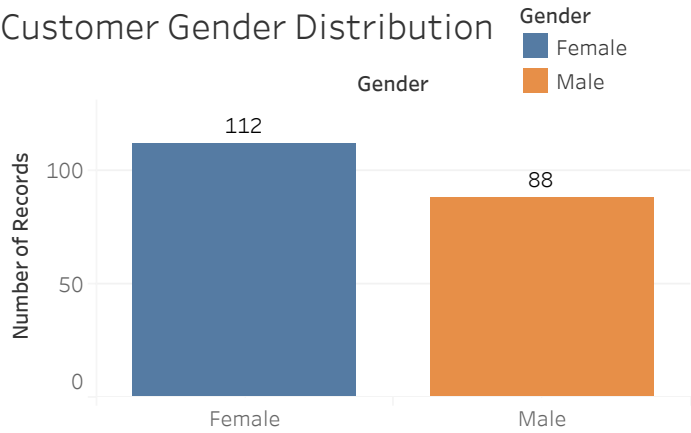
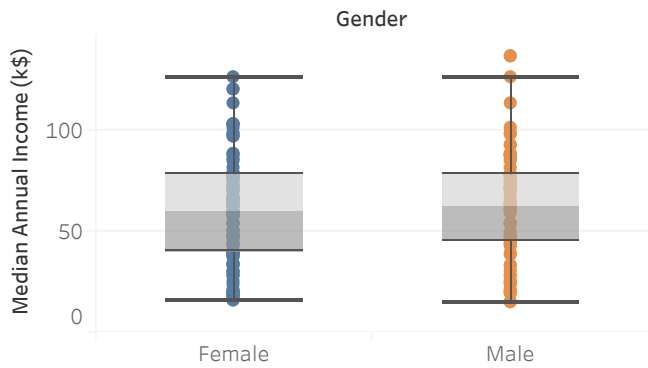


