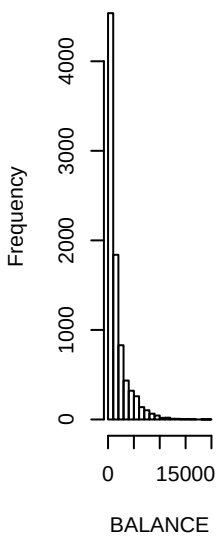
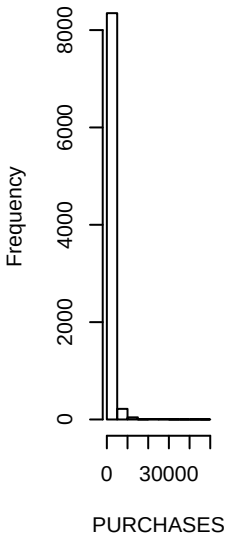
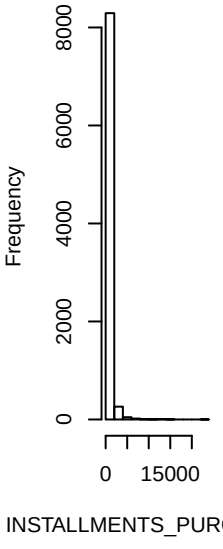
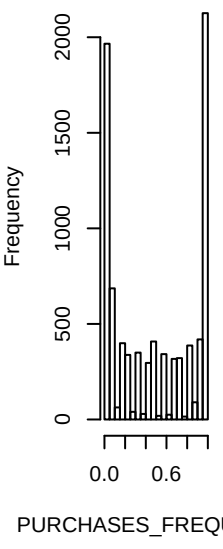
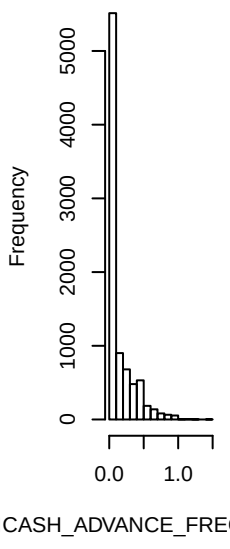
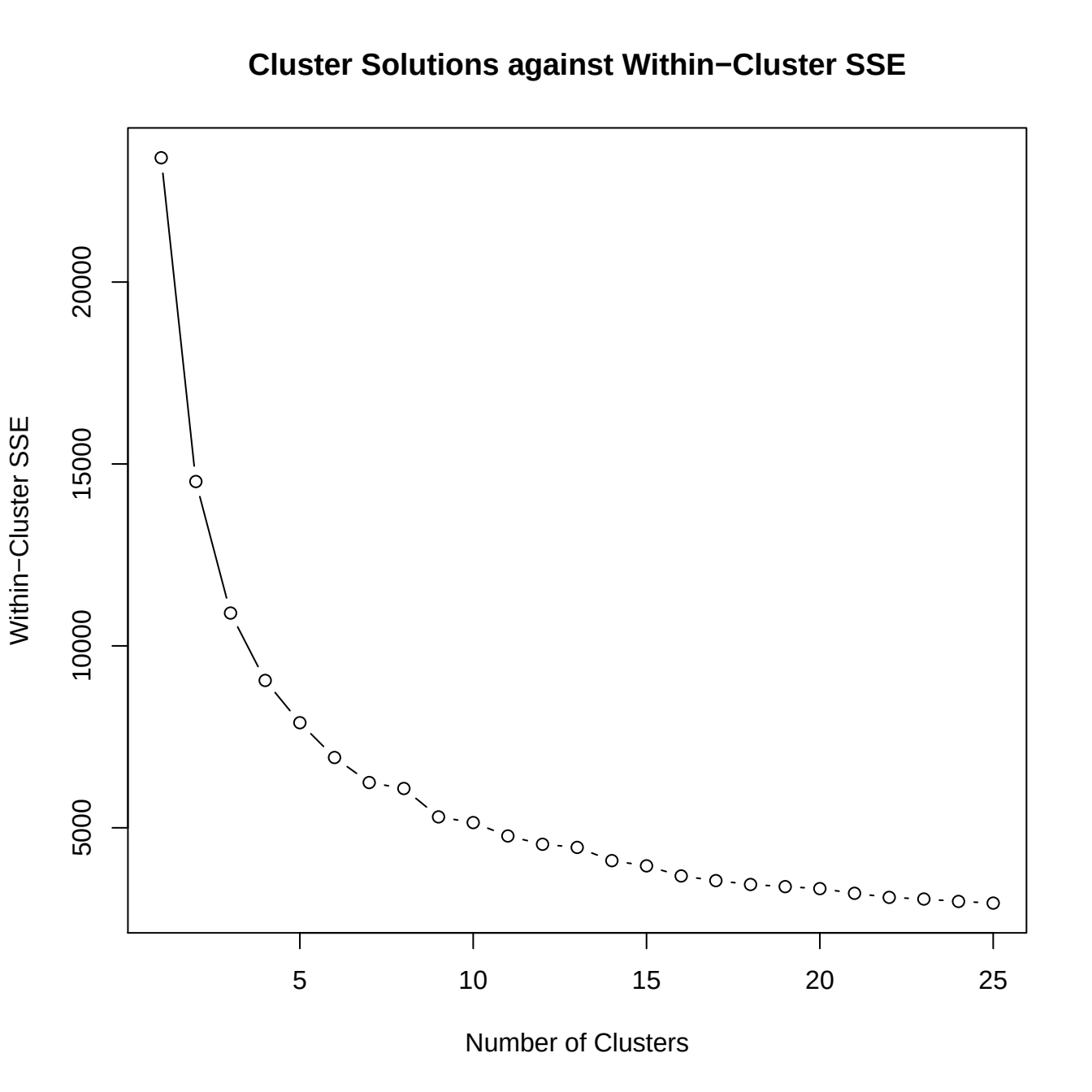

