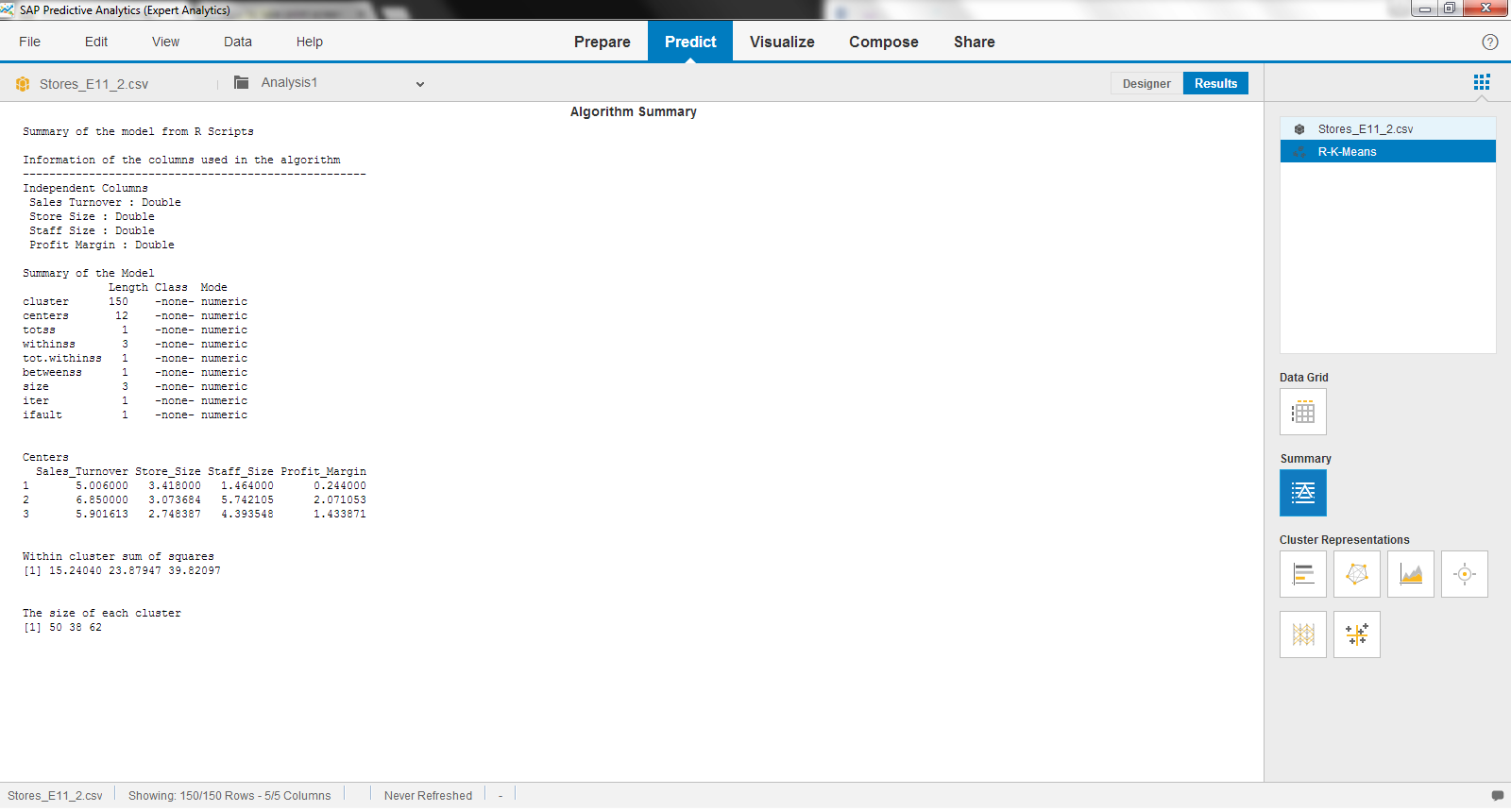