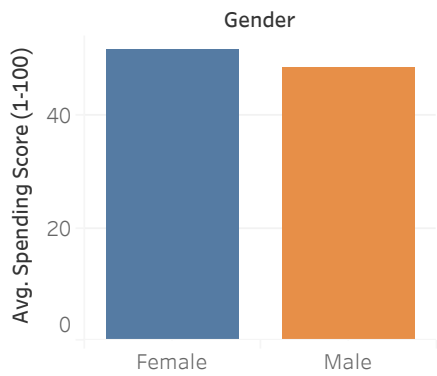
Customer Gender Distribution



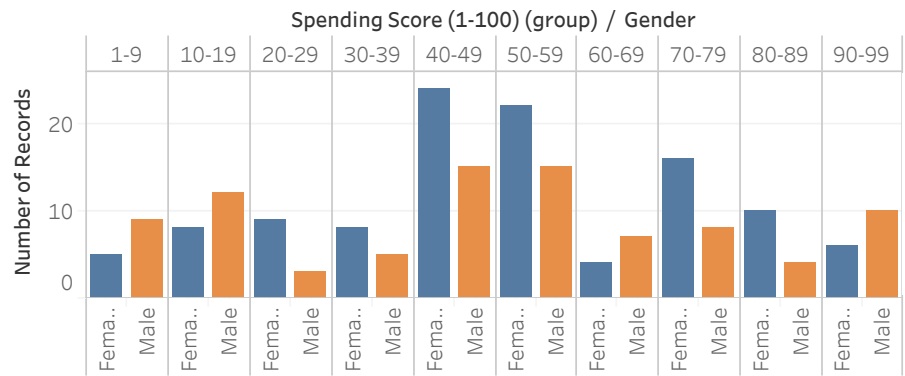
Income by gender



Score by gender

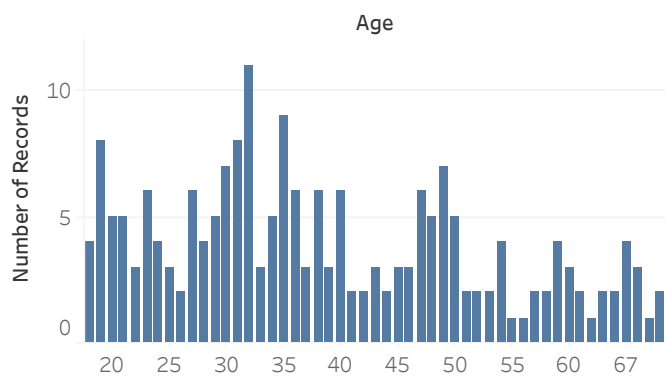


Score Group by Gender

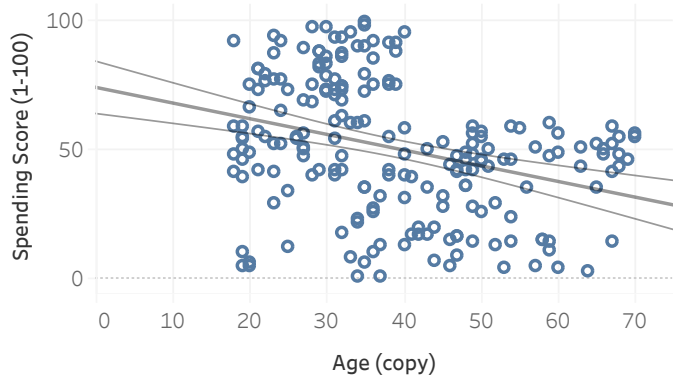


There are more female (112) than male (88) customers in this data set. However, there is no big gender difference in terms of Score and Annual Income. Female customers scored higher than male customers in 6 of the age groups. Male customers scored higher than female customers in 4 out of the 10 age groups. Female customers out performed male customers at the score range 40 -60, which indicates tha..

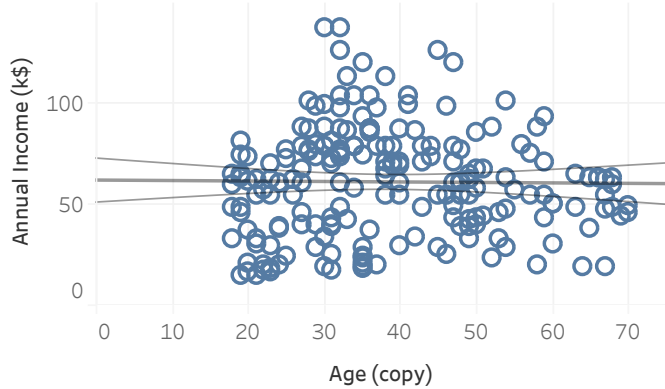
Customer Age Distrubtion



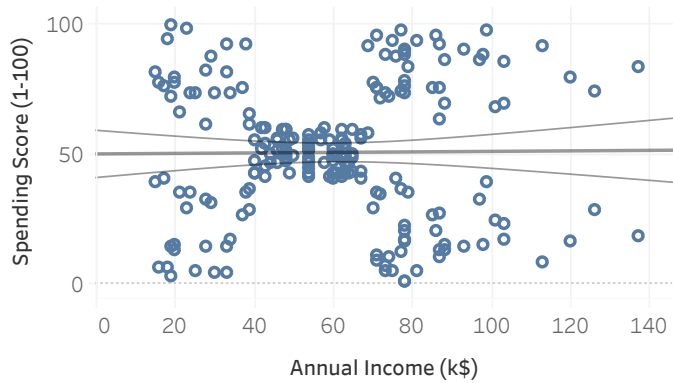
Age vs. score



Age vs. Income



Income vs. Score

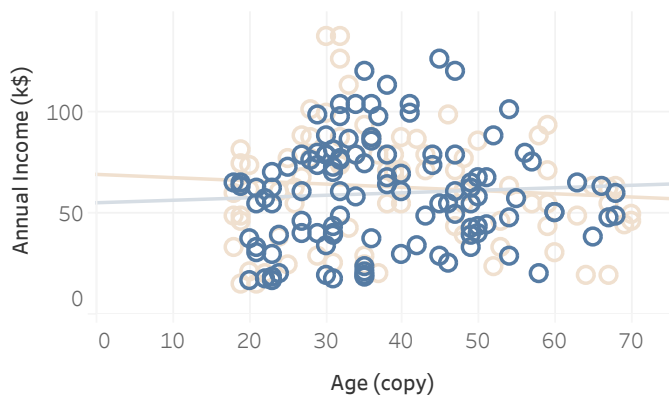


There is no signification relationship between Age & income, Age & Score, and Income & Score with p-value >0.05. But note that there are five clusers based on income&Score. . .

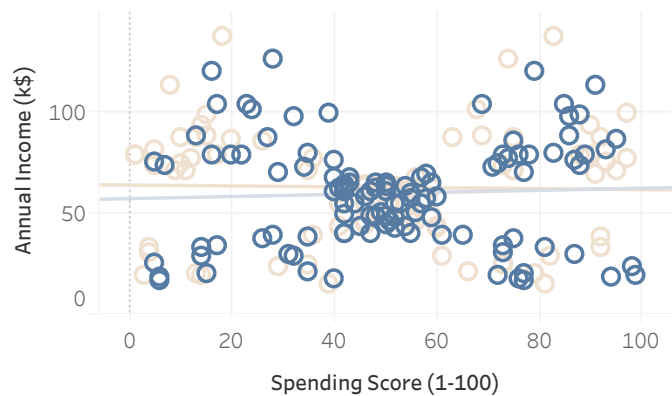
Gender, Income, & Score



Age, gender& income



Age, Gender & Score



The clusters still exist when breaking the spending score & income into gender groups. But again, there is no signification relationships between income & Score, and Age&income when breaking into gender gruops.