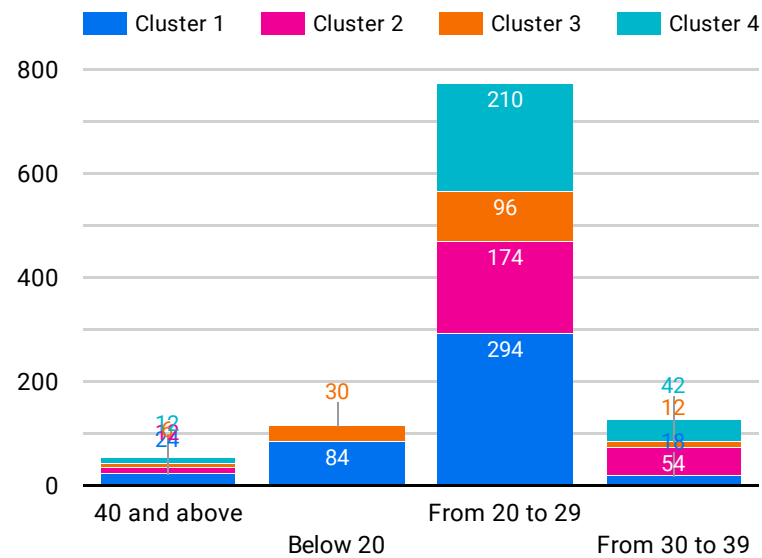


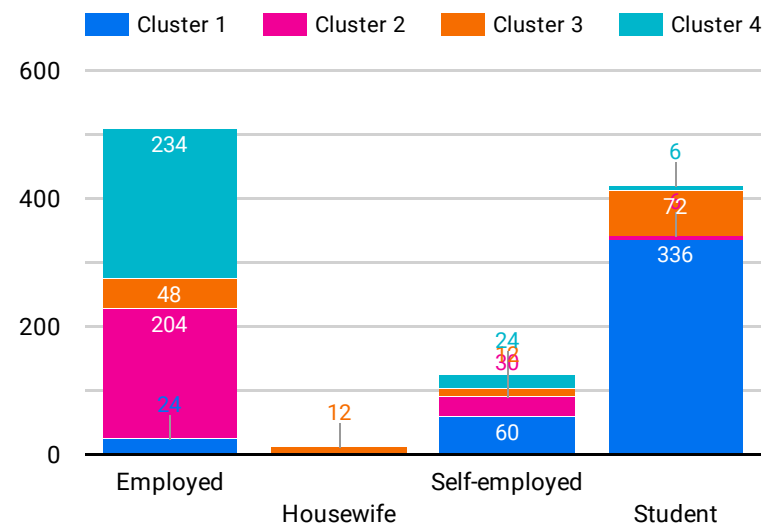
Clusters Category



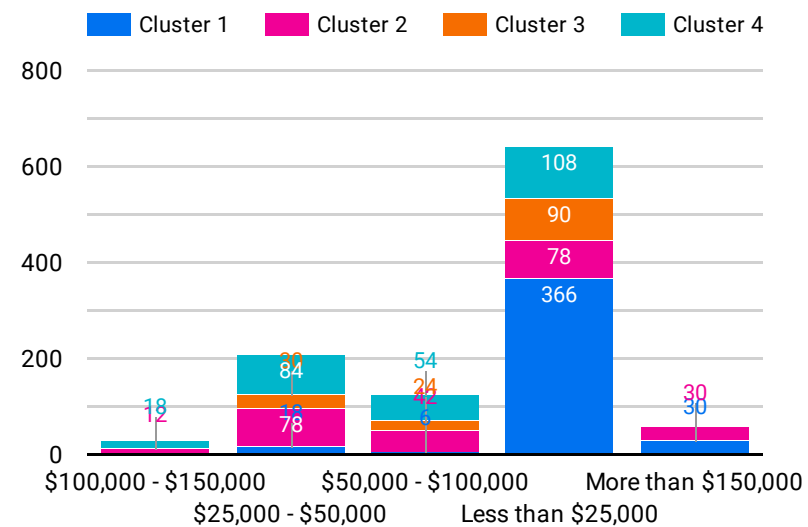
Cluster Per Age Group



Cluster Per Gender

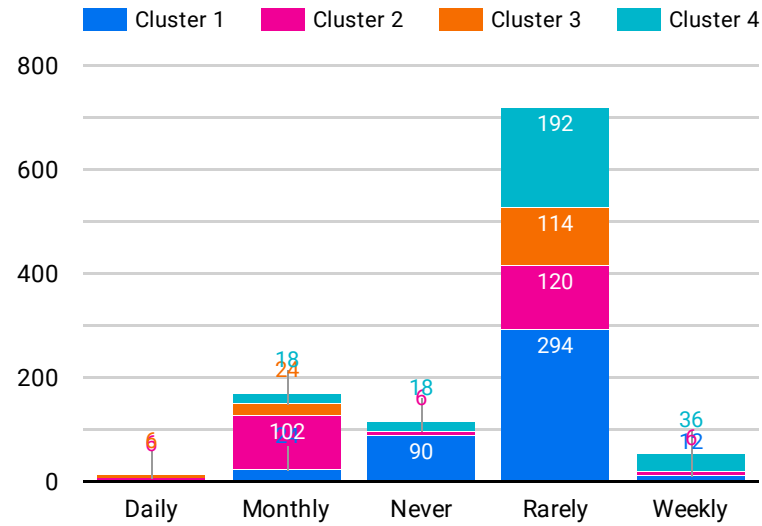