Frequency
0
1000
2000
3000
4000
0
15000
BALANCE

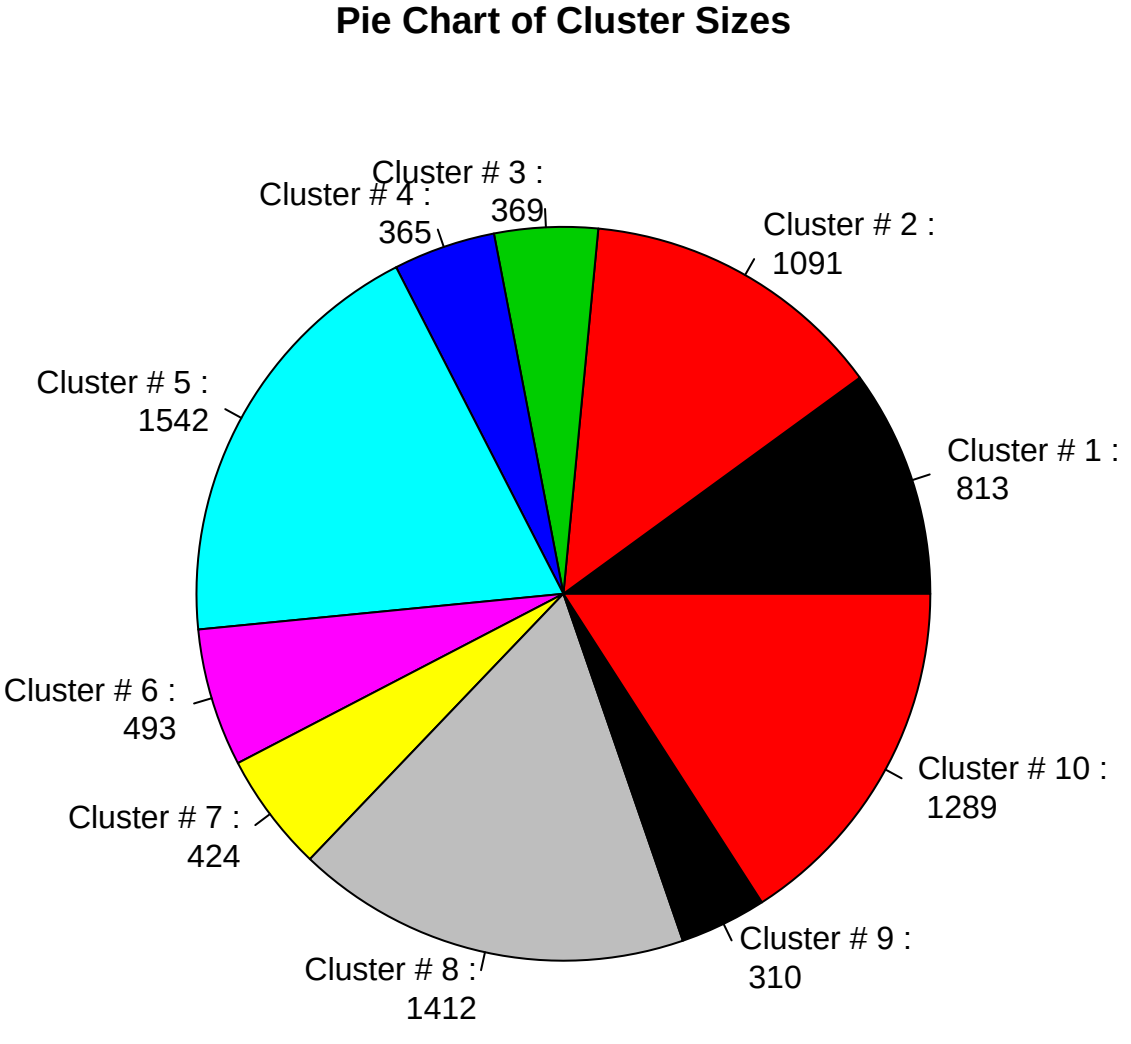

Frequency
0
2000
4000
6000
8000
