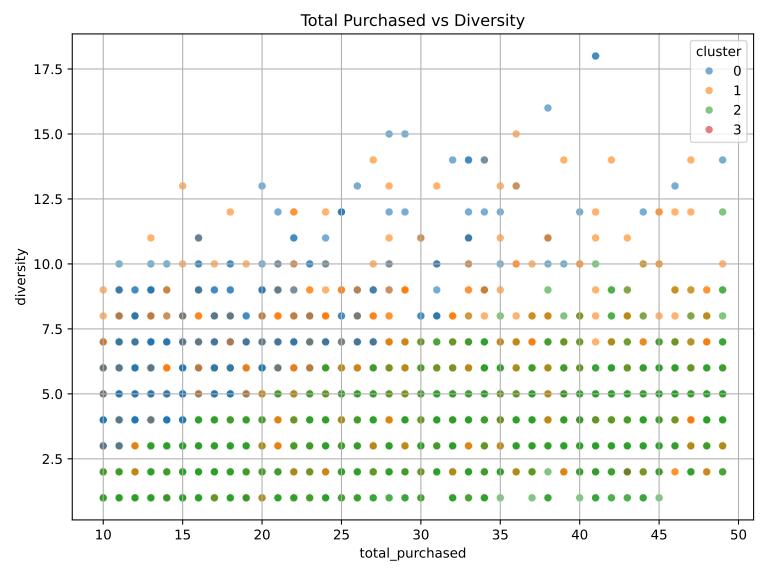
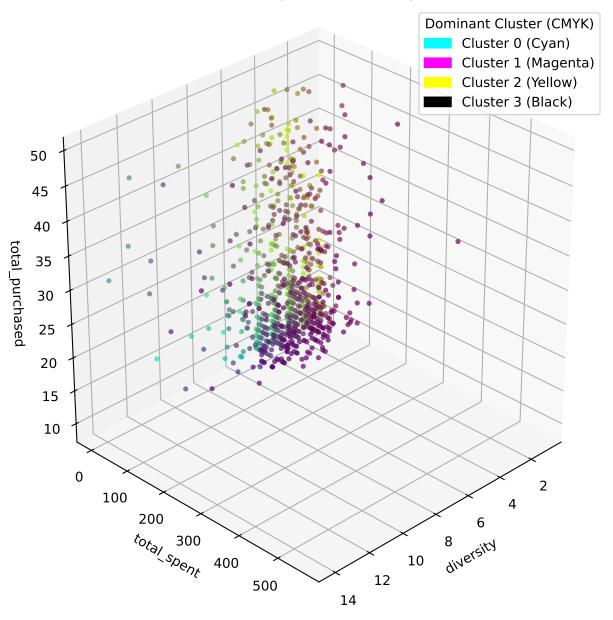
Diversity vs Total Spent cluster 0 500 2 3 • 400 total\_spent • 300 200 100 0 2.5 5.0 10.0 17.5 7.5 12.5 15.0 diversity

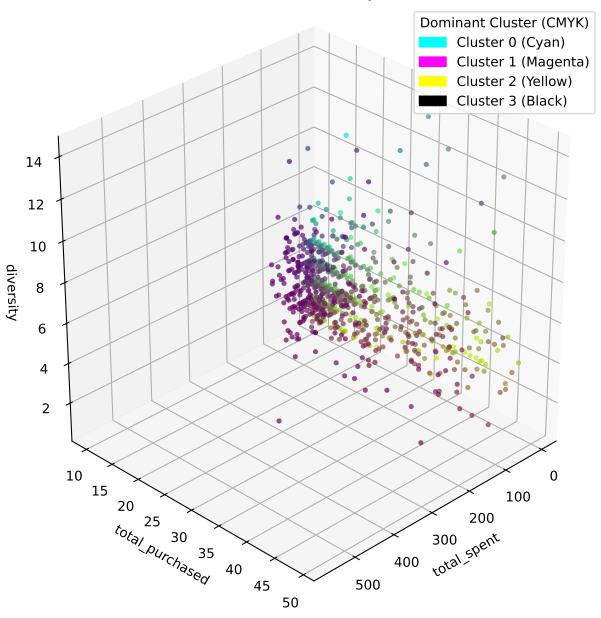
Total Spent vs Total Purchased • total\_purchased . cluster total\_spent



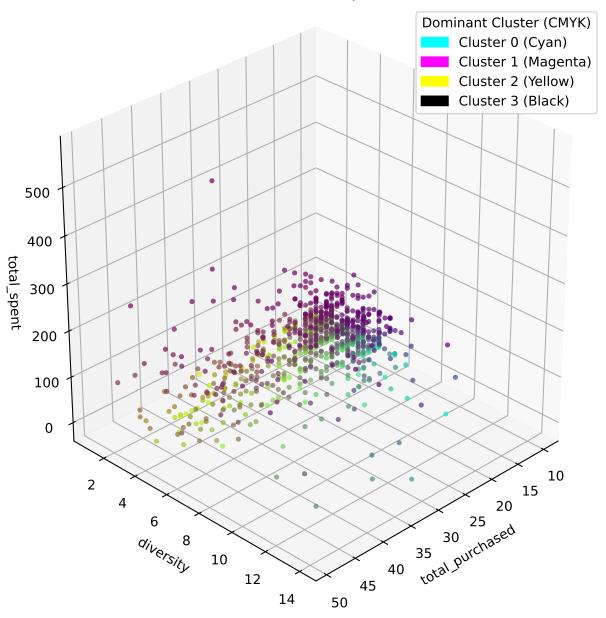
## 3D View (Total Purchased)



## 3D View (Diversity)



## 3D View (Total Spent)



2D Projection: Diversity vs Total Spent Dominant Cluster (CMYK) Cluster 0 (Cyan) Cluster 1 (Magenta) 500 Cluster 2 (Yellow) Cluster 3 (Black) 400 total\_spent w 00 200 100 0 10 12 14 diversity

2D Projection: Total Spent vs Total Purchased • total\_purchased Dominant Cluster (CMYK) Cluster 0 (Cyan) Cluster 1 (Magenta) Cluster 2 (Yellow) Cluster 3 (Black) total\_spent