Cluster Per Status

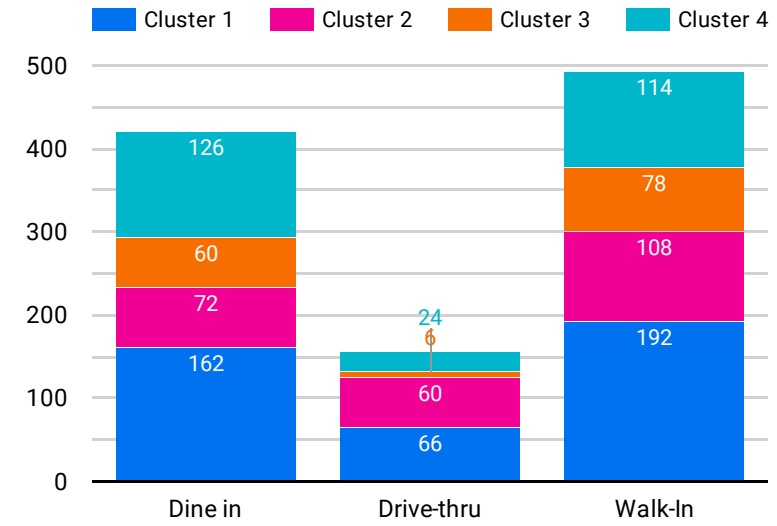


Cluster Per Income

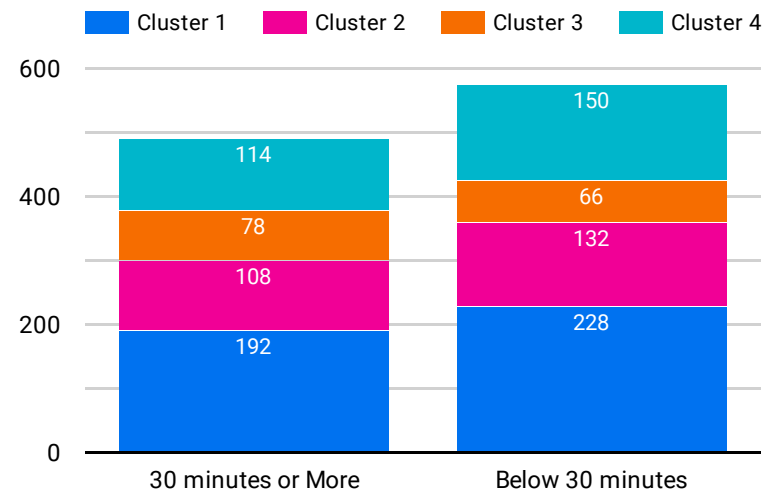
Clusters Category



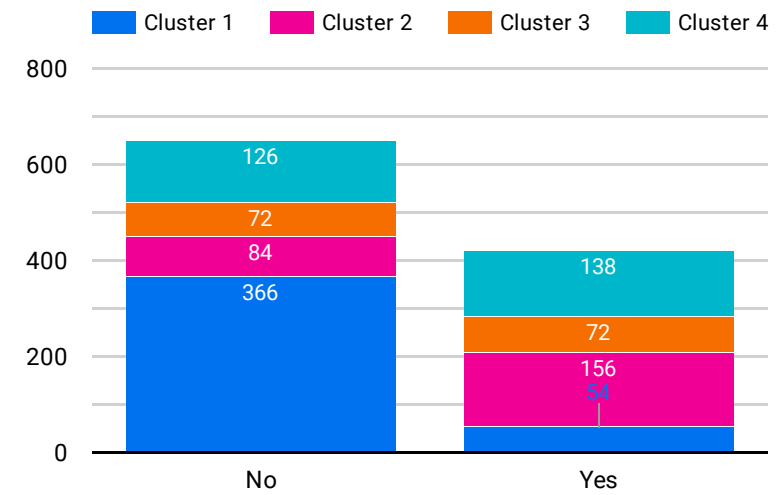
