Clusters

Input (Predictor) Importance
■ 1.0 ■ 0.8 ■ 0.6 □ 0.4 □ 0.2 □ 0.0

Cluster	6	4	2	3	1	5
Label						
Description						
Size	21.0% (21)	19.0% (19)	17.0% (17)	17.0% (17)	15.0% (15)	11.0% (11)
Inputs	preferences innovation (52.4%)	preferences trending (100.0%)	preferences formal (58.8%)	preferences casual (35.3%)	preferences innovation (66.7%)	preferences trending (54.5%)
	agegroup 26-35 (95.2%)	agegroup 26-35 (31.6%)	agegroup 36-45 (52.9%)	agegroup 15-25 (64.7%)	agegroup 36-45 (46.7%)	agegroup above 46 (54.5%)
	occasions party (42.9%)	occasions date (42.1%)	occasions party (35.3%)	occasions date (94.1%)	occasions festival (80.0%)	occasions festival (81.8%)
	salary above 50000 (38.1%)	salary equal to 100000 (36.8%)	salary above 100000 (47.1%)	salary above 50000 (58.8%)	salary 100000 (40.0%)	salary above 50000 (81.8%)