0
30000
PURCHASES

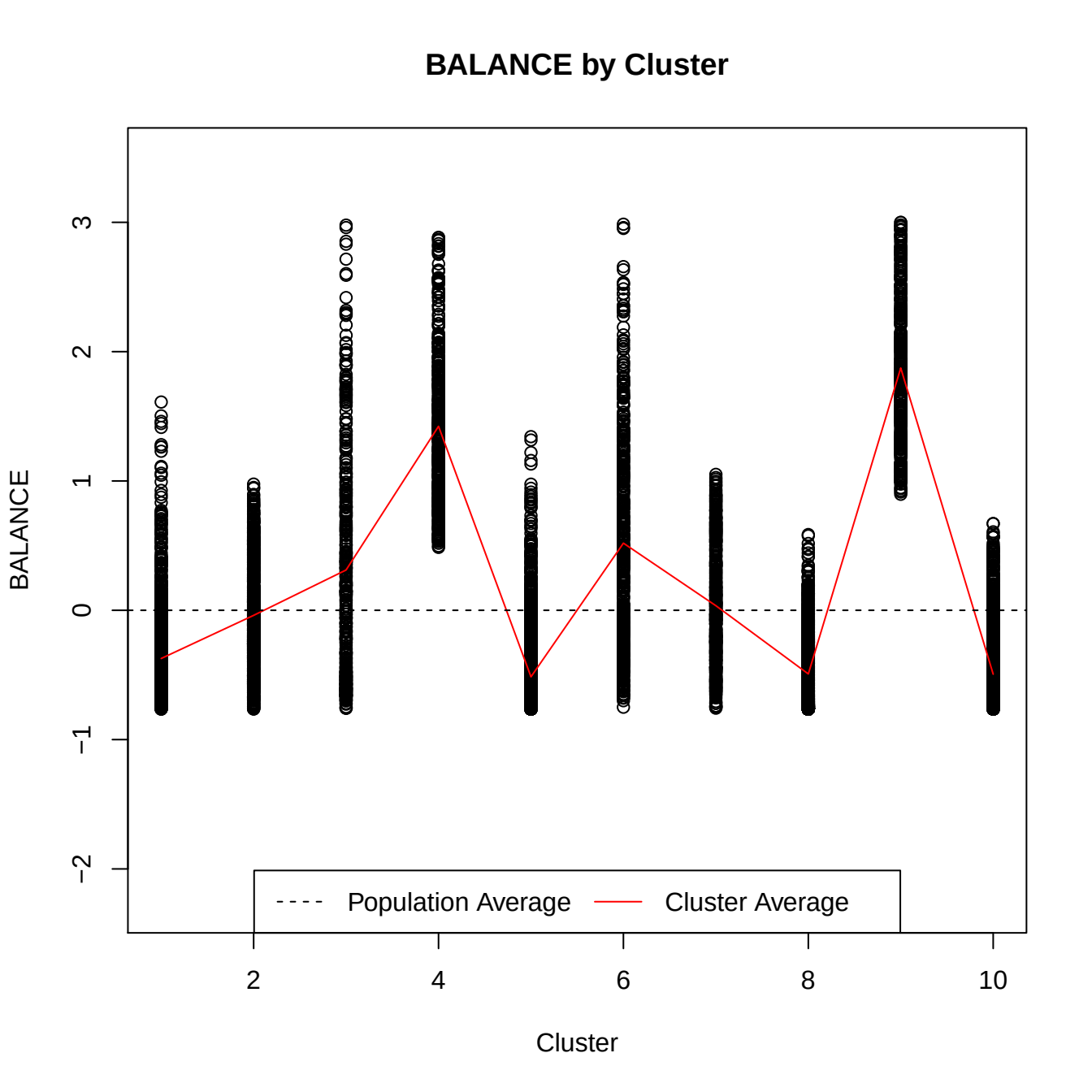

Frequency
0
2000
4000
6000
8000
0
15000
INSTALLMENTS_PURCHA