Cluster Per Visit



Cluster per Visitation Method

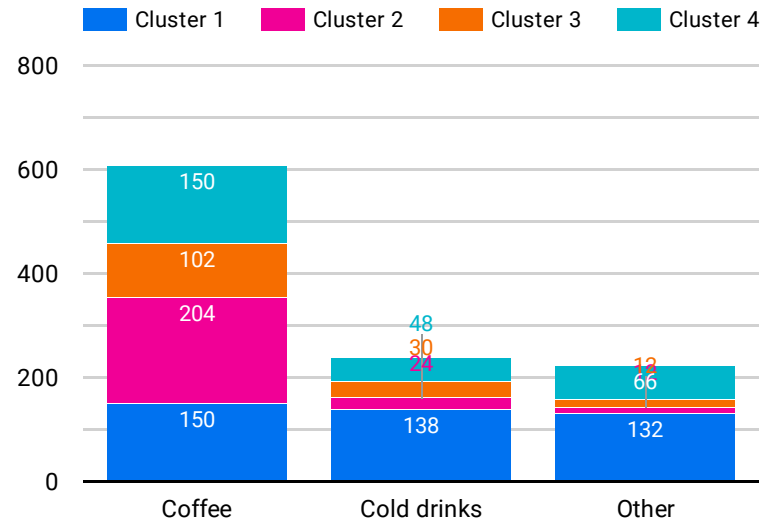


Cluster Per Time in Store

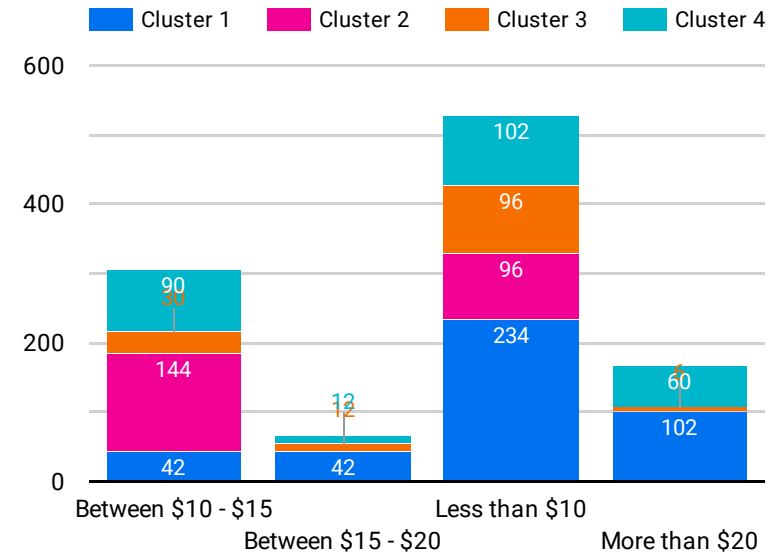


Cluster Per Membership Card

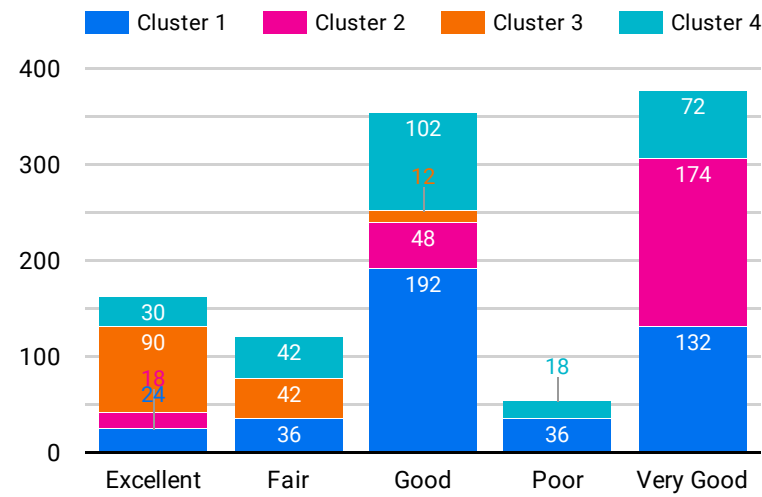
