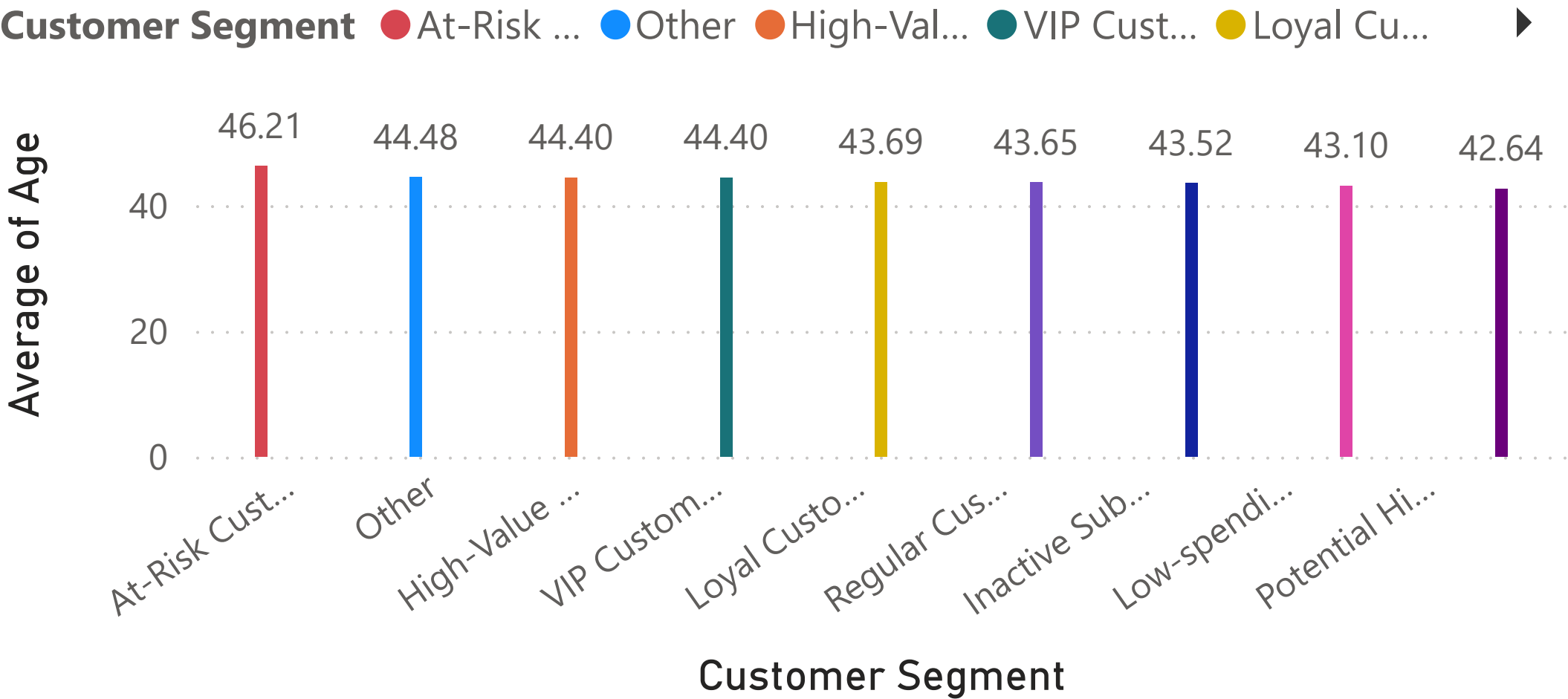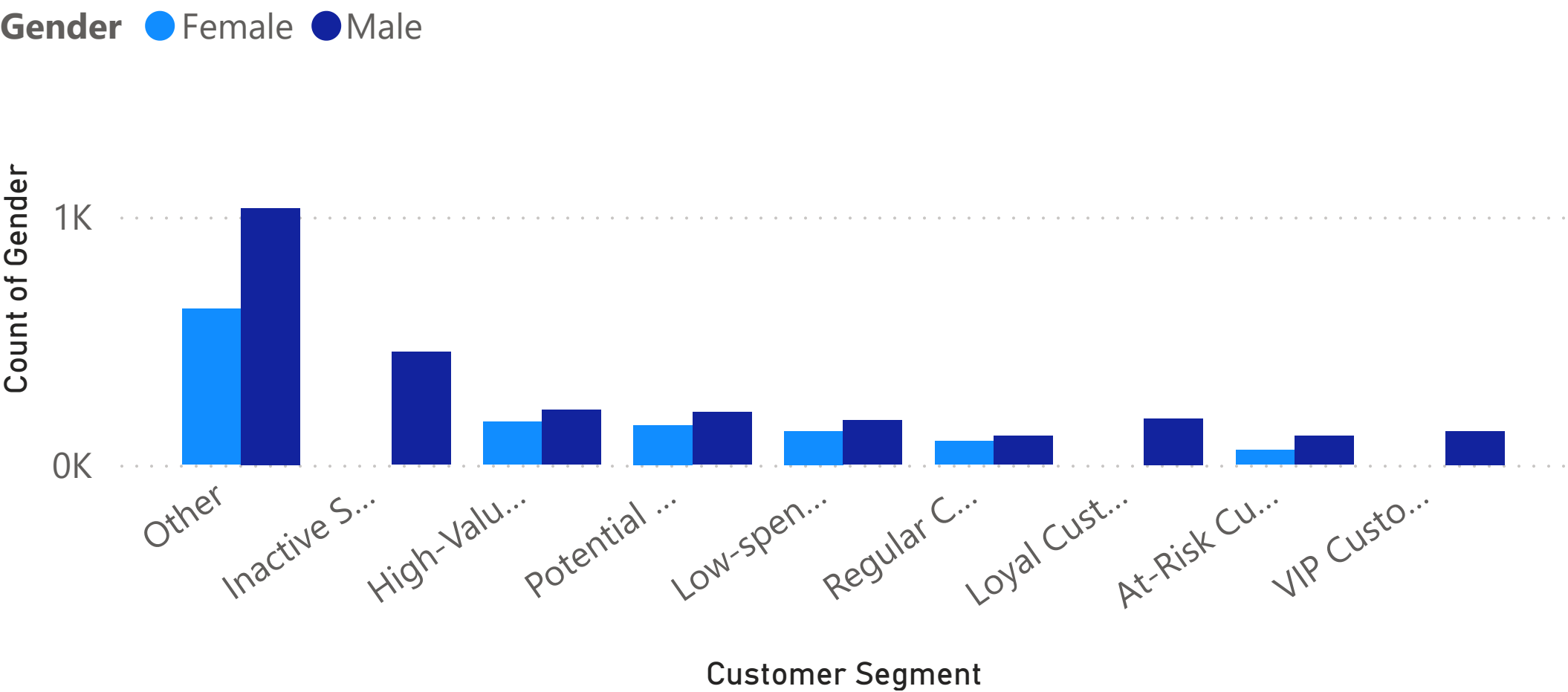# Customer Segment Profiles:
# Key Insights into Customer Behavior and Demographics

