PREMIUM CREDIT CARDS

Market segmentation

DRIVERS

- **BUDGET_DESIGNER**:

  "My budget allows me to buy designer clothes"

- **CARS_BRANDNEW**:

  "I normally buy brand new cards"

- **LUX_VEHICLE**

  "I prefer driving luxury cars"

- **moneysuccess**:

  "Money is the best measure of success"
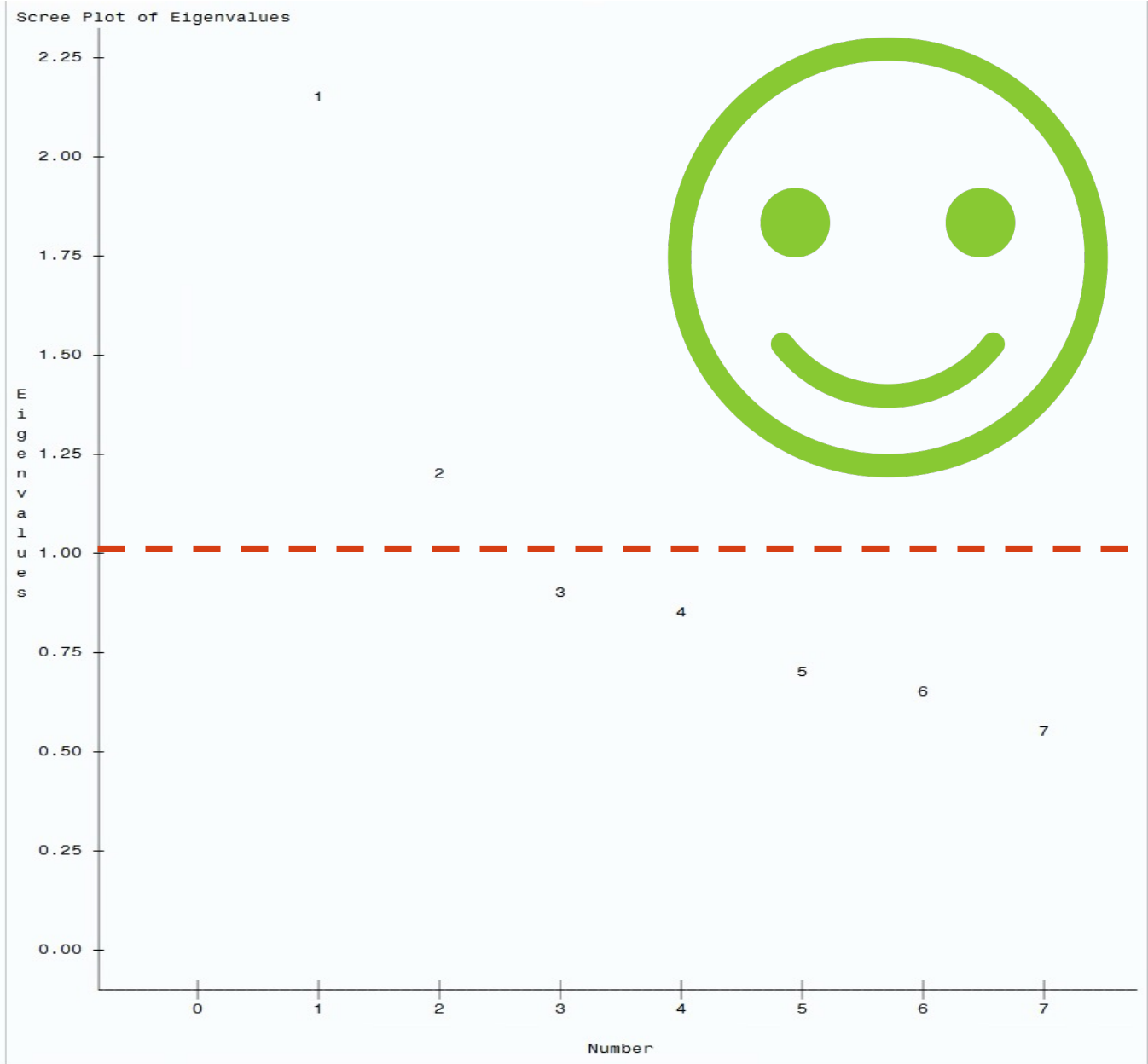
PCA

ABSTRACT CONSTRUCT CONCEPTS

Quality:

- **hq_clothes**: "Everything I wear has the highest quality"
- **fresh_ing**: "I look for fresh ingredients when I cook"
- **nat_organic**: "I normally buy natural/organaic food"
- **EXTRA_4_QU**: "High quality worth paying extra"

Career men:

- **workaholic**: "I'm a workaholic"
- **careerjob**: "I look at work as career not just a job"
- **topcareer**: "I want to get to the very top in my career"
- **BORING_JOB**: "Boring job is better than no job"