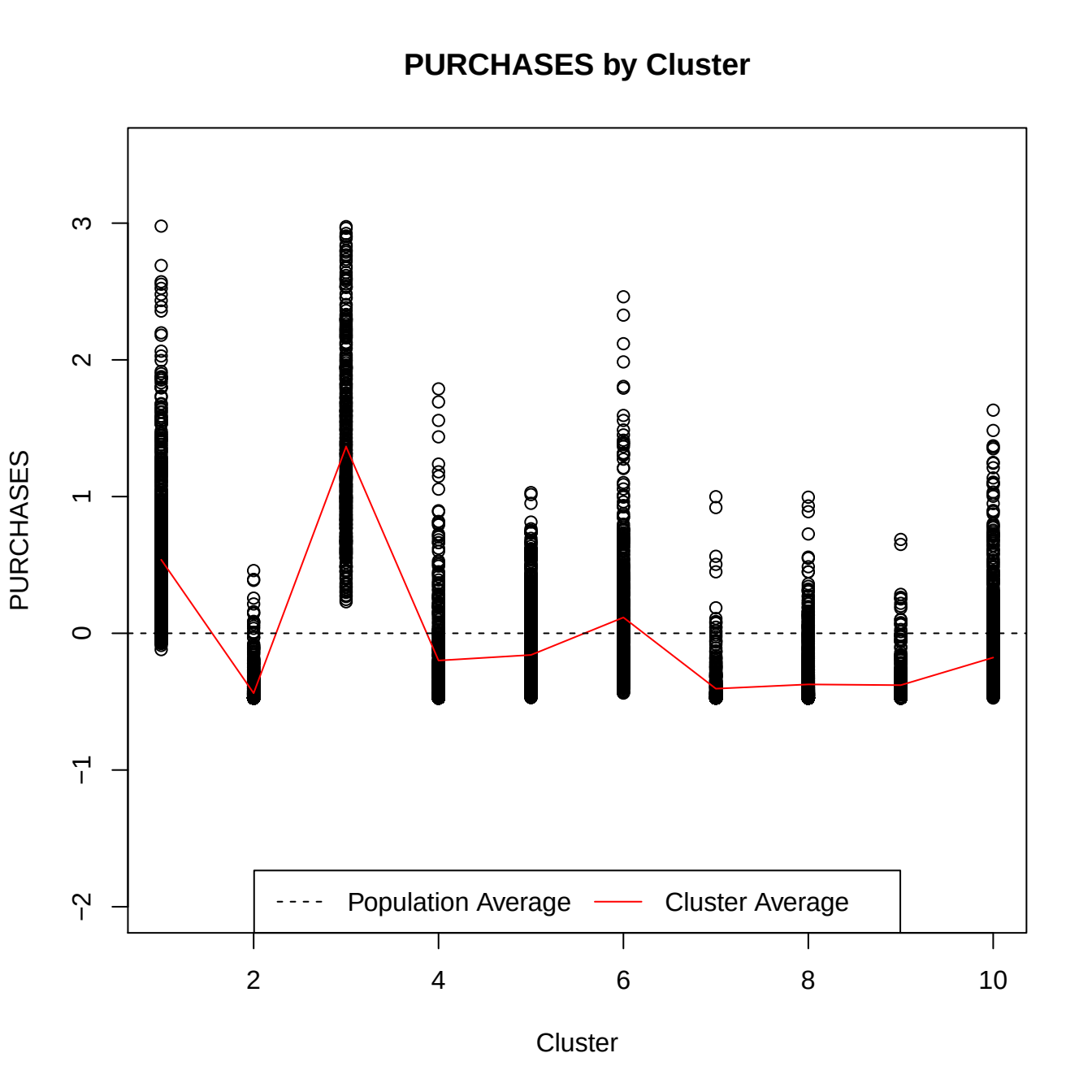

Frequency
0
500
1000
1500
2000
0.0
0.6
PURCHASES_FREQUEN

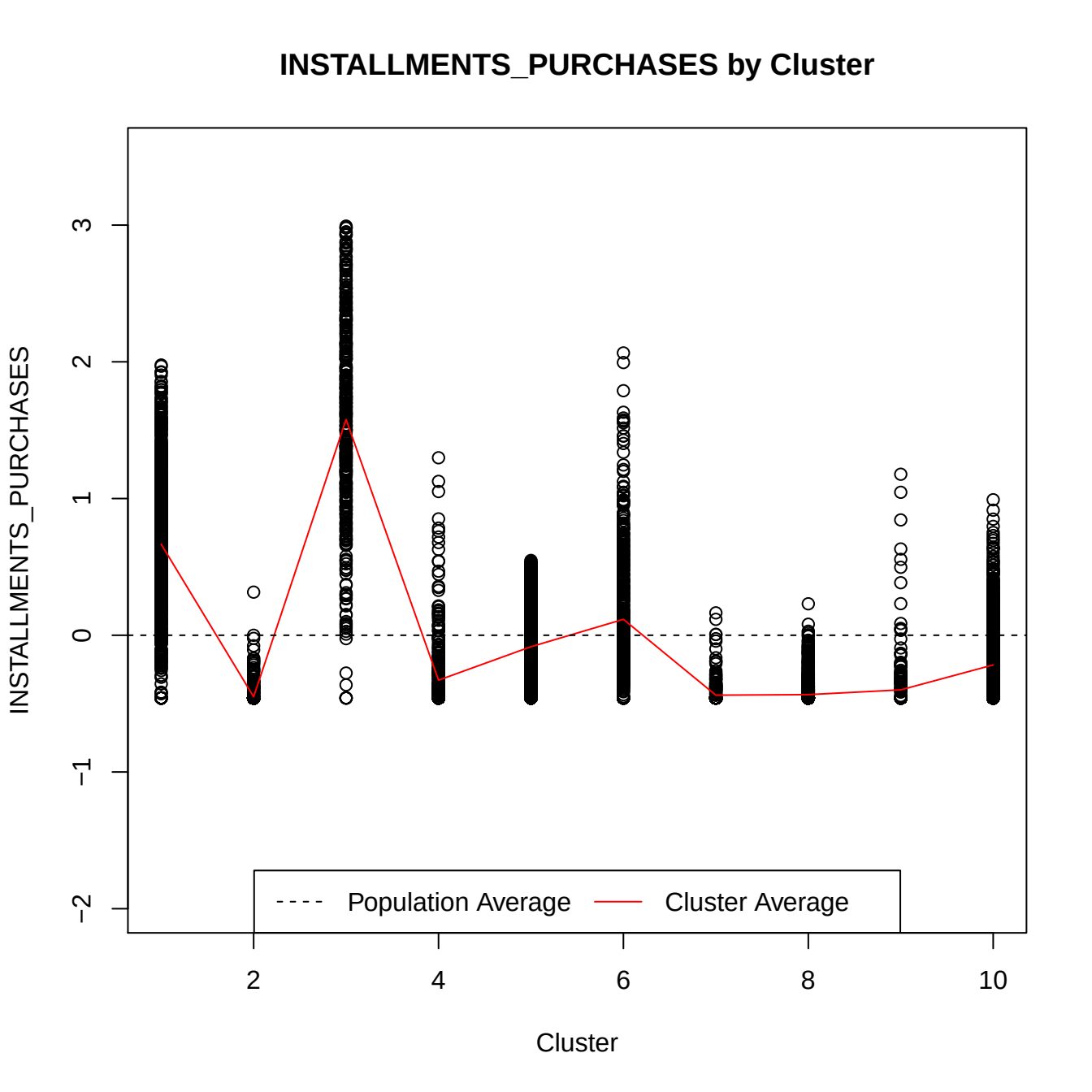