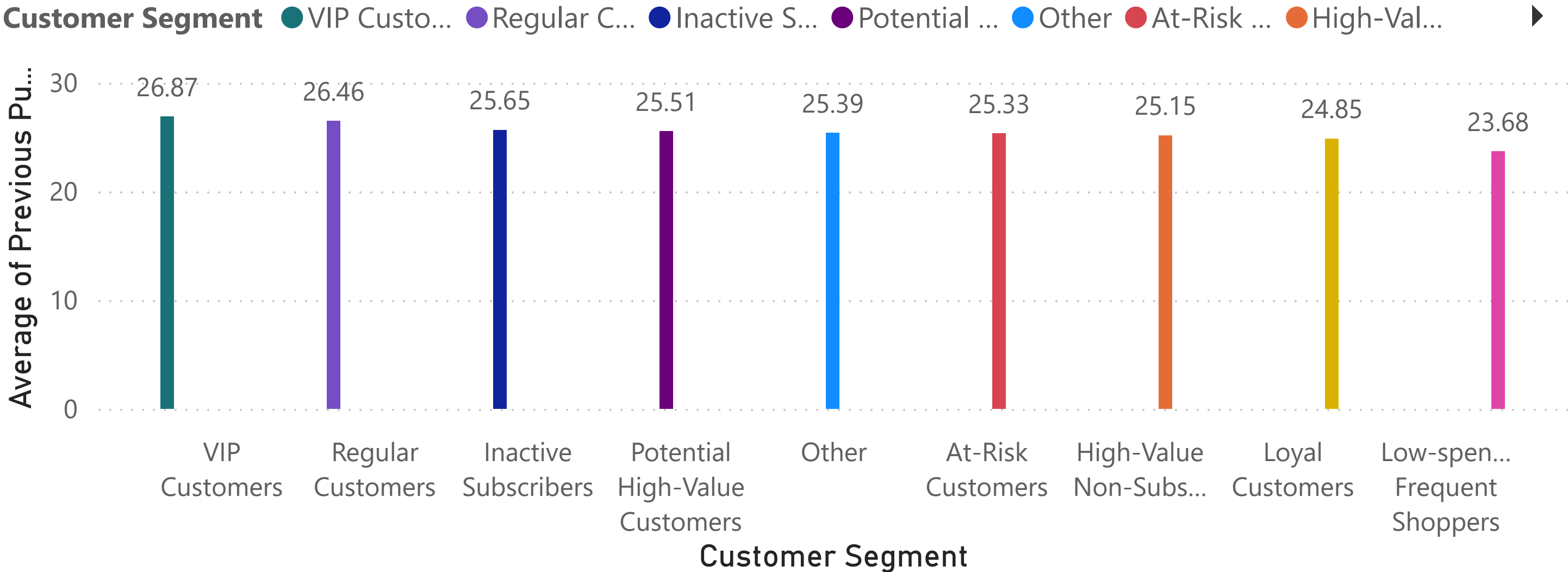## Average Age by Customer Segment

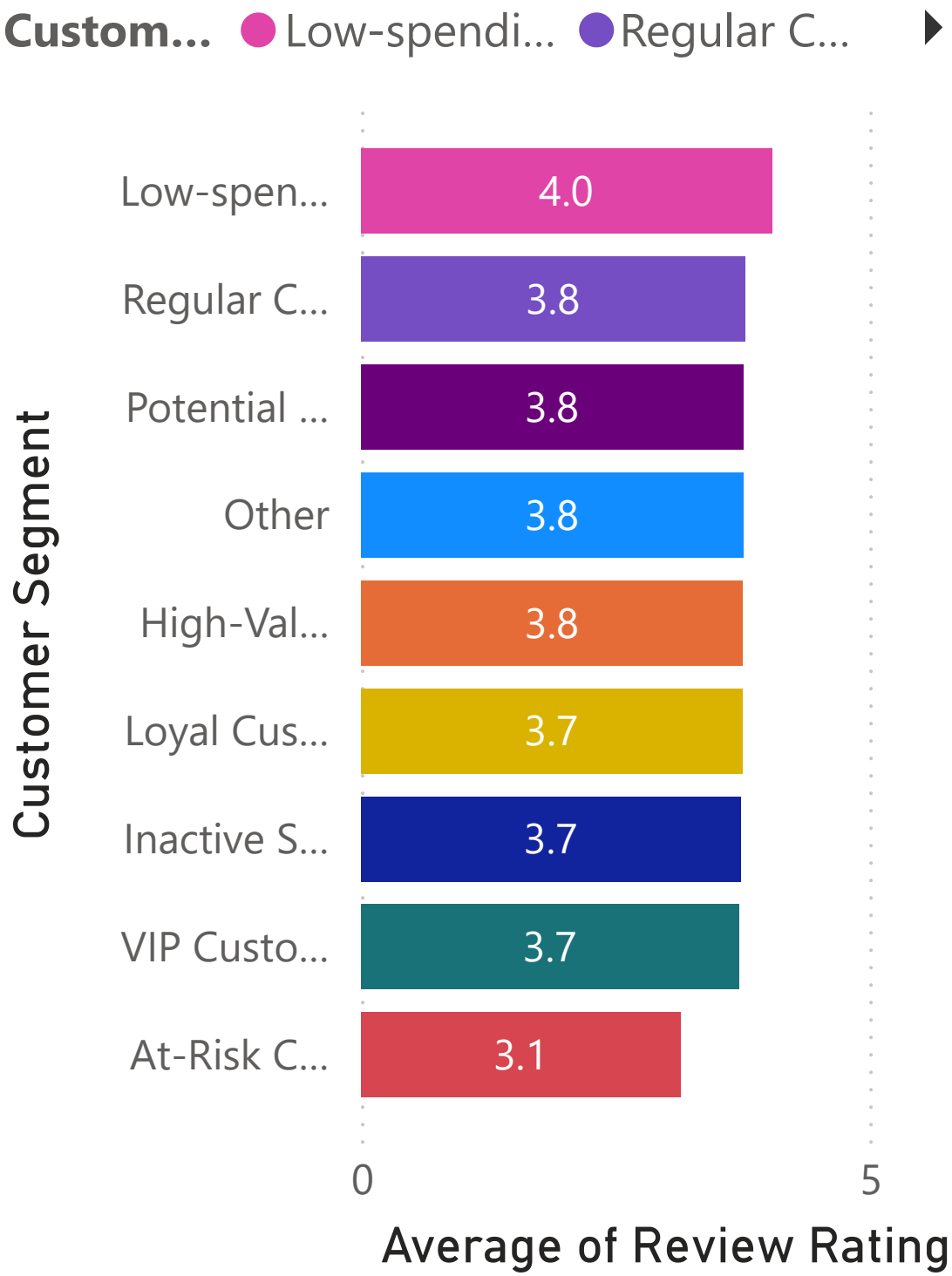