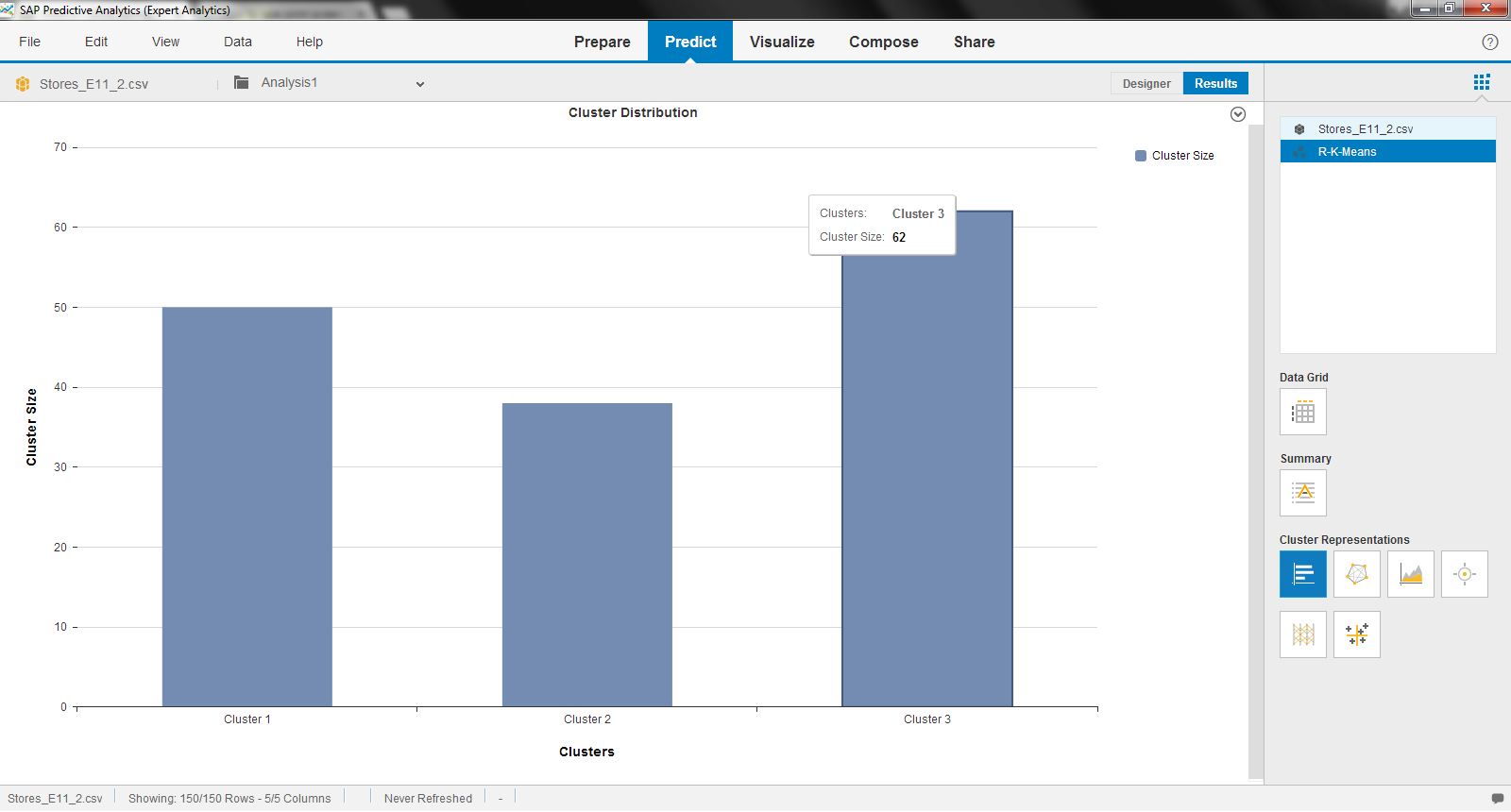
