

## Customer Segmentation using Sprocket central dataset.

First, we will see the relationship between...

Now, we need to know density of the custom..

Now on, we will see product group's total ..

Product group's total profit value Vs. Demo..

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### Product profit value per group and Basic Statistics Vs. Customer group

Customer Group	Count	Max	Mean	Min	Product Group							
					Product0	Product1	Product2	Product3	Product4	Product5	Product6	Product7
0	678	8,500	556	128	49,770	80,356	43,025	27,050	72,643	63,105	39,333	1,447
1	1,430	11,223	562	51	105,168	138,105	92,522	53,454	155,045	156,665	99,607	3,200
2	1,767	11,669	546	79	125,195	152,956	126,580	69,627	177,800	173,815	135,773	3,471
3	1,618	8,835	554	50	118,521	162,793	98,035	65,591	183,762	139,335	123,512	4,239
4	170	7,365	527	445	15,624	18,811	12,331	9,620	17,715	10,231	5,308	0
5	156	6,737	533	426	13,358	19,547	9,033	4,865	14,773	15,100	6,428	0

Avg. Product values in each group



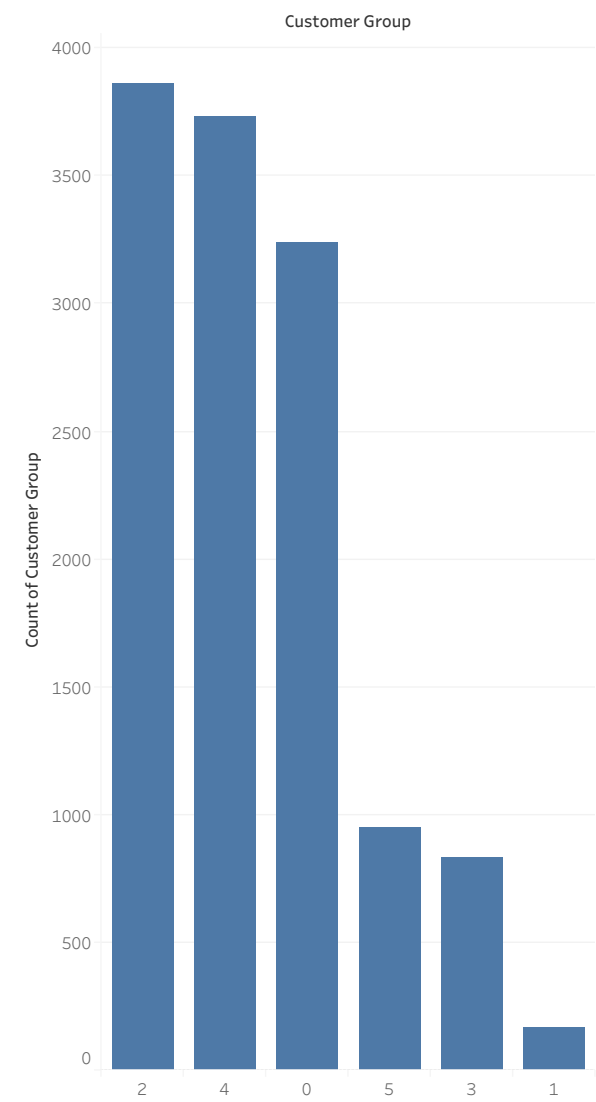
\* From the above heat map, it shows that **Product 0, 1, 2, 4, 5, and 6** group contributes major profit. Especially product group 1, 4 and 5.

\* If we concentrate on customers belongs to **customer group 1, 2, and 3** may bring **maximum total profit**.

\* Marketing/Recommending products of product group 0, 1, 2, 4, 5, and 6 groups to the customer group 0, 1, 2, and 3 can make **maximum profit**.