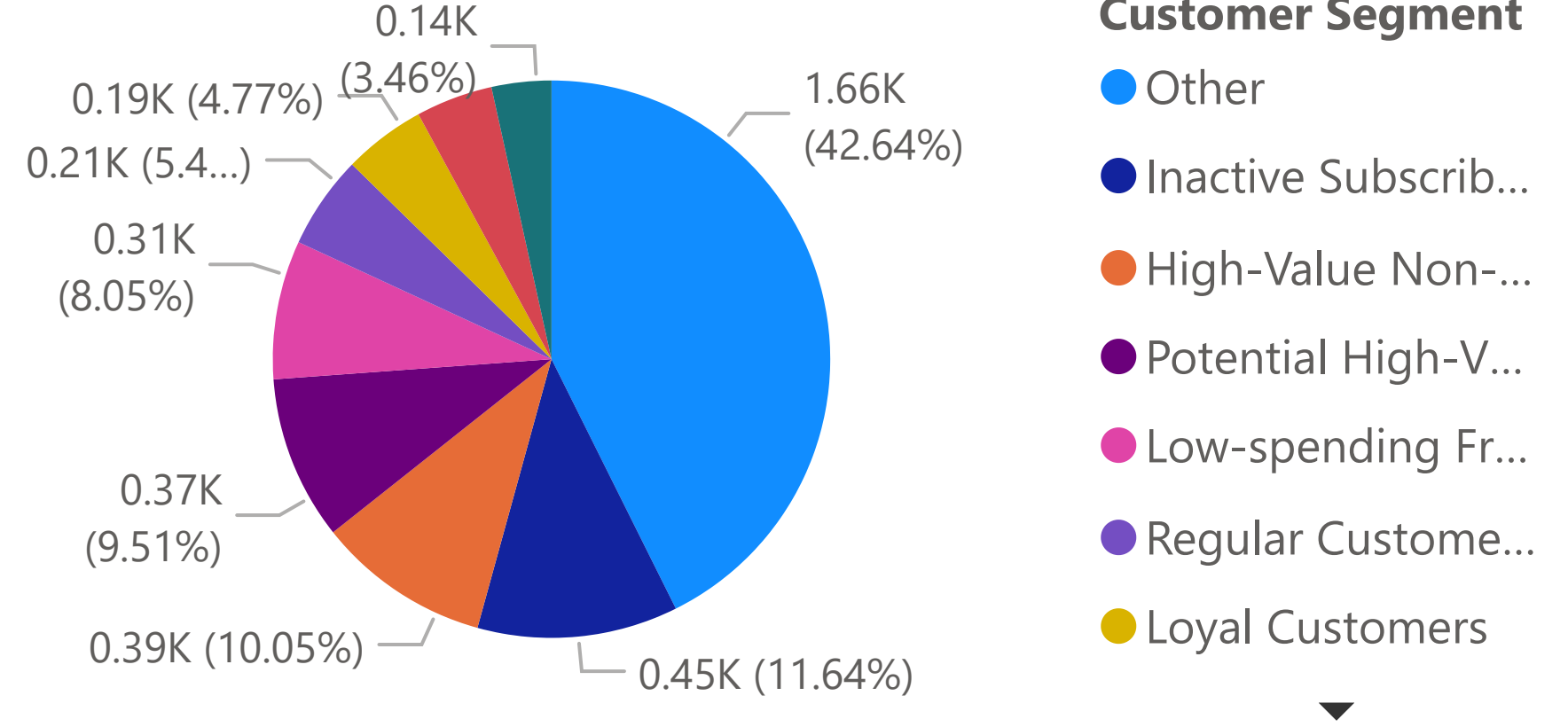Customer Segment ● At-Risk ... ● Other ● High-Val... ● VIP Cust... ● Loyal Cu... ▶