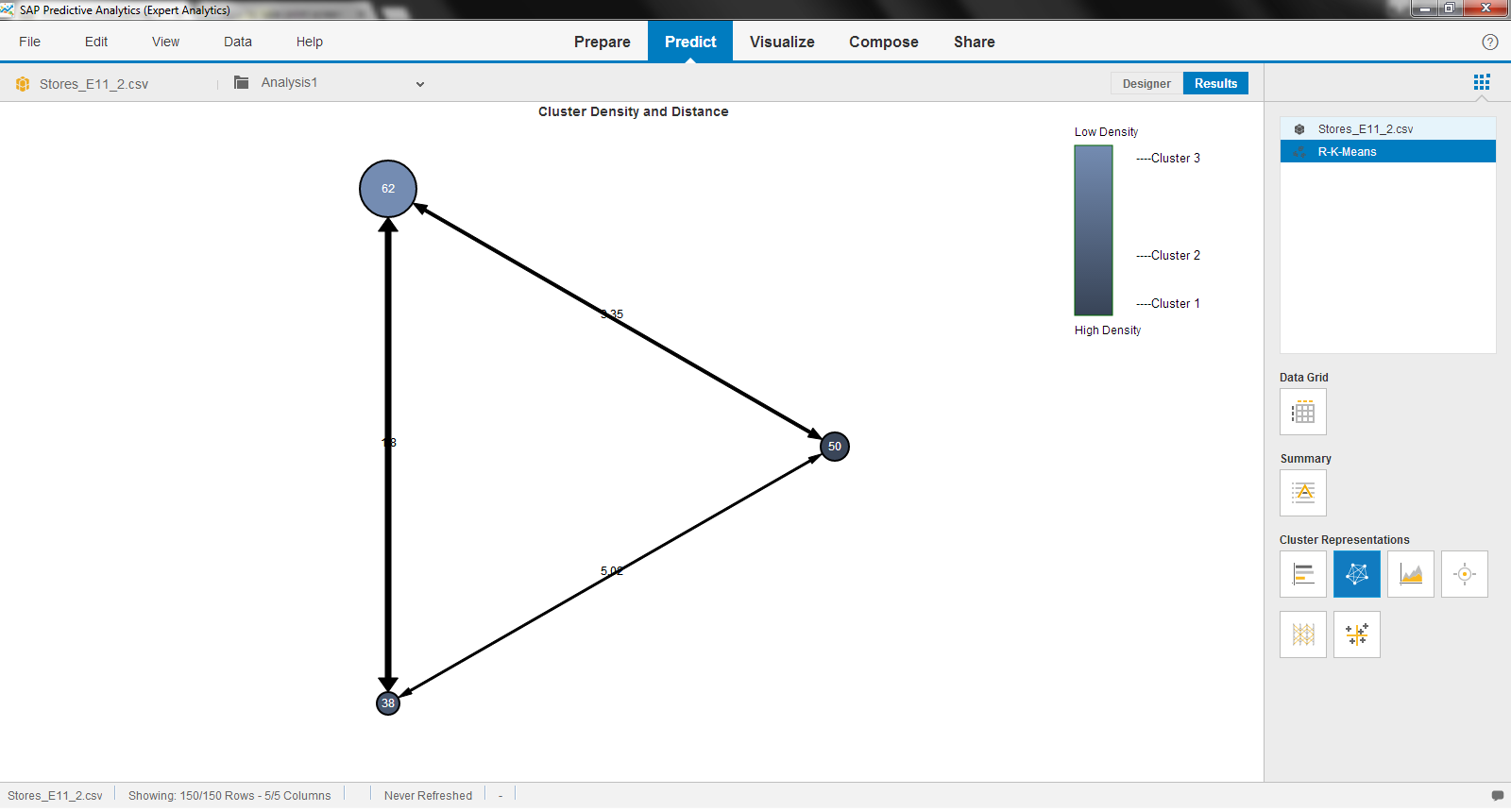
