**Iterative Clustering**

**Cluster Comparison**

| **Method** | **NCluster** | **CCC** | **Best** |
| --- | --- | --- | --- |
| K Means Cluster | 3 | -0.2905 | Optimal CCC |

Columns Scaled Individually

**K Means NCluster=3**

Columns Scaled Individually

**Cluster Summary**

| **Cluster** | **Count** |
| --- | --- |
| 1 | 49 |
| 2 | 224 |
| 3 | 227 |

| **Step** | **Criterion** |
| --- | --- |
| 11 | 0 |

**Cluster Means**

| **Cluster** | **Webstore\_Spend** | **Income** | **Restaurant** | **THIRD\_SPEND** | **Age** |
| --- | --- | --- | --- | --- | --- |
| 1 | 271.591837 | 57.1428571 | 155.653061 | 21.3469388 | 39.7755102 |
| 2 | 15.84375 | 69.7544643 | 68.4464286 | 14.5535714 | 57.2053571 |
| 3 | 14.8898678 | 50.6519824 | 62.2599119 | 25.5814978 | 28.5726872 |