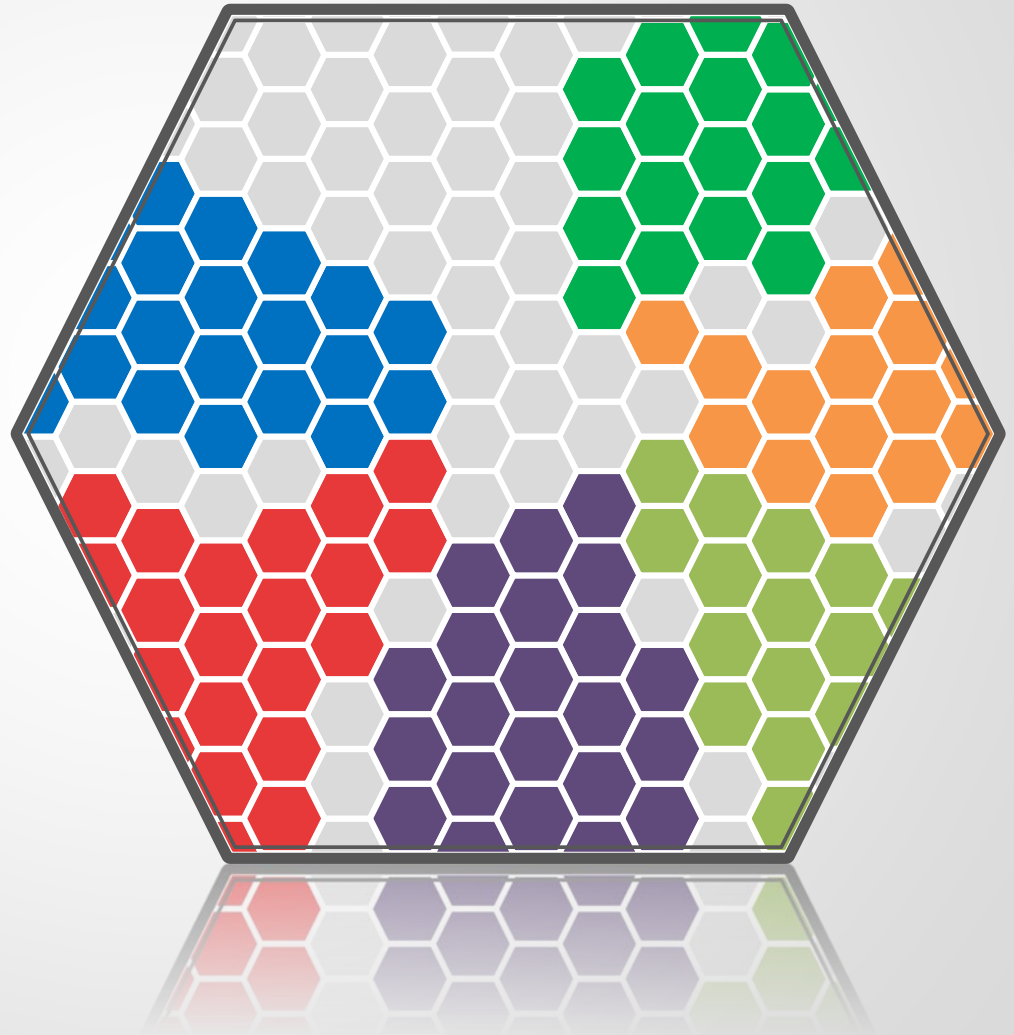


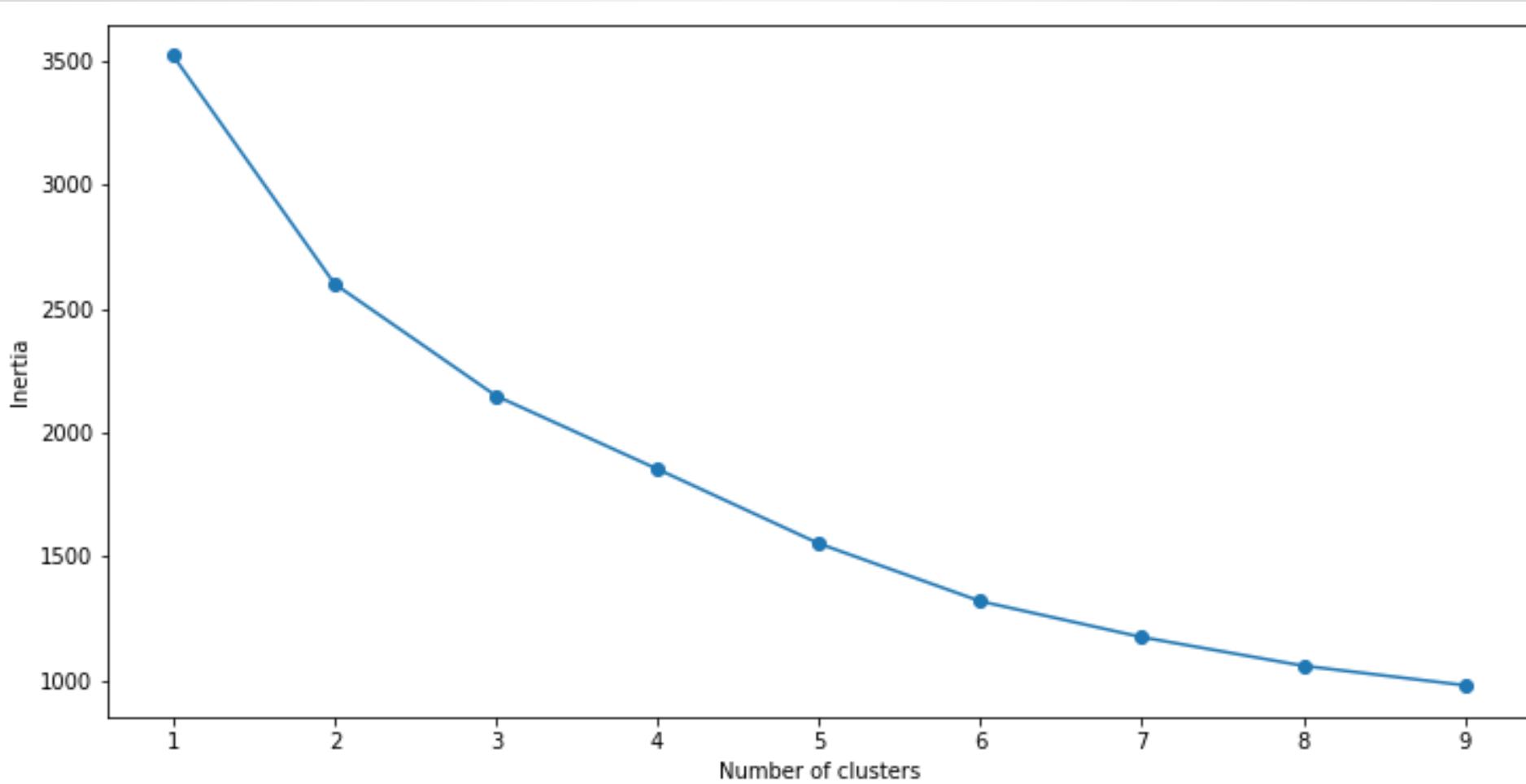
CUSTOMER SEGMENTATION

KMEANS CLUSTERING

MACHINE
LEARNING

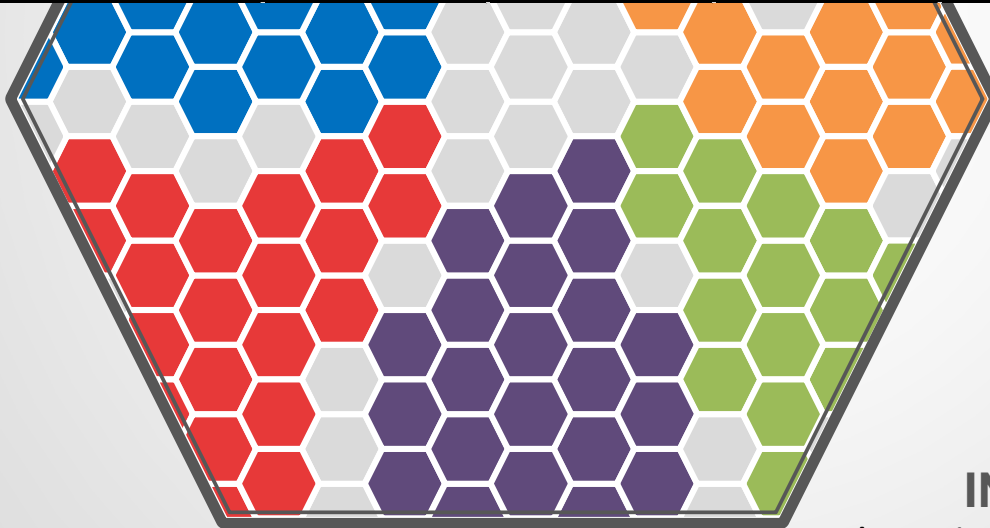


SELECTING BEST K



CLUSTER 1

	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
avg spent	5417	7779	12232	1031	5162	1265
min spent	18	1124	4523	33	549	3