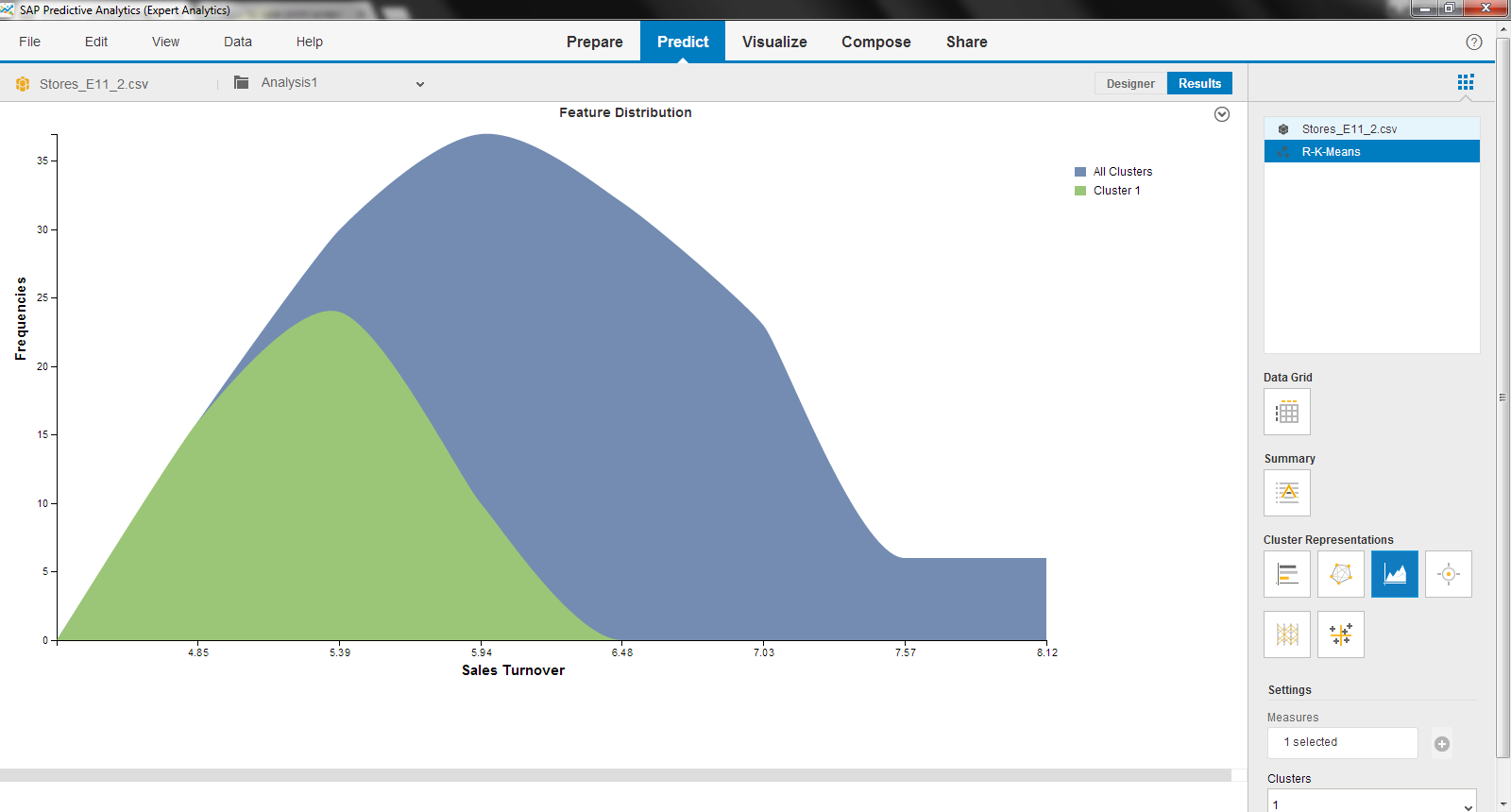