Clusters Category



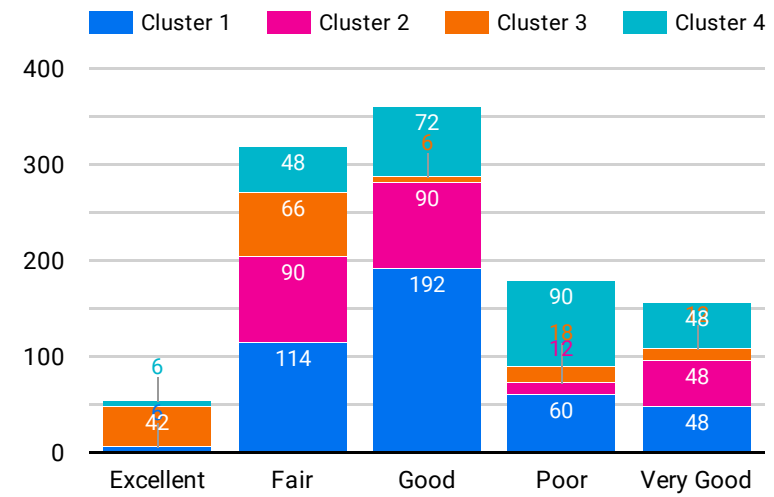
Cluster Per Type of Purchase



Cluster per Purchase Cost

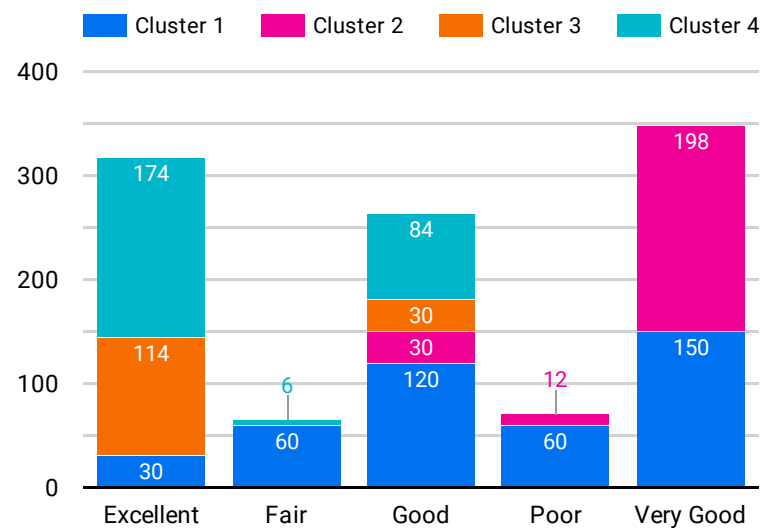


Cluster Per Product Quality

