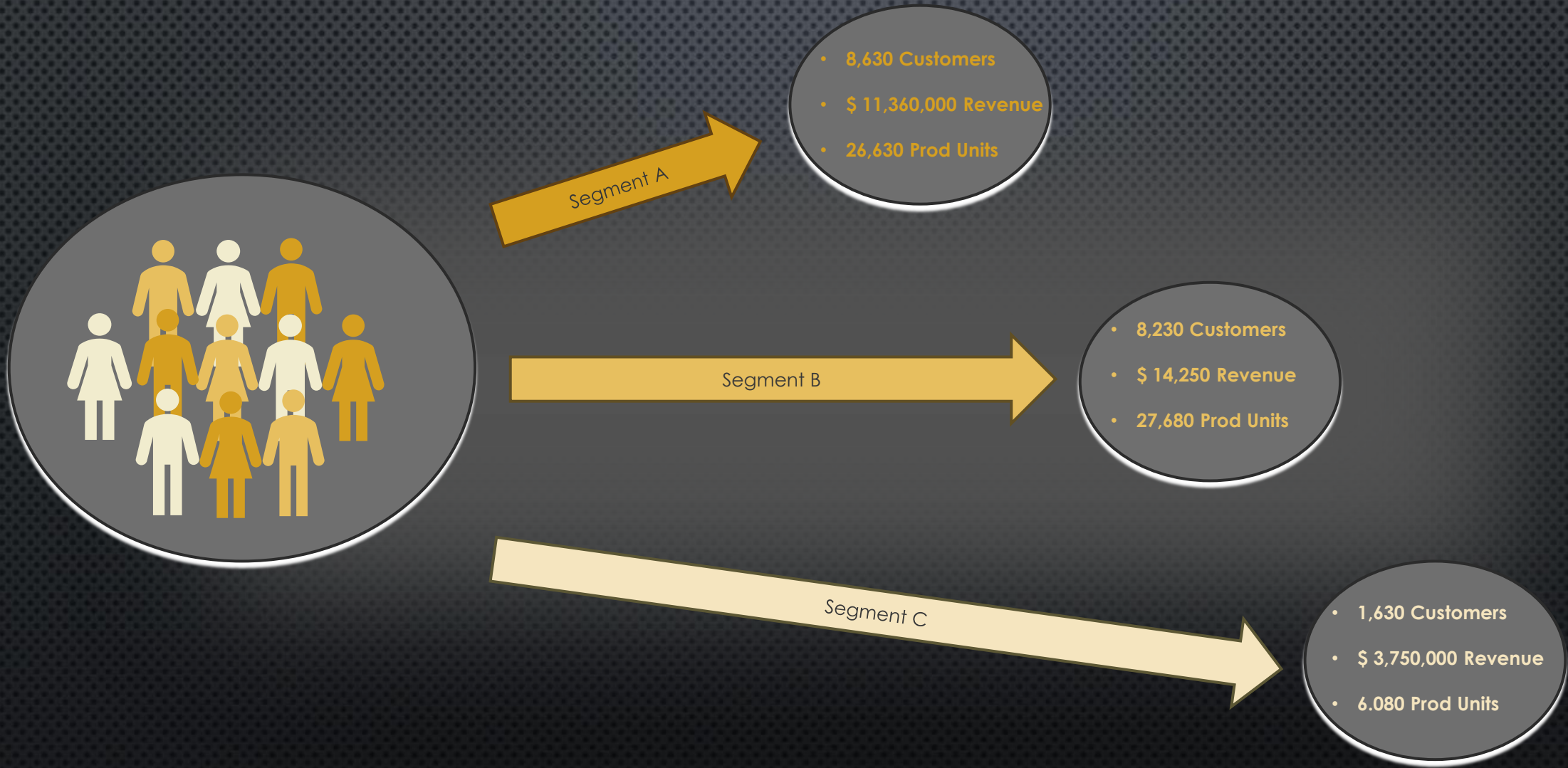


Customer Segmentation



Segment A



➤ 8,630 customers are responsible for 44% of total Revenue (\$11.36M).

➤ Yearly income: \$10,000 - \$50,000

➤ Gender:

- ✓ Male : 50.6%
- ✓ Female : 49.4%

➤ Marital Status:

- ✓ Single : 50.4%
- ✓ Married : 49.6%

➤ Number of Children:

- ✓ 1-2 : 44%
- ✓ 0 : 36%
- ✓ 3-4 : 18%
- ✓ 5+ : 2%

➤ Educational Level:

- ✓ Partial College : 28%
- ✓ High School : 24%
- ✓ Bachelor's Degree : 24%
- ✓ Partial High School : 12%
- ✓ Graduate Degree : 11%

➤ Continent Distribution:

- ✓ Europe : 51%
- ✓ North America : 35%
- ✓ Australia : 14%

Segment B



- 8,230 customers are responsible for 46% of total Revenue (\$14.25M).
- Yearly income: \$50,001 – \$100,000
- Gender:
 - ✓ Female : 50.3%
 - ✓ Male : 49.7%
- Marital Status:
 - ✓ Married : 57.5%
 - ✓ Single : 42.5%
- Number of Children:
 - ✓ 1-2 : 35%
 - ✓ 3-4 : 29%
 - ✓ 0 : 22%
 - ✓ 5+ : 14%
- Educational Level:
 - ✓ Bachelor's Degree : 36%
 - ✓ Partial College : 27%
 - ✓ Graduate Degree : 23%
 - ✓ High School : 11%
 - ✓ Partial High School : 3%
- Continent Distribution:
 - ✓ North America : 63%
 - ✓ Australia : 30%
 - ✓ Europe : 7%

Segment C



- 1,630 customers are responsible for 10% of total Revenue (\$3.75M).
- Yearly income: Above \$100,000
- Gender:
 - ✓ Female : 50%
 - ✓ Male : 50%
- Marital Status:
 - ✓ Married : 65%
 - ✓ Single : 35%
- Number of Children:
 - ✓ 1-2 : 40%
 - ✓ 3-4 : 35%
 - ✓ 0 : 20%
 - ✓ 5+ : 5%
- Educational Level:
 - ✓ Bachelor's Degree : 28%
 - ✓ Partial College : 25%
 - ✓ Graduate Degree : 21%
 - ✓ High School : 17%
 - ✓ Partial High School : 9%
- Continent Distribution:
 - ✓ Europe : 44%
 - ✓ Australia : 34%
 - ✓ North America : 22%