

Customer Journey Analysis using Clustering and PCA

Raw Data Preview

	UserID	Taken_product	Yearly_avg_view_on_travel_page	preferred_device	total_likes_on_outstation
0	1000001	Yes	307	iOS and Android	
1	1000002	No	367	iOS	
2	1000003	Yes	277	iOS and Android	
3	1000004	No	247	iOS	
4	1000005	No	202	iOS and Android	

Select features for analysis

Yearly_avg_view... x

total_likes_on_o... x

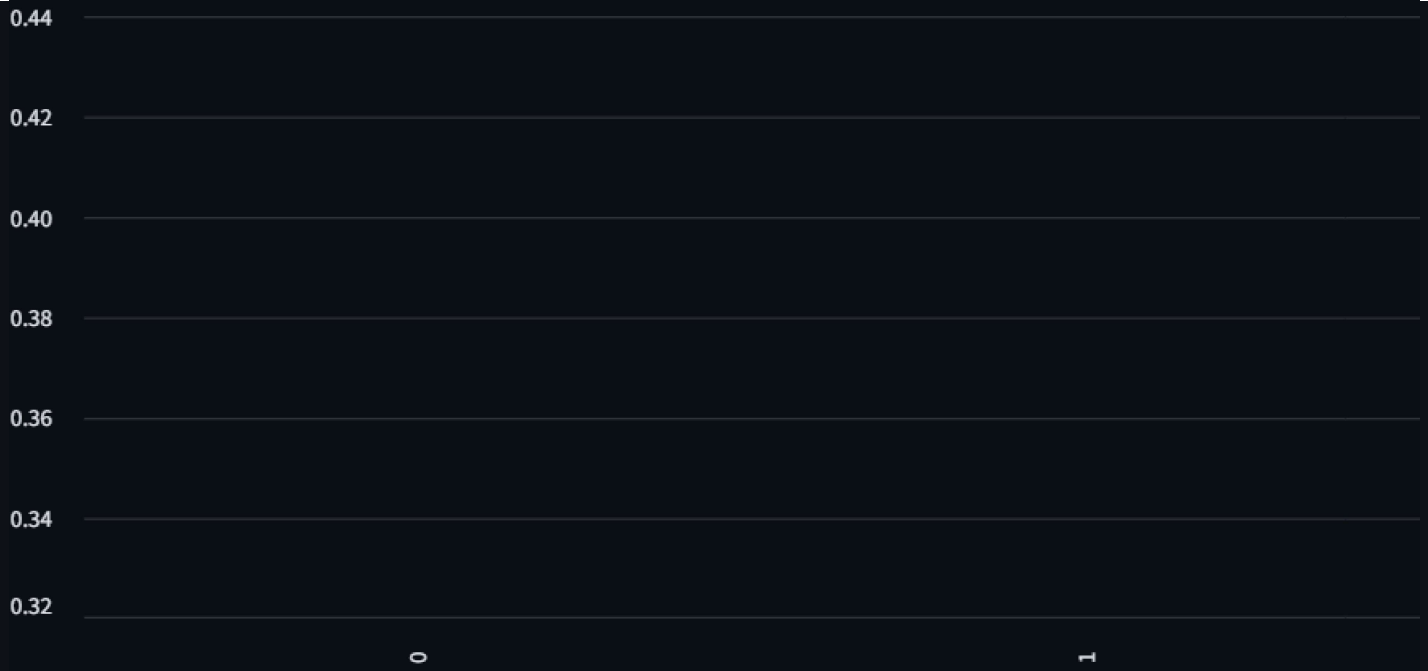