Average Age values: 46.21, 44.48, 44.40, 44.40, 43.69, 43.65, 43.52, 43.10, 42.64

X-axis: At-Risk Cust..., Other, High-Value ..., VIP Custom..., Loyal Custo..., Regular Cus..., Inactive Sub..., Low-spendi..., Potential Hi...

## Count of Gender by Customer Segment

Gender ● Female ● Male

X-axis: Other, Inactive S..., High-Valu..., Potential ..., Low-spen..., Regular C..., Loyal Cust..., At-Risk Cu..., VIP Custo...

## Average of Previous Purchases by Customer Segment

Customer Segment ● VIP Custo... ● Regular C... ● Inactive S... ● Potential ... ● Other ● At-Risk ... ● High-Val... ▶

Values: 26.87, 26.46, 25.65, 25.51, 25.39, 25.33, 25.15, 24.85, 23.68

X-axis: VIP Customers, Regular Customers, Inactive Subscribers, Potential High-Value Customers, Other, At-Risk Customers, High-Value Non-Subs..., Loyal Customers, Low-spen... Frequent Shoppers

## Average Review Rating by Customer Segment

Custom... ● Low-spendi... ● Regular C... ▶

| Customer Segment | Average of Review Rating |
|---|---|
| Low-spen... | 4.0 |
| Regular C... | 3.8 |
| Potential ... | 3.8 |
| Other | 3.8 |
| High-Val... | 3.8 |
| Loyal Cus... | 3.7 |
| Inactive S... | 3.7 |
| VIP Custo... | 3.7 |
| At-Risk C... | 3.1 |

## Customer Segment Chart

Customer Segment
● Other
● Inactive Subscrib...
● High-Value Non-...
● Potential High-V...
● Low-spending Fr...
● Regular Custome...
● Loyal Customers
▼

Pie values: 1.66K (42.64%), 0.14K (3.46%), 0.19K (4.77%), 0.21K (5.4...), 0.31K (8.05%), 0.37K (9.51%), 0.39K (10.05%), 0.45K (11.64%)

### Summary

Other accounted for 42.64% of Count of Customer Segment.

At-Risk Customers had the highest Average of Age and was 8.35% higher than Potential High-Value Customers, which had the lowest Average of Age at 42.64 suggesting a need for age-targeted retention strategies.

VIPs and Regular Customers show the highest average previous purchases, indicating strong loyalty. Low-spending frequent shoppers have high engagement but lower purchase amounts.