

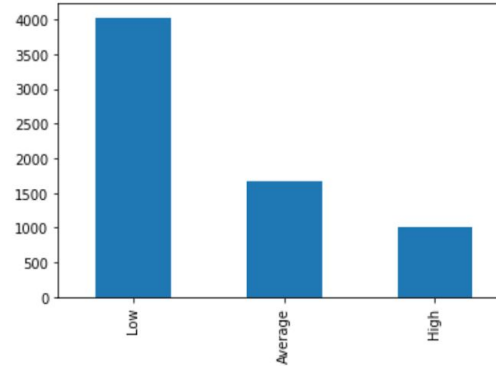
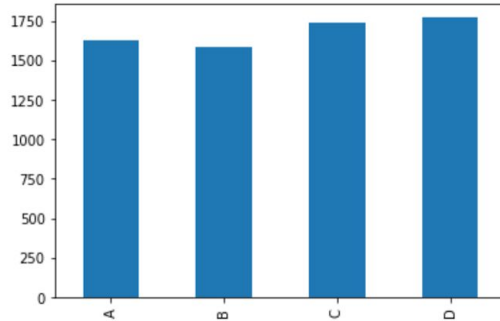


LAS WAGONES

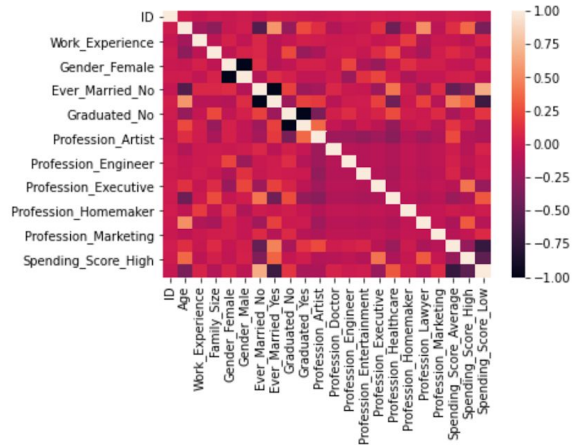
A case study by Hélène Herman



The segmentation doesn't quite reflect the purchasing behavior

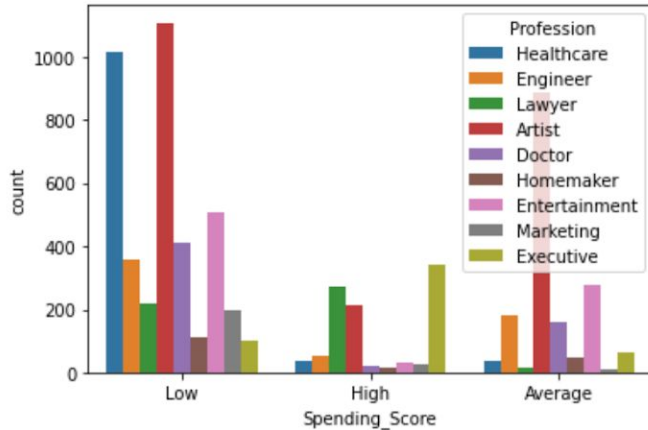


There are 3 main purchasing profiles (low, average, high) - that are numerically imbalanced, making it hard to understand how 4 balanced segments were found



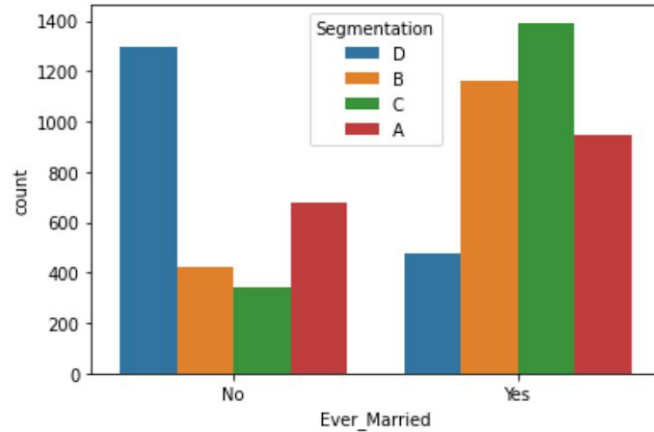
- Married people tend to spend more but otherwise this heatmap is not very conclusive

Certain professional activities seem correlated with the purchasing habits



- Healthcare workers are generally low spenders
- Most high spenders are executives
- Artists are really overrepresented both in high and low spending profiles

Unsurprisingly, having been married or not doesn't seem decisive



- Segment D are the least often married but they are also the youngest