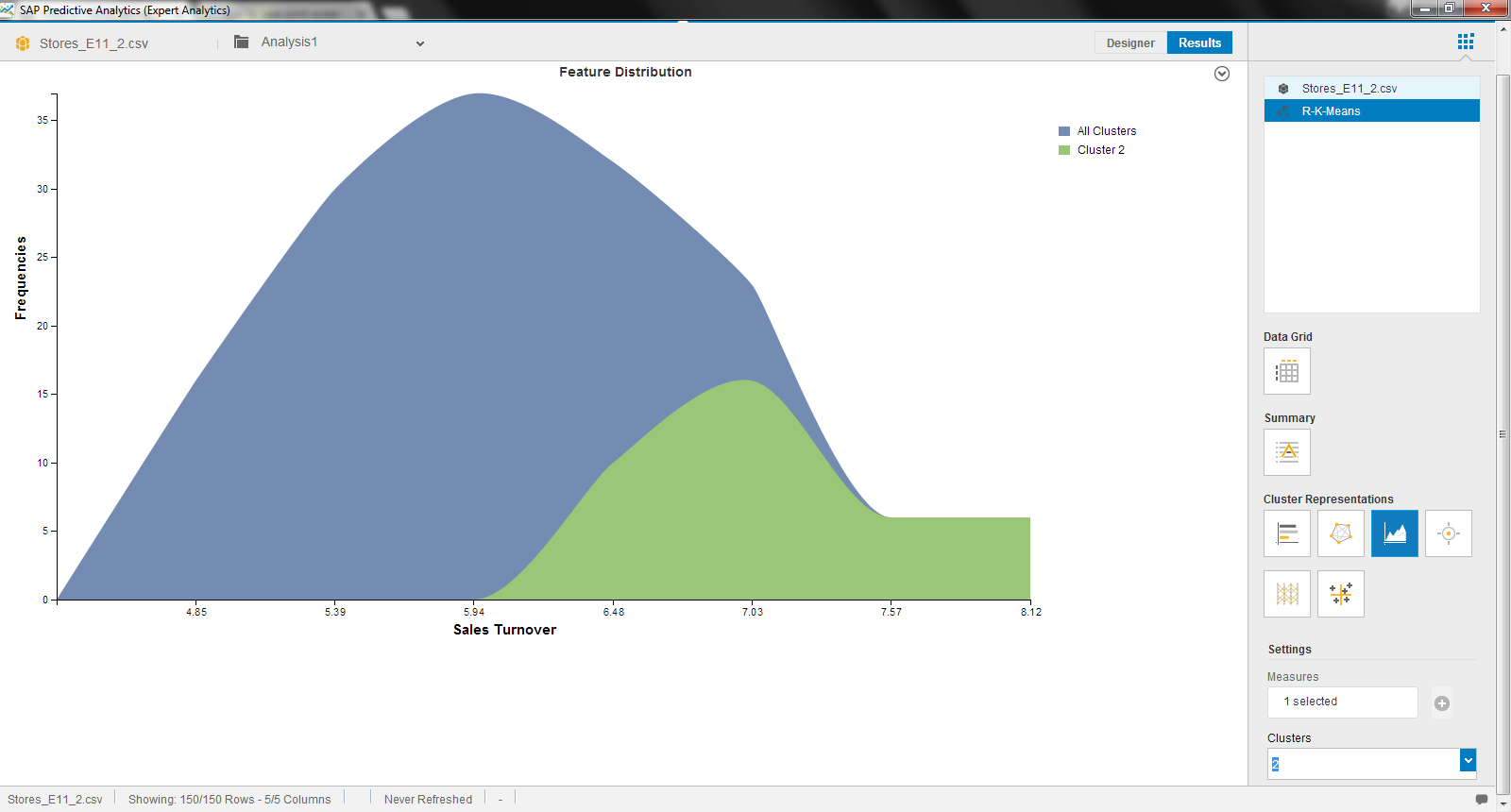
**Clustering Analysis**

