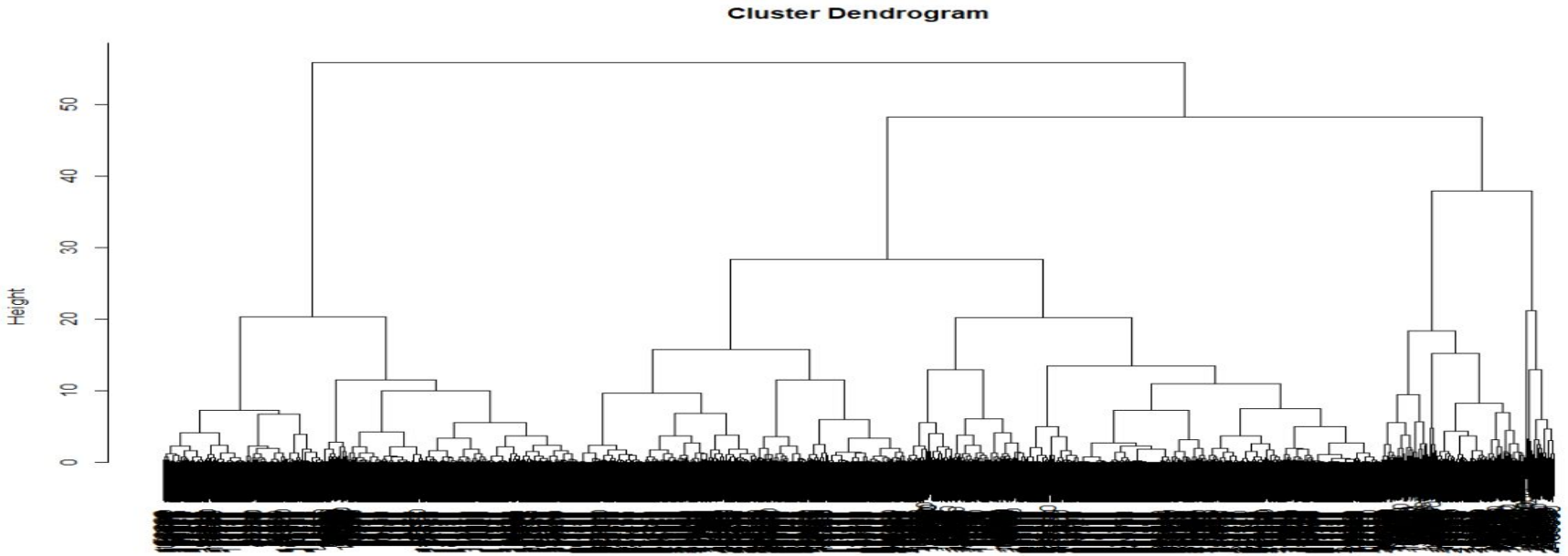
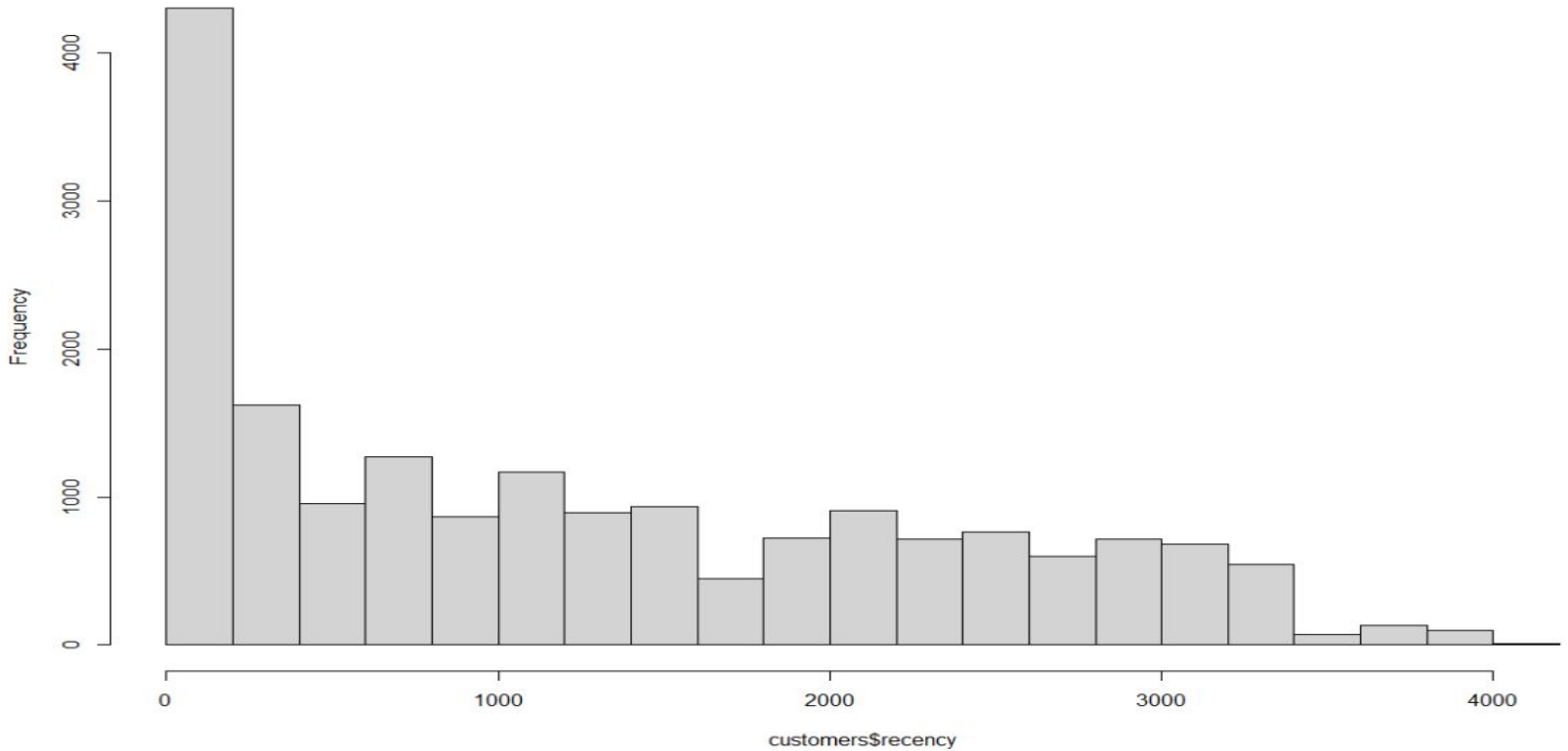
Clustering Segment (Grouping) Customers