Frequency
0
1000
2000
3000
4000
5000
0.0
1.0
CASH_ADVANCE_FREQUE

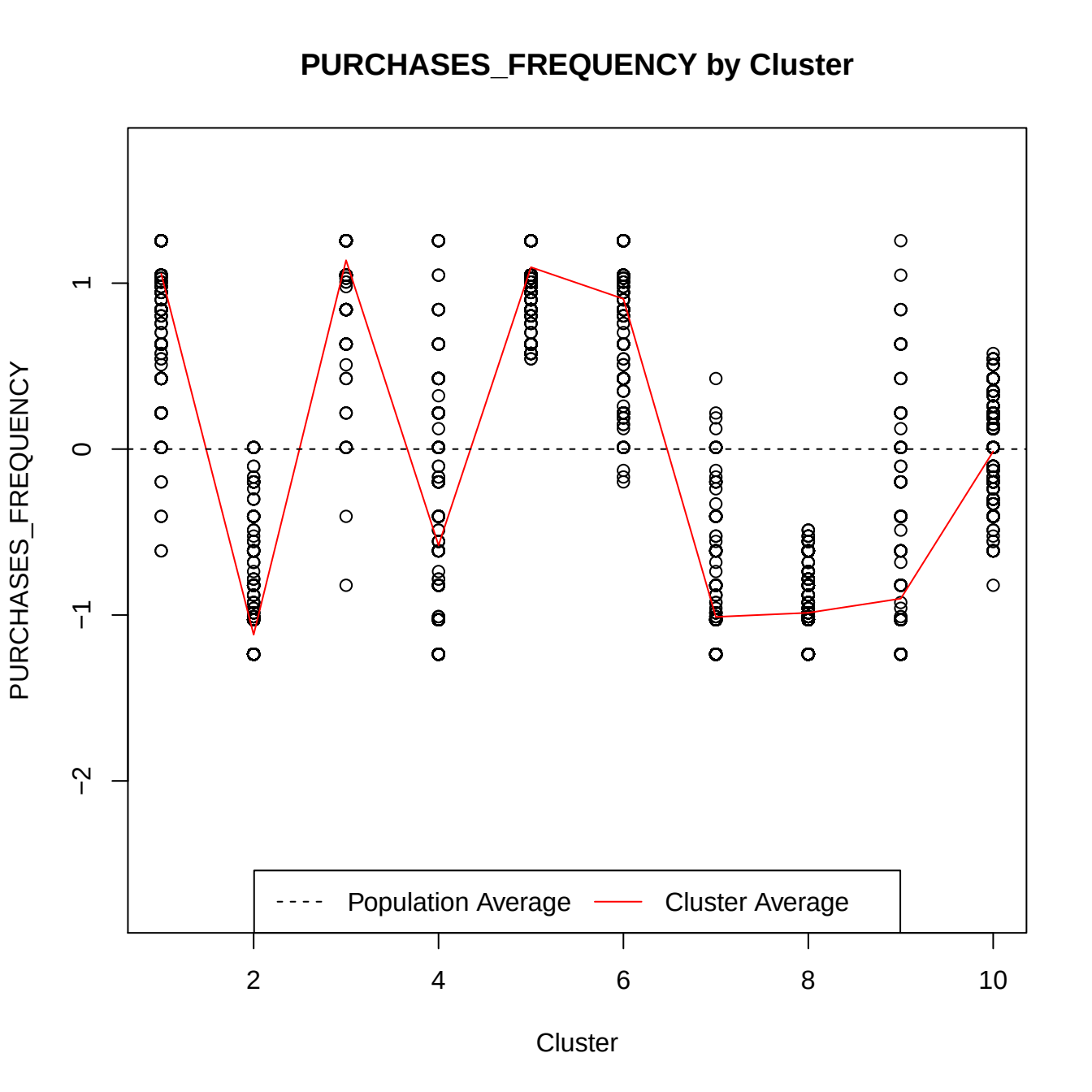

Cluster Solutions against Within−Cluster SSE
Within−Cluster SSE
5000
10000
15000
20000
5
10
15
20
25
Number of Clusters