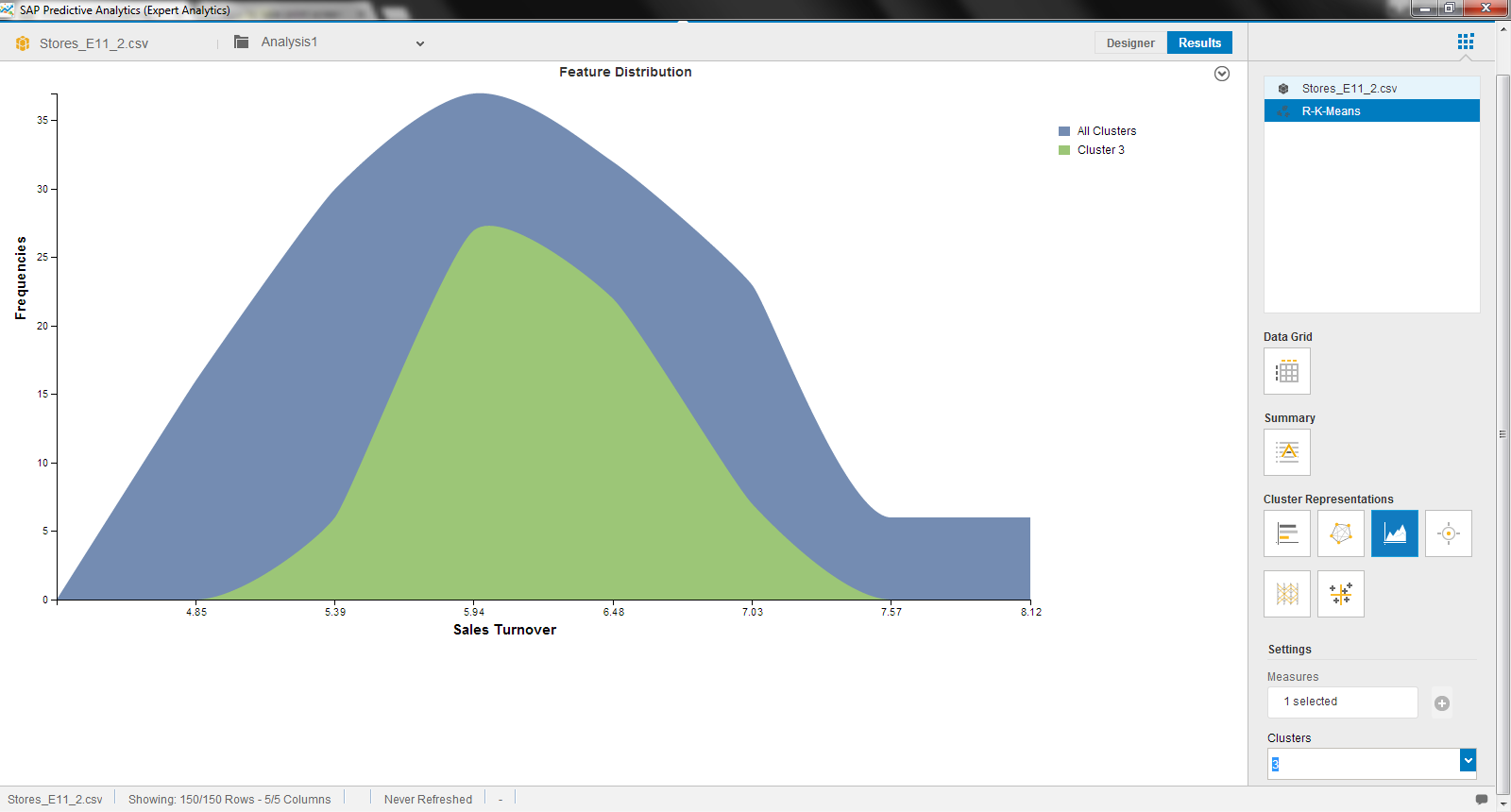