This table uses a tree branch clustering formula to visualize “groups of customers mounting up to 1.8K. The purpose of this tree branch clustering graph is for us to visualize the different groups amounts and determine how many groups we want to focus on. In our case we want to target as many customers as possible, regardless of all else. Since most of our customers are located under the “height 10”, we will want to combine all those customers down into 9 heigh groups.
(Note: Companies want to target different groups so it's up to the company to decide what kind of customer they want to target)

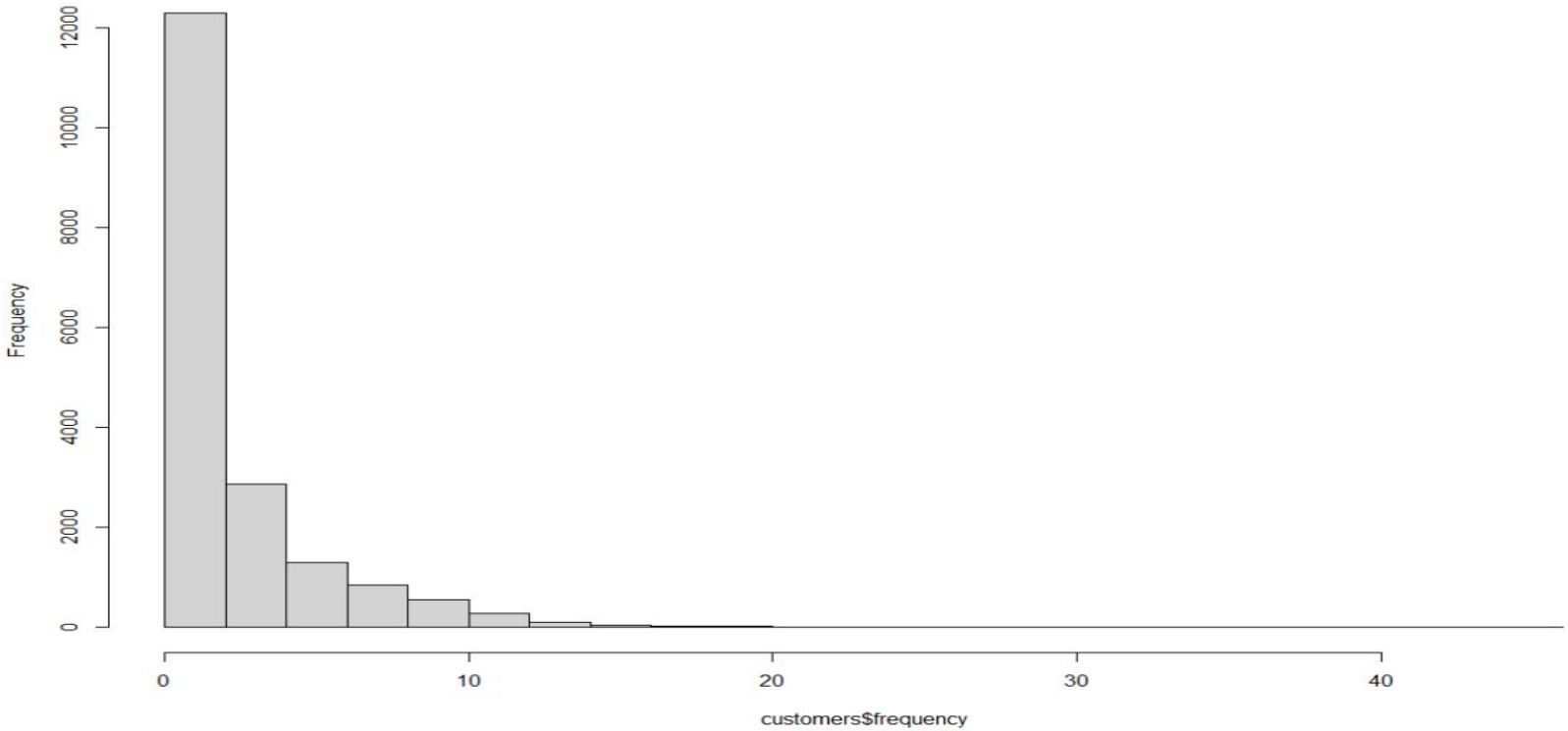
Customer Visits Over Time - Recency



This table uses a histogram formula to visualize “Recency”. Here we can see the length of days (recency) a customer visit the store (frequency). This can help us understand for example: customers loss interest and stopped visiting the store after 3500 plus day.