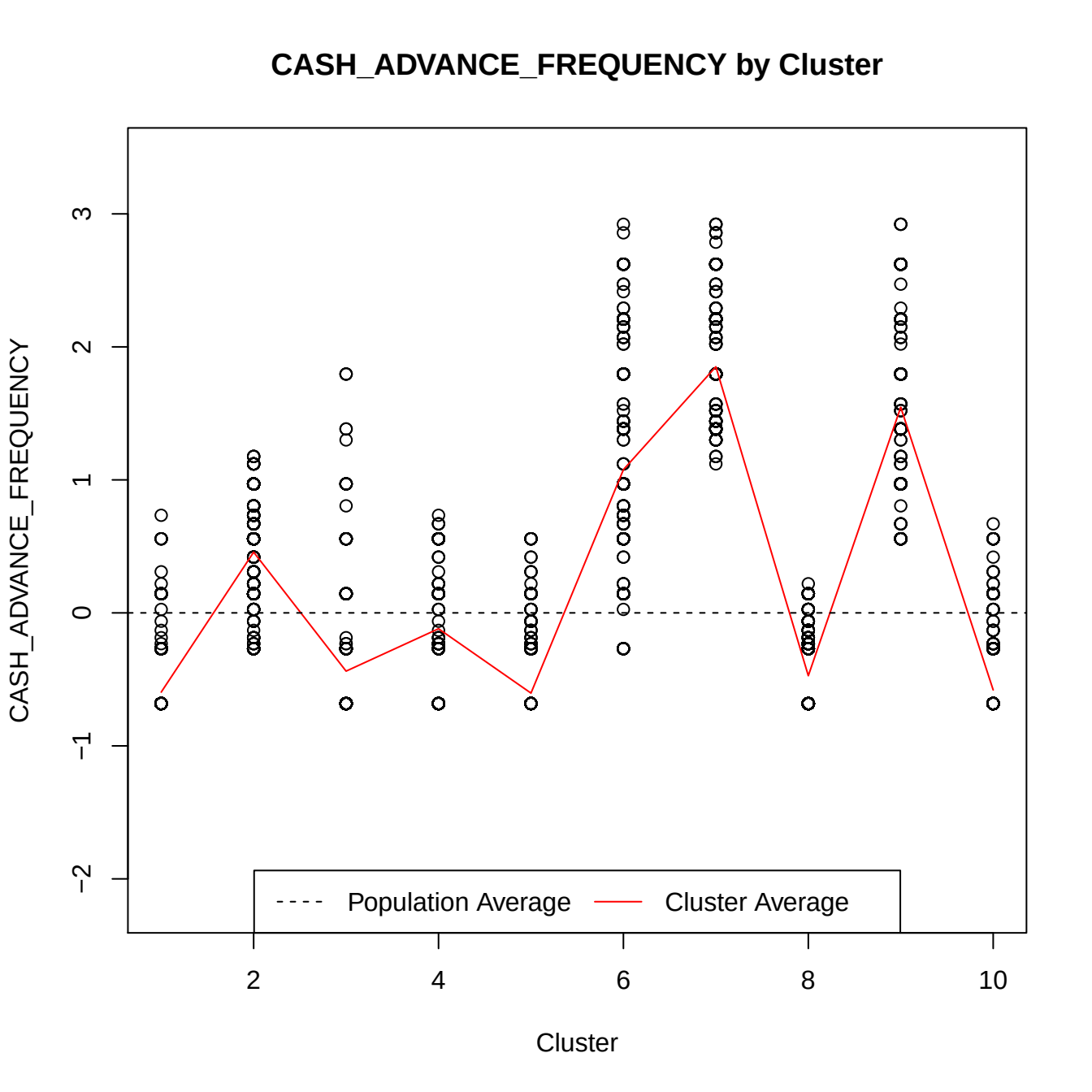

Pie Chart of Cluster Sizes
Cluster # 3 :
369
Cluster # 4 :
365
Cluster # 2 :
1091
Cluster # 5 :
1542
Cluster # 1 :
813
Cluster # 6 :
493
Cluster # 10 :
1289
Cluster # 7 :
424
Cluster # 9 :
310
Cluster # 8 :
1412


BALANCE by Cluster
BALANCE
3
2
1
0
−1
−2
2
4
6
8
10
Cluster
Population Average
Cluster Average


PURCHASES by Cluster
PURCHASES
3
2
1
0
−1
−2
Population Average
Cluster Average
2
4
6
8
10
Cluster


INSTALLMENTS_PURCHASES by Cluster
INSTALLMENTS_PURCHASES
Cluster
Population Average
Cluster Average
3
2
1
0
−1
−2
2
4
6
8
10


PURCHASES_FREQUENCY by Cluster
PURCHASES_FREQUENCY
1
0
−1
−2
2
4
6
8
10
Cluster
Population Average
Cluster Average


CASH_ADVANCE_FREQUENCY by Cluster
CASH_ADVANCE_FREQUENCY
3
2
1
0
−1
−2
2
4
6
8
10
Cluster
Population Average
Cluster Average