max_spent	31714	36423	36486	8132	17120	16523

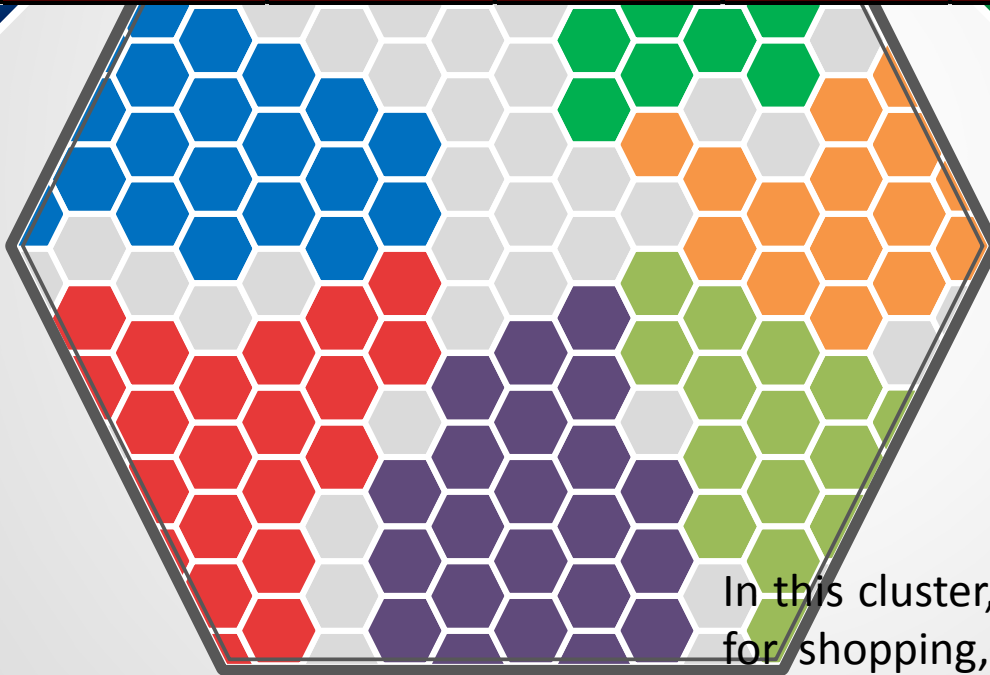


INSIGHTS

Around 70% of people in this cluster are from Delhi and majority of them are online spenders. There is a huge opportunity area for offline business in Delhi.

CLUSTER 2

	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
avg spent	7769	2037	2500	1517	353	707
min spent	3	55	3	25	3	3
max_spent	31812	21858	16483	17866	6907	5137



INSIGHTS

In this cluster, all people prefer offline channel for shopping, so there is a huge opportunity for online channels. Further, people in Gurgaon prefer offline purchase of Milk and Grocery instead of offline channels to purchase these items.

