

# PCA new artificial space or Principal Components

	PC1	PC2	PC3	PC4	PC5
Age	−0.413633881399485	−0.69671033950238	0.46972855358738	−0.324258646140894	−0.133090688391255
Seniority	−0.212864079310068	−0.456805706431886	−0.863245908193202	0.0130215585163385	−0.0255806824037513
Time_Without_Buying_B	−0.208452509728572	−0.227496156129505	0.175784146147546	0.880722623046634	0.313401731570191
Total_Expenses	−0.392081607458164	0.25797588384867	−0.0108226183004168	0.27461012307134	−0.839161848325689
Time_Without_Buying	−0.765777683259806	0.433148002073818	−0.0560748859000529	−0.208815016168091	0.42334293937034

Original data of first customers

	Age	Seniority	Time_Without_Buying_B	Total_Expenses	Time_Without_Buying
1	0.35	0.21	0	0.25	0.82
2	0.13	0.12	0	0.25	0.64
3	0.52	0.3	0	0.25	0.45
4	0.19	0.07	0.24	0.04	0.27
5	0.27	0.3	0.19	0.13	0.64
6	0.39	0	0.21	0.46	0.27

PCA projections of first customers in Principal Components

PC1	PC2	PC3	PC4	PC5
−0.915431417282516	0.0798975154861692	−0.0655637079781371	−0.213331781350881	0.0853970639605292
−0.667434213249958	0.196319663382275	−0.0811183785679629	−0.105580116556099	0.0407775477362819
−0.721569201452206	−0.239920516575418	−0.0426542778226511	−0.190022254946169	−0.0961675020493476
−0.365962764130938	−0.0916814455128877	0.0554362827584581	0.105280146418035	0.128874656711209
−0.756214674875147	−0.0576261870322438	−0.136042942576422	−0.0142483628725834	0.17778607932625
−0.592209754699702	−0.0838723580628051	0.199990182978857	0.128431481092277	−0.257802861442675