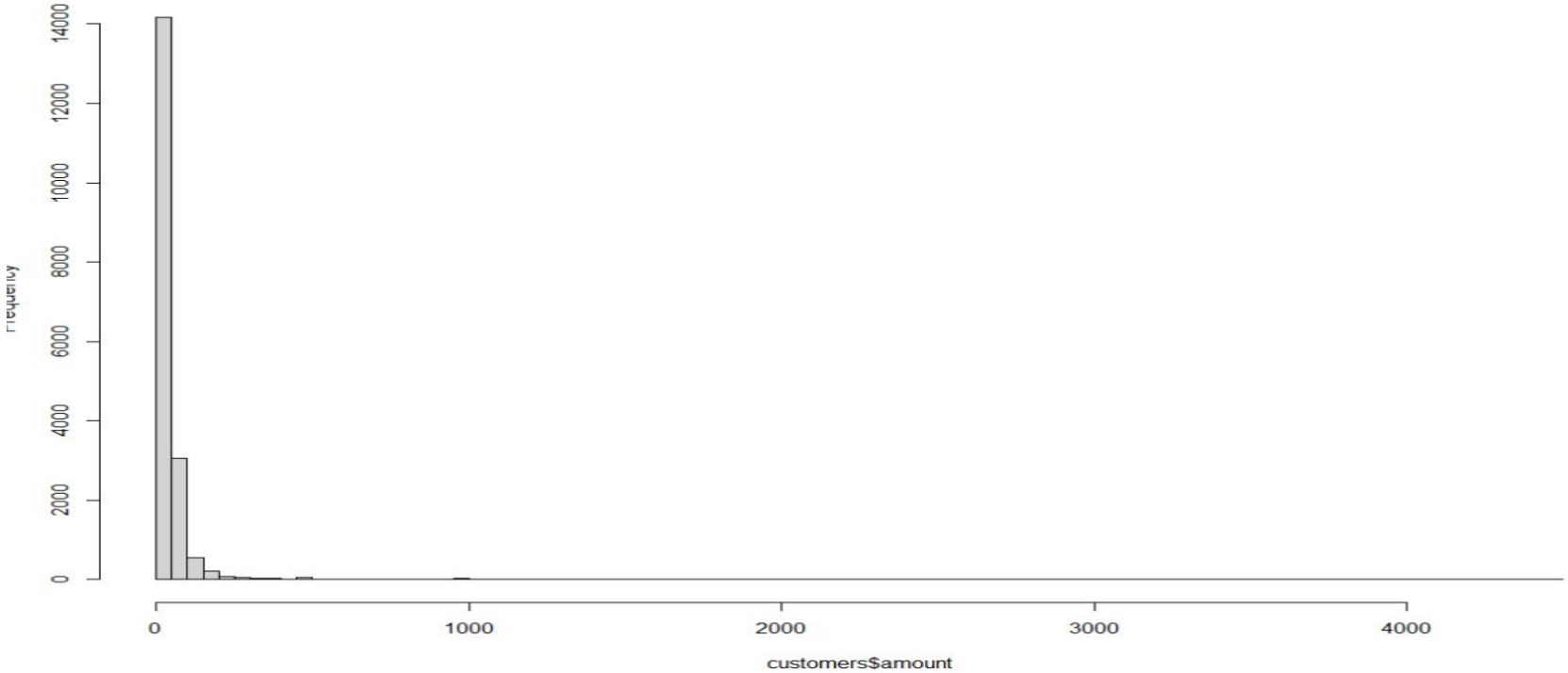
(results shown without scale)

Purchase Amount Per Customer - Frequency



This table uses a histogram formula to visualize “Frequency”. Here we can see how many purchases a specific customer makes at the store. This can help us understand for example that about 1200+ customer only make 1-2 purchase overall. Where are 500 customers make 8-10 purchases.
(result shown without scaling)

Finding Average Customer Spending - Amount



This table uses a histogram formula to visualize “Amount/purchase”. Here we can see how much money an average customer spends. This can help us understand that for example, 14,000+ customers spend on average under $100 dollars. Where 3500+ customer spend around $200.
(results shown without scaling)