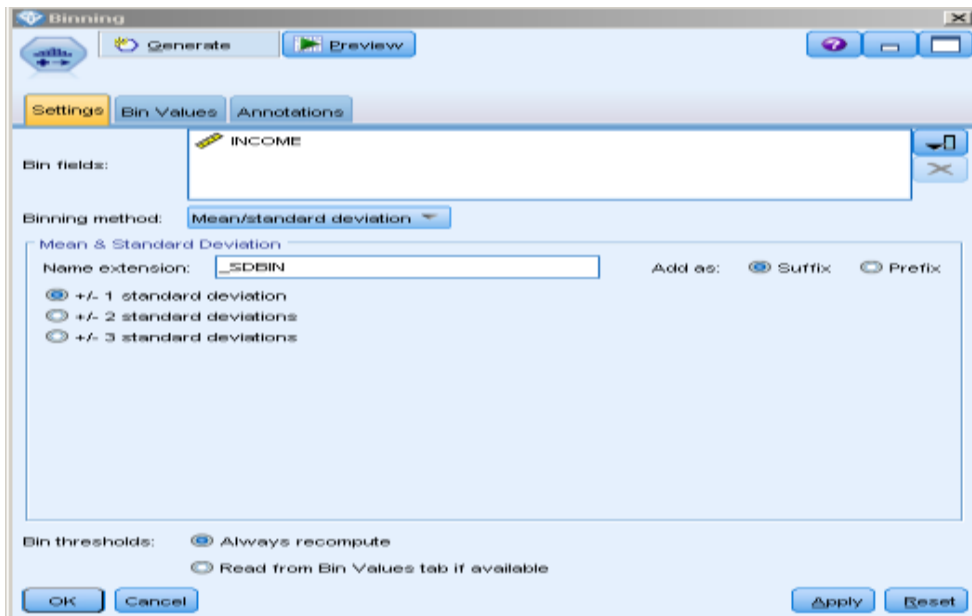
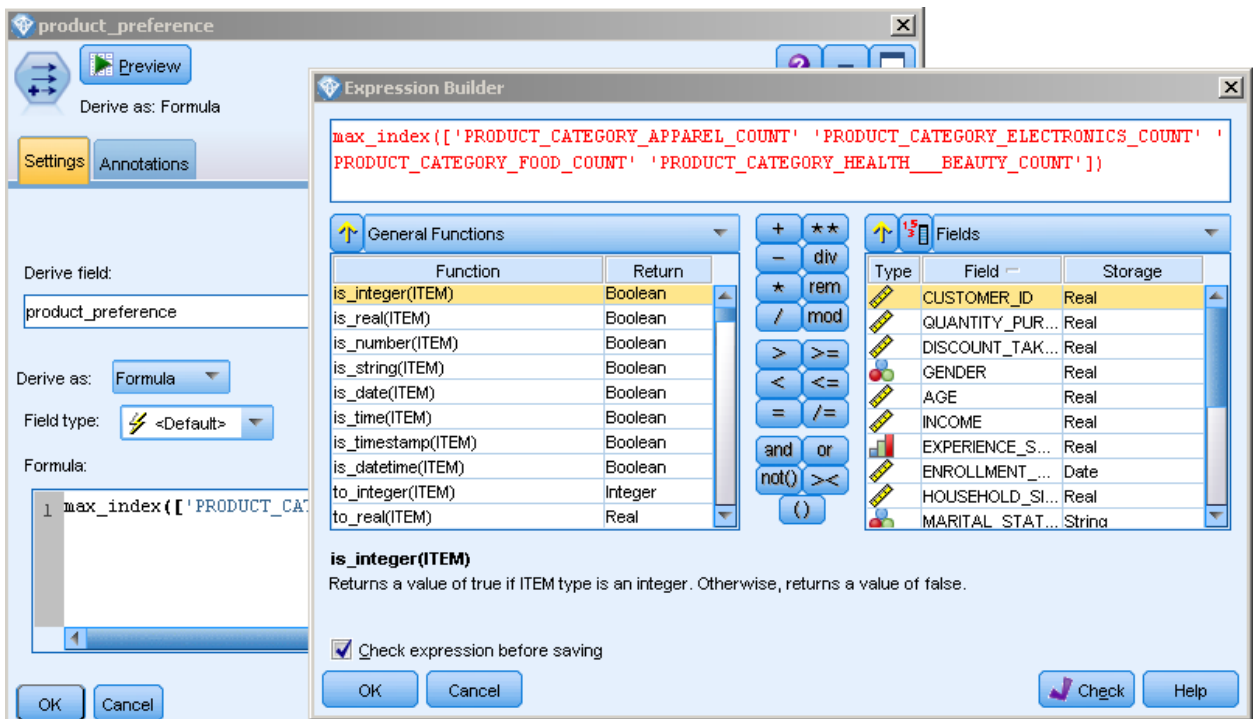


Clustering technique applied to determine customer segmentation:

1. A binning is used to split customers into 3 categories, eg. High Income, Medium Income, and Low Income.



2. A formula was derived to determine which product category is most bought among the different income group customers.



- 3.

4. Three clustering algorithms (K-Means, Kohonen, Two Step) were run to see what algorithm produced the best output