CLUSTER 3

	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
avg spent	10658.5	29109	42761	2924	22120.5	2443.5
min spent	85	4980	26866	36	17740	903
max_spent	44466	73498	92780	7782	40827	6465



INSIGHTS

In this cluster all people are online spenders. When compared with cluster 2, we can see that there is an opportunity in the category of Milk , Grocery, Detergents as currently people are preferring offline channels to purchase these products. Recommendations: Free home deliveries, More offers and discounts (such as bundle offers)

CLUSTER 4

	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
avg spent	37914.5	3930	4926	6221	740.5	2053
min spent	11314	286	471	532	20	3
max_spent	112151	29627	21042	60869	4948	14472

INSIGHTS

This is another category of offline shopping in Gurgaon. When this cluster is compared with cluster 2, we can see that less people in this cluster are buying more as compared to large number of people in cluster 2 of Gurgaon offline. We can anticipate that these people may be large businesses/hotels which are spending more on each food categories. Recommendations: Try to attract more such businesses towards online channel and associate more such businesses to gain revenue

CLUSTER 5

	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
avg spent	8885	1897	2856	2208	387	806
min spent	3	258	489	91	5	7
max_spent	31614	23527	16966	15601	5828	6854

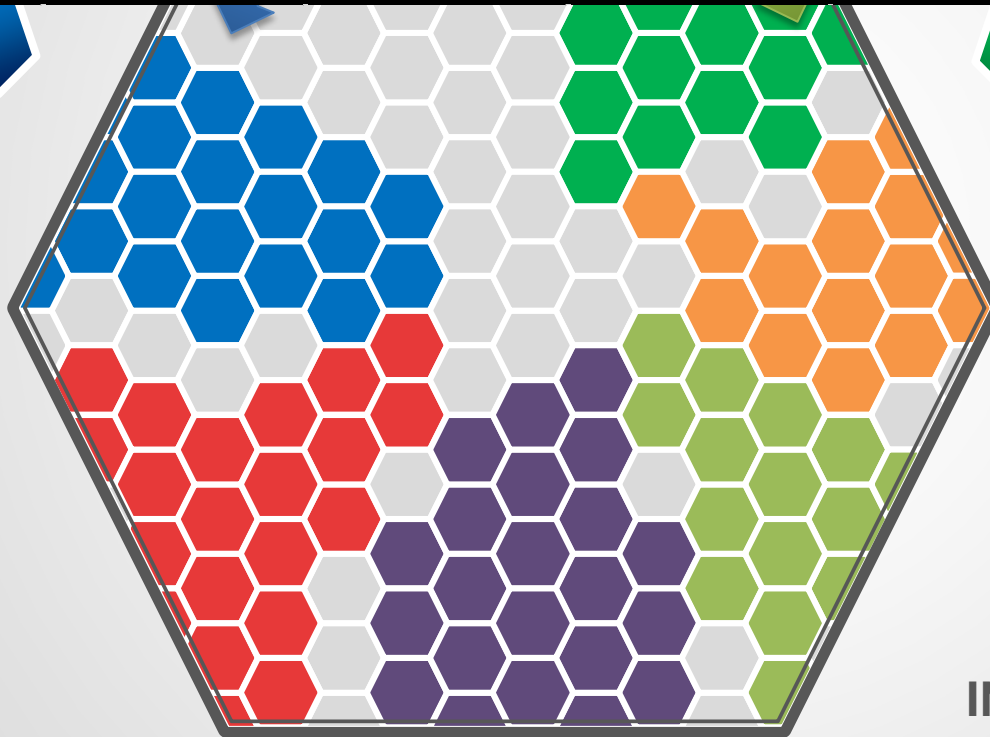


INSIGHTS

This is another cluster of people who are spending via online channels. When compared with cluster 3, we can say that these people are spending more on every food category as compared to cluster 3. So, we can anticipate that these might be businesses which are buying offline in bulk.

CLUSTER 6

Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
36847	43950	20170	36534	239	47943



INSIGHTS

This might be a fraudulent customer who alone is spending too much. The details of this customer should be checked again