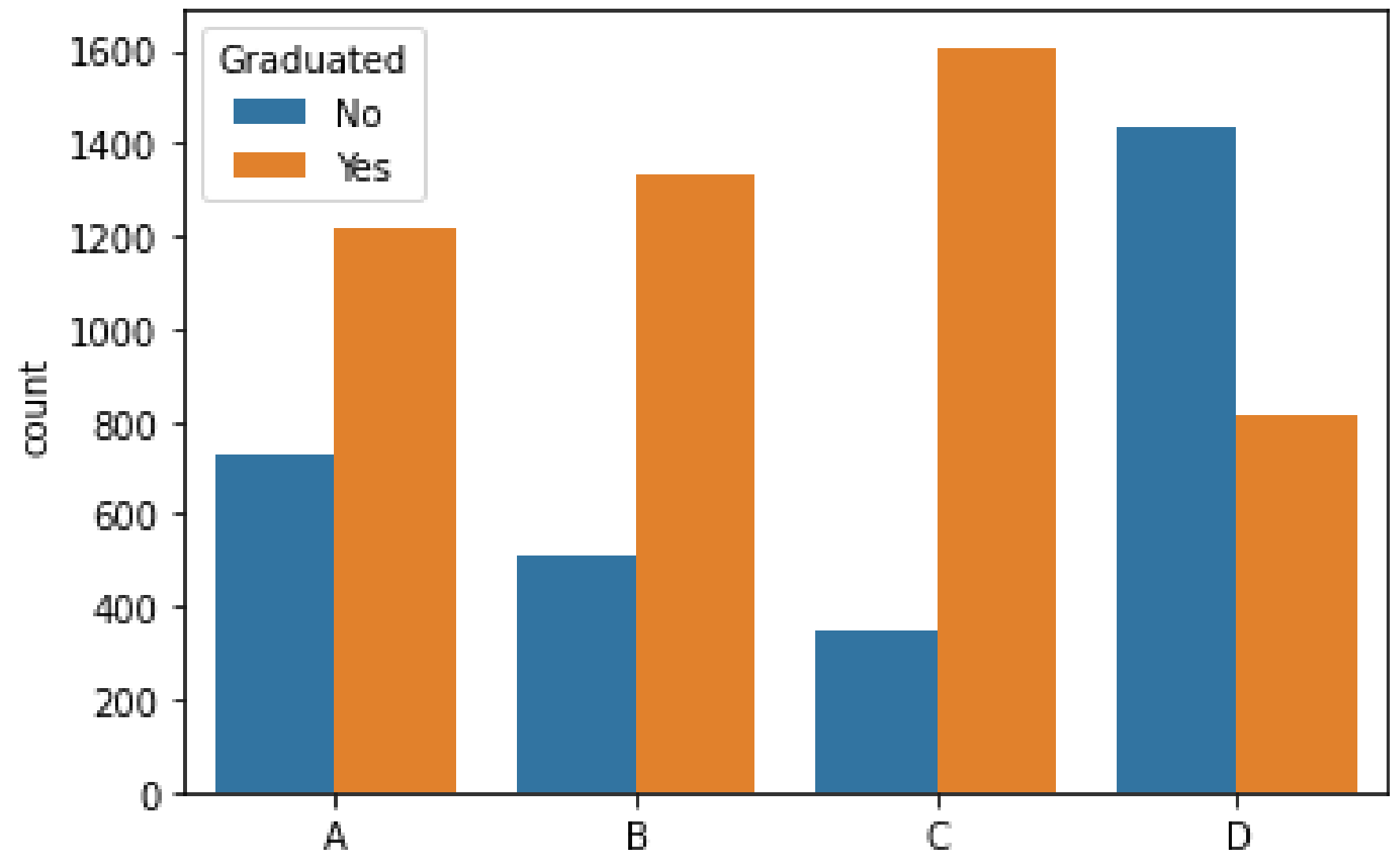
57,5%

A first glance at Segmentation: Spending Score and

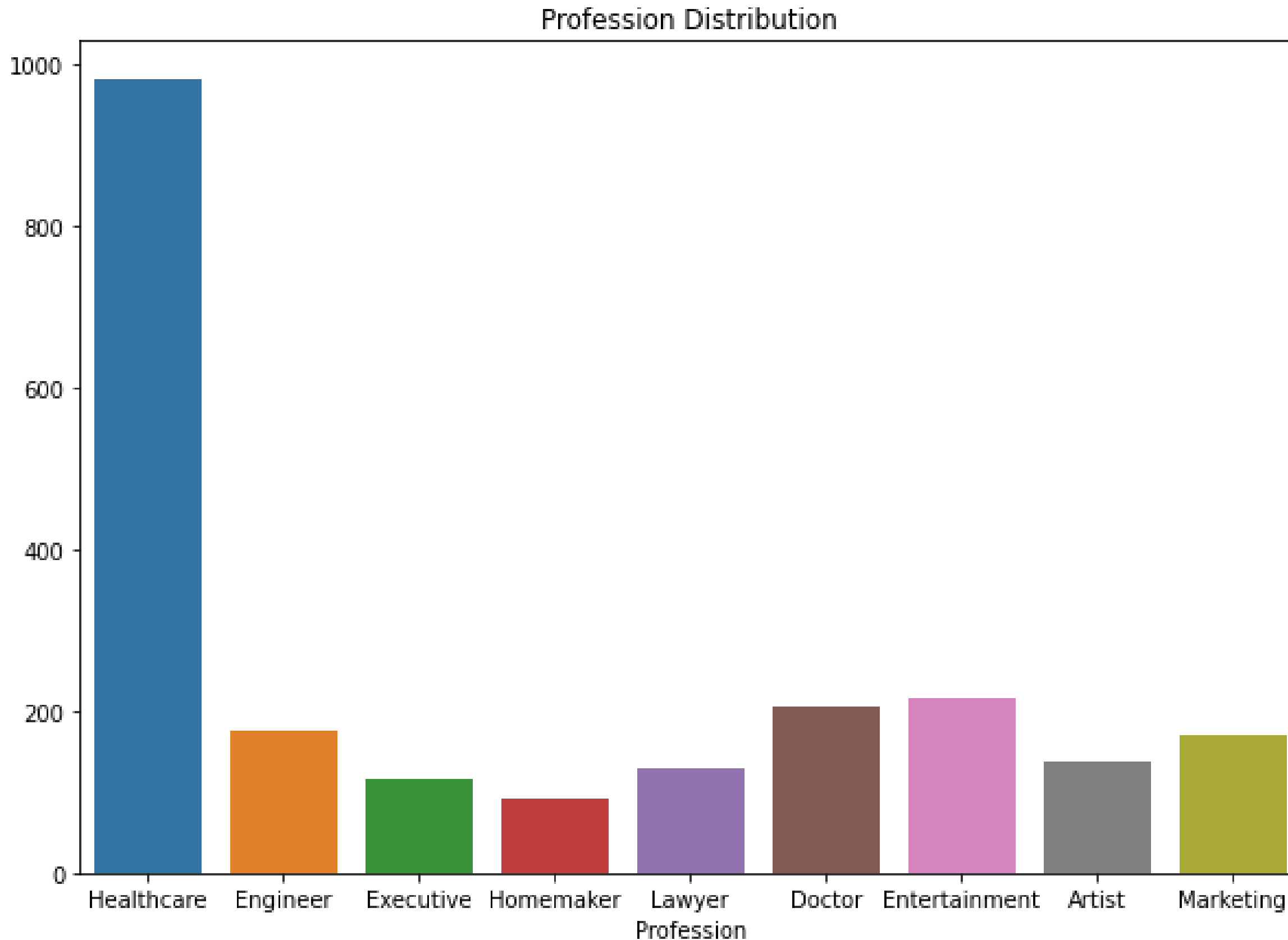
Segmentation vs. Spending Score



Segmentation vs. Graduation



Segment D : Customers that stand out from the crowd



Average Age
33,4

Ever Married
28,9%

Graduated Customers
35,7%