Rotated Factor Pattern

	Factor1	Factor2
high_quality_clothes	0.26920	0.53570
fresh_ingridients	-0.03649	0.70975
natural_organic	0.44043	0.37391
EXTRA_FOR_QUALITY	0.06486	0.74036
workaholic	0.78217	-0.11206
careerjob	0.54004	0.28894
topcareer	0.78448	0.09137

PCA - VARIMAX

Variance explained:
- Quality: 22,62%
- Career: 25.58%

K-MEANS CLUSTERING

MODEL SELECTION

CLUSTER #	CCC	PSEUDO-F	MEANS
3	79.87	7256.42	best
4	90.614	6875.9	good
5	46.552	5579	ok
6	87.254	5755	poor
7	102.264	5549	poor
8	113.149	5371.97	ok

MEANS COMPARISON

			Cluster Standard Deviations			
Cluster	career	quality	moneysuccess	BUDGET_DESIGNER_CLOTHES	CARS_BRAND_NEW	LUXURY_VEHICLE
1	0.956363279	1.013615755	1.020644715	0.937553295	0.756399275	1.235540571
2	0.901022301	0.822063887	1.099680847	0.933732093	1.022911747	0.914661866
3	0.855508234	0.916632955	1.096377075	1.050499504	1.070620745	1.116315650

GAP ANALYSIS

ABC Statistics

Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
3	10.1612	11.2969	1.1356	0.0173	1.1184
4	10.0753	11.0978	1.0225	0.00619	1.0164
5	9.9480	10.9602	1.0122	0.00754	1.0047
6	9.9055	10.8605	0.9550	0.0104	0.9446

Within Cluster Statistics

Variable	Cluster	Mean	Standard Deviation
career	1	-0.2921	1.9616
	2	0.2025	1.9023
	3	-0.0790	1.8804
quality	1	-0.3910	2.1225
	2	-0.4259	1.9805
	3	0.4667	1.8005
moneysuccess	1	2.3338	3.8251
	2	2.0892	3.9816
	3	3.2880	5.2639
BUDGET_DESIGNER_CLOTHES	1	1.4993	2.9372
	2	1.5965	3.3097
	3	3.1821	5.2906
CARS_BRAND_NEW	1	1.4446	4.1060
	2	4.1688	7.2789
	3	3.3472	5.6523
LUXURY_VEHICLE	1	1.9888	3.6897
	2	2.3013	4.7241
	3	3.5163	5.8104

DIAGNOSTICS

GAP ANALYSIS

Cluster ID	N Obs	Variable	N	Mean	Std Dev	Minimum	Maximum
1	1516	twentyone_yo_resp	1516	0.9689974	0.1733820	0	1.0000000
		fifty_yo_resp	1516	0.5428760	0.4983226	0	1.0000000
		seventy_yo_resp	1516	0.1391821	0.3462506	0	1.0000000
		gender_resp	1516	0.4063325	0.4913101	0	1.0000000
		PRESENTLY_MARRIED_resp	1516	0.5936675	0.4913101	0	1.0000000
		private_worker_resp	1516	0.3476253	0.4763734	0	1.0000000
		MASTERCARD_PLATINUM_resp	1516	0.0389182	0.1934639	0	1.0000000
		VISA_PLATINUM_resp	1516	0.0633245	0.2436261	0	1.0000000
2	1155	twentyone_yo_resp	1155	0.9783550	0.1455846	0	1.0000000
		fifty_yo_resp	1155	0.6926407	0.4615994	0	1.0000000
		seventy_yo_resp	1155	0.2207792	0.4149516	0	1.0000000
		gender_resp	1155	0.3809524	0.4858313	0	1.0000000
		PRESENTLY_MARRIED_resp	1155	0.6623377	0.4731176	0	1.0000000
		private_worker_resp	1155	0.3064935	0.4612368	0	1.0000000
		MASTERCARD_PLATINUM_resp	1155	0.0692641	0.2540126	0	1.0000000
		VISA_PLATINUM_resp	1155	0.0943723	0.2924726	0	1.0000000
3	1927	twentyone_yo_resp	1927	0.9356513	0.2454368	0	1.0000000
		fifty_yo_resp	1927	0.4167099	0.4931419	0	1.0000000
		seventy_yo_resp	1927	0.0960042	0.2946734	0	1.0000000
		gender_resp	1927	0.5038921	0.5001146	0	1.0000000
		PRESENTLY_MARRIED_resp	1927	0.5365854	0.4987892	0	1.0000000
		private_worker_resp	1927	0.4052932	0.4910761	0	1.0000000
		MASTERCARD_PLATINUM_resp	1927	0.0482615	0.2143740	0	1.0000000
		VISA_PLATINUM_resp	1927	0.0596783	0.2369513	0	1.0000000

INTERPRETATION

CLUSTER #	AGE	GENDER	VISA	MASTERCARD
1	21-70	W > M	LOW	HIGH
2	50-70	W > M	HIGH	HIGH
3	21-50	W = M	MID	MID

Other insights:
- The typical respondent is married woman, between 21 and 70 years old, working in a public organization
- Over 70+ are underrepresented
- Premium credit cards holders consists in a very narrow niche

THANK YOU