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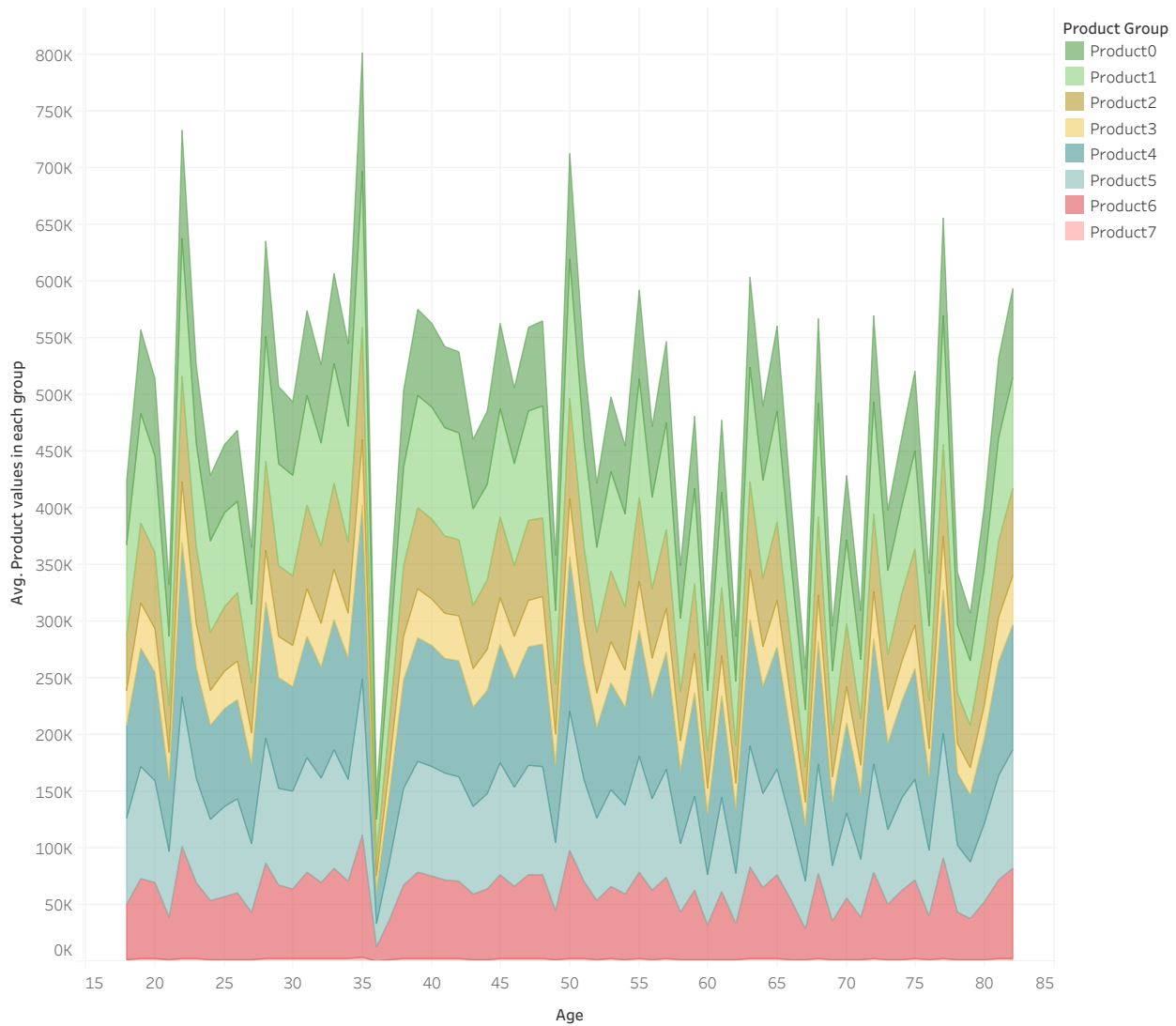
First, we will see the relationship between ..

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product group's total ..

Product group's total  
profit value Vs. Demo..

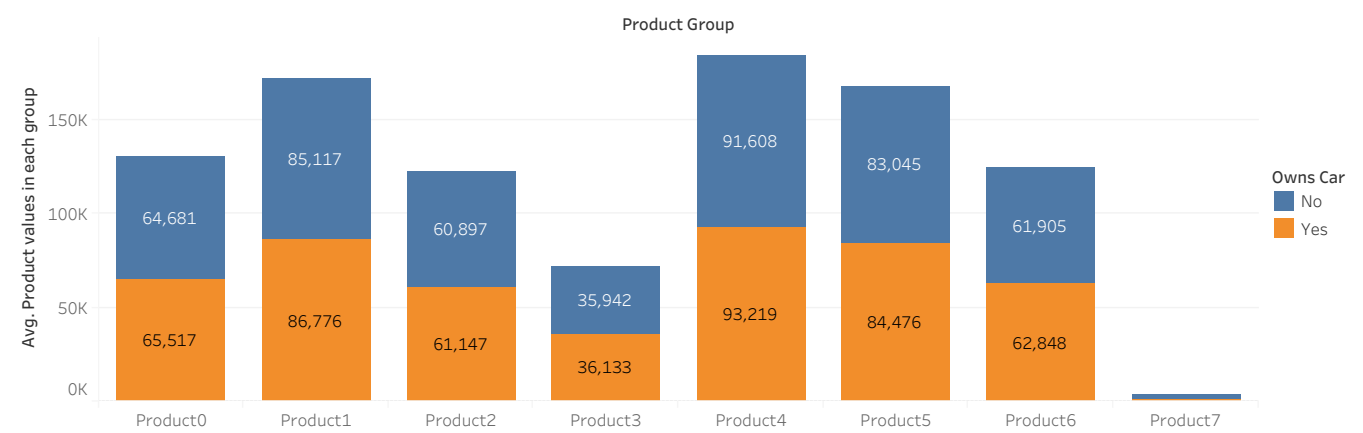
Product group's total profit value Vs. Demo..



