Appendix 1

*Cluster Profile*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Cluster*** | ***Prodp*** | ***Finp*** | ***Salesp*** | ***Techp*** | ***Otherdp*** |
| 1 | 24.06% | 4.90% | 27.89% | 13.26% | 29.89% |
| 2 | 62.91% | 2.27% | 6.53% | 15.38% | 12.91% |
| 3 | 21.18% | 2.88% | 11.71% | 50.62% | 13.60% |

Appendix 2

*Elbow method for Determining Optimal Number of Clusters*

**A graph of a graph

Description automatically generated**