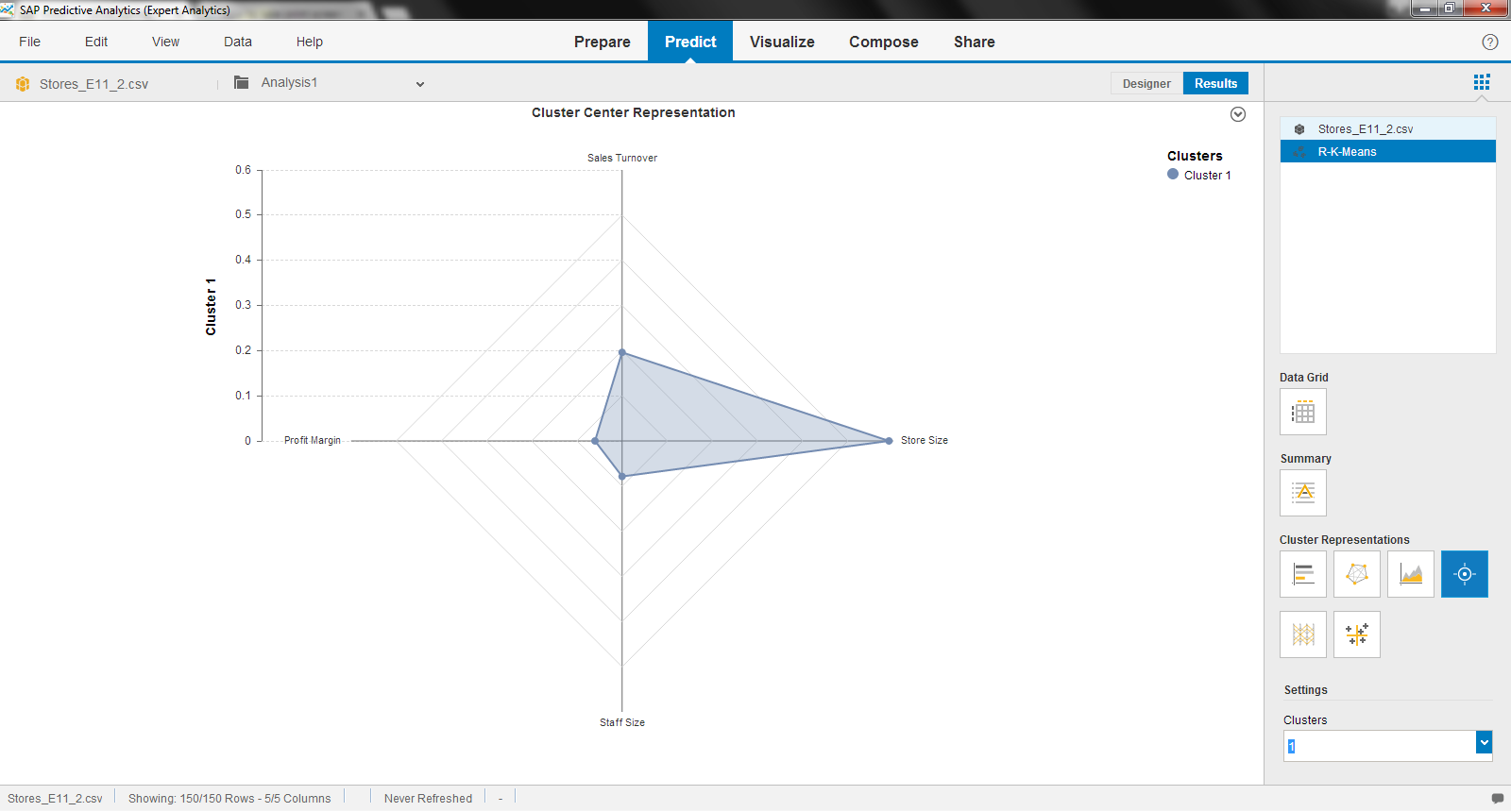