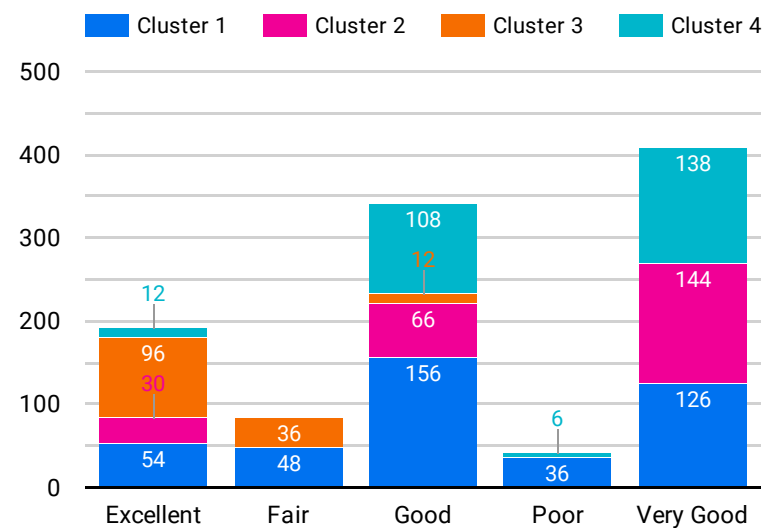


Cluster Per Price Range

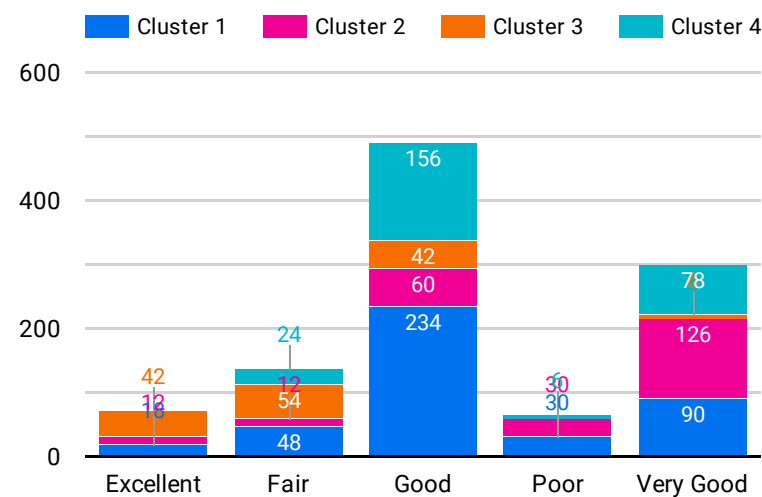
Clusters Category



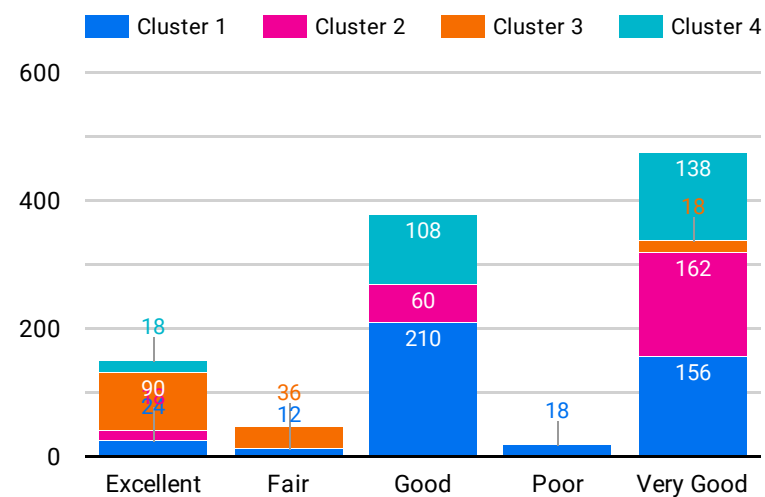
Cluster Per Importance of Sales/Promotions