yearly_avg_Outs... x

x v

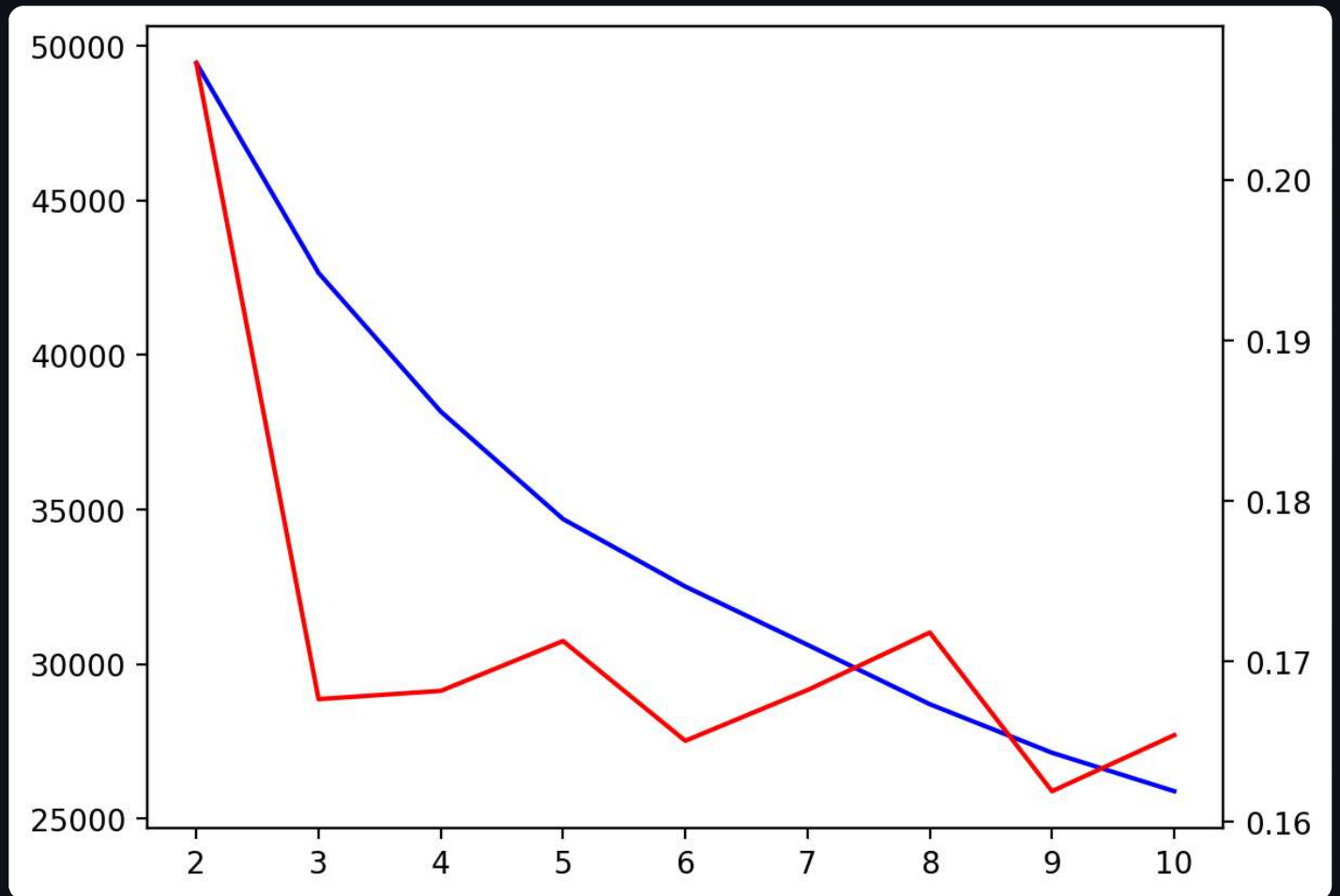
member_in_family x

Yearly_avg_com... x

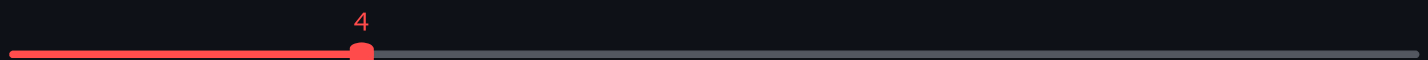
Explained Variance by PCA



Optimal Number of Clusters



Select number of clusters





Clustered Data Sample

	Cluster	Yearly_avg_view_on_travel_page	total_likes_on_outstation_checkin_given	yearly_avg_Outstation
0	3	307	38570	
1	2	367	9765	
2	3	277	48055	
3	0	247	48720	
4	3	202	20685	