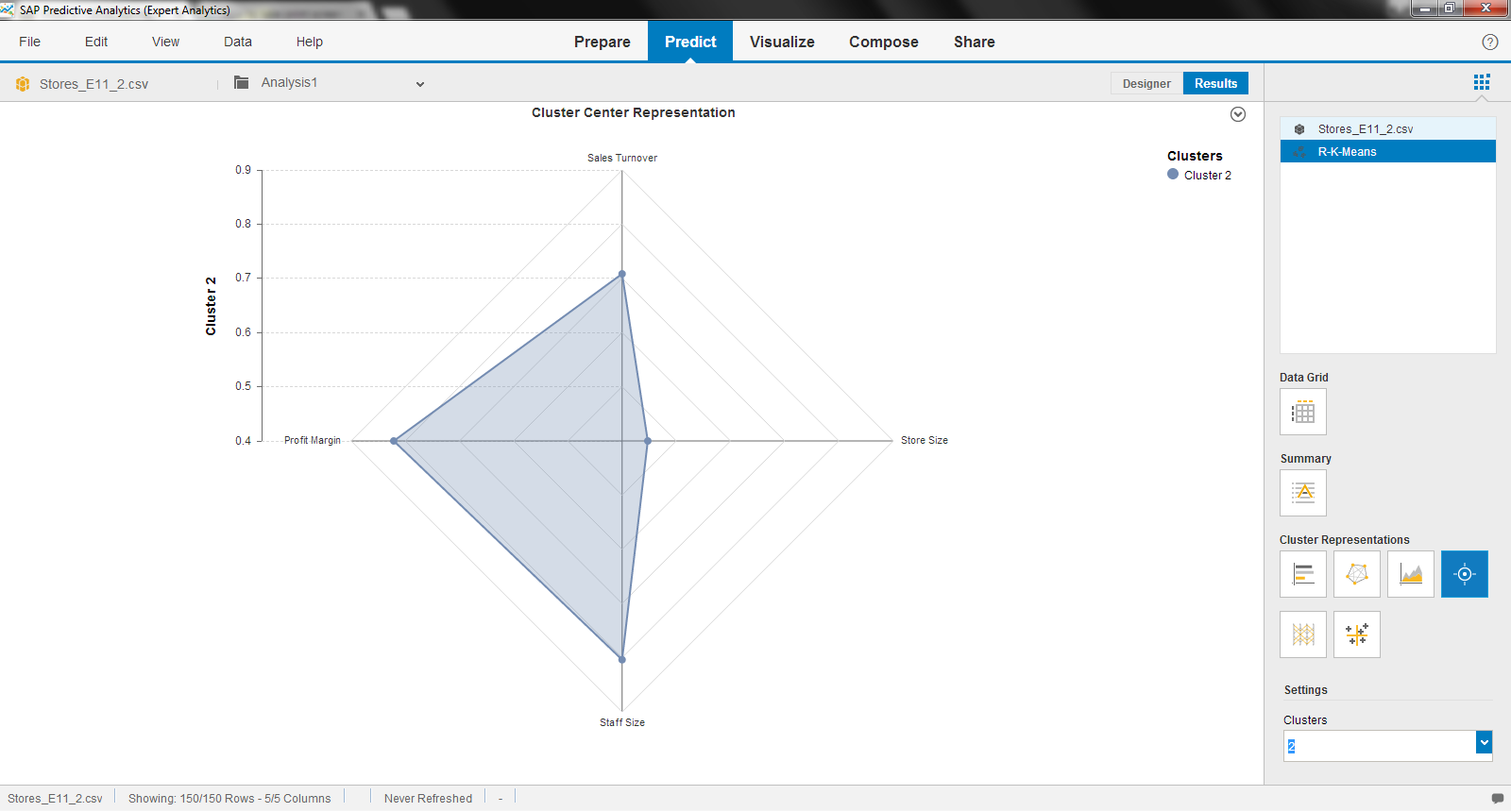