Cluster per Ambiance

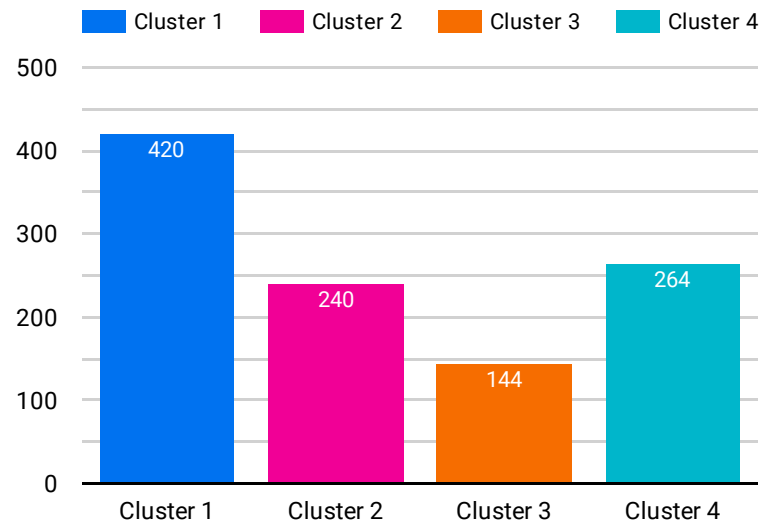
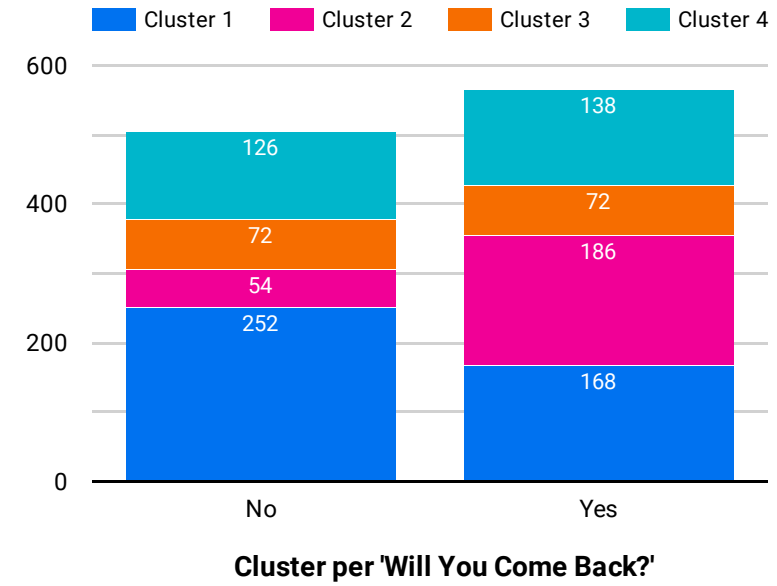
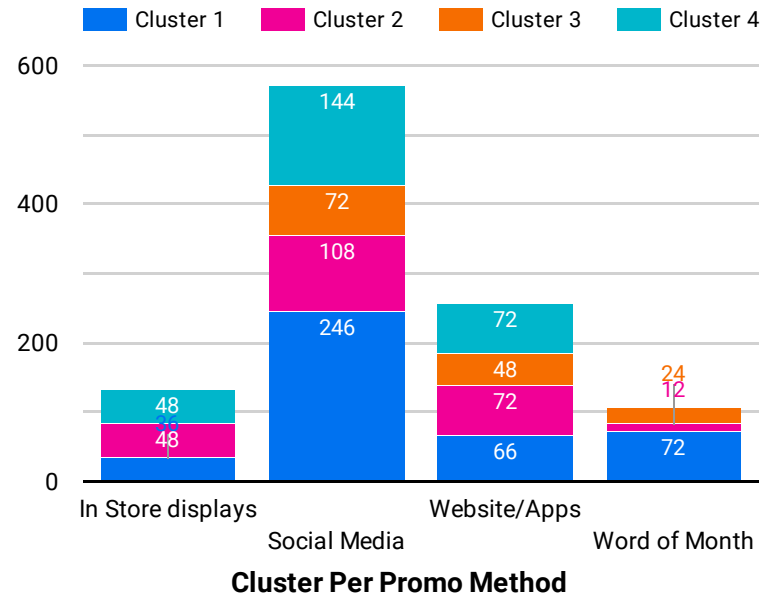


Cluster Per Wi-Fi Quality



Cluster Per Service

Clusters Category



Cluster 1 Traits

- Age 20-29
- Students
- Annual income < \$25,000
- Spend per visit < \$10
- Are not Starbuck Members
- Advertising through Social Media most effective
- Generally are not repeat customers

Cluster 2 Traits

- Age 20-29
- Employed
- Annual income < \$25,000
- Main purchase is coffee only
- Sales/promotions very important
- Advertising through Social Media most effective
- Likely to Revisit

Cluster 3 Traits

- Age 20-29
- Students
- Annual income < \$25,000
- Spend per visit < \$10
- Main purchase is coffee only
- Advertising through Social Media most effective
- Are Starbuck Members

Cluster 4 Traits

-
- Age 20-29
- Female
- Employed
- Annual income < \$50,000
- Spend per visit < \$15
- Main purchase is coffee only
- Advertising through Social Media most effective