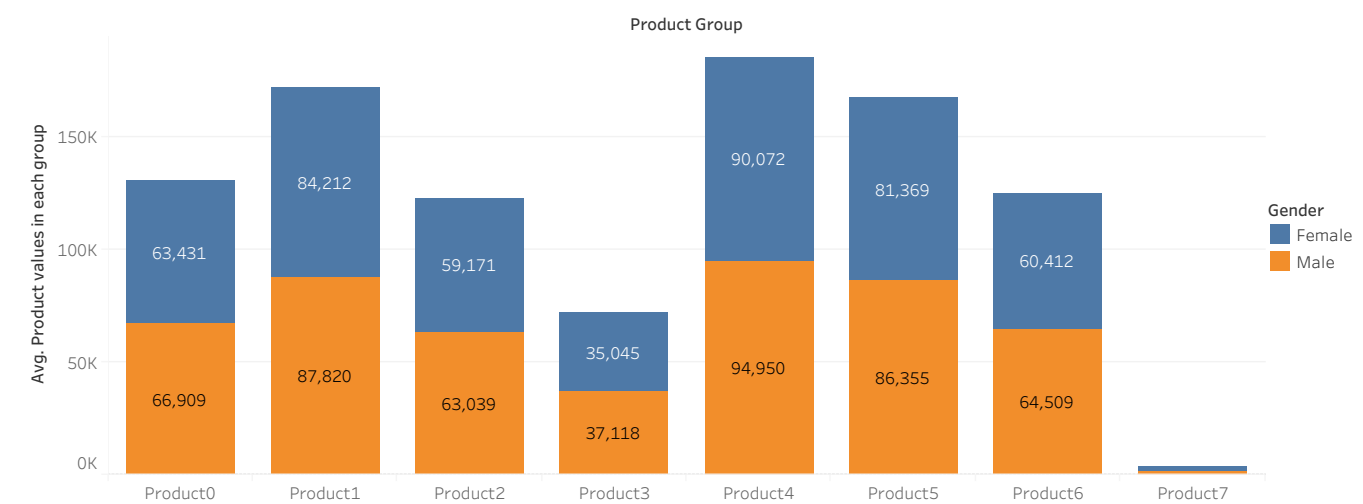
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Product profit value per group Vs. Car owned



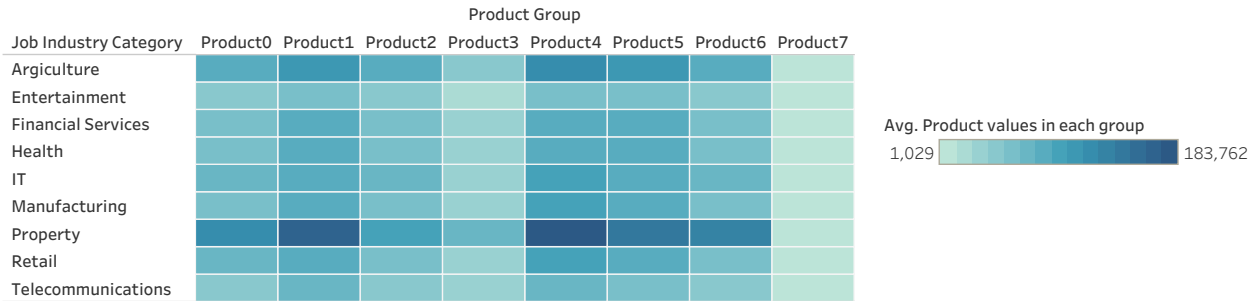
Product profit value per group Vs. Gender of the customer



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Product profit value per group Vs. Job industry category



Product profit value per group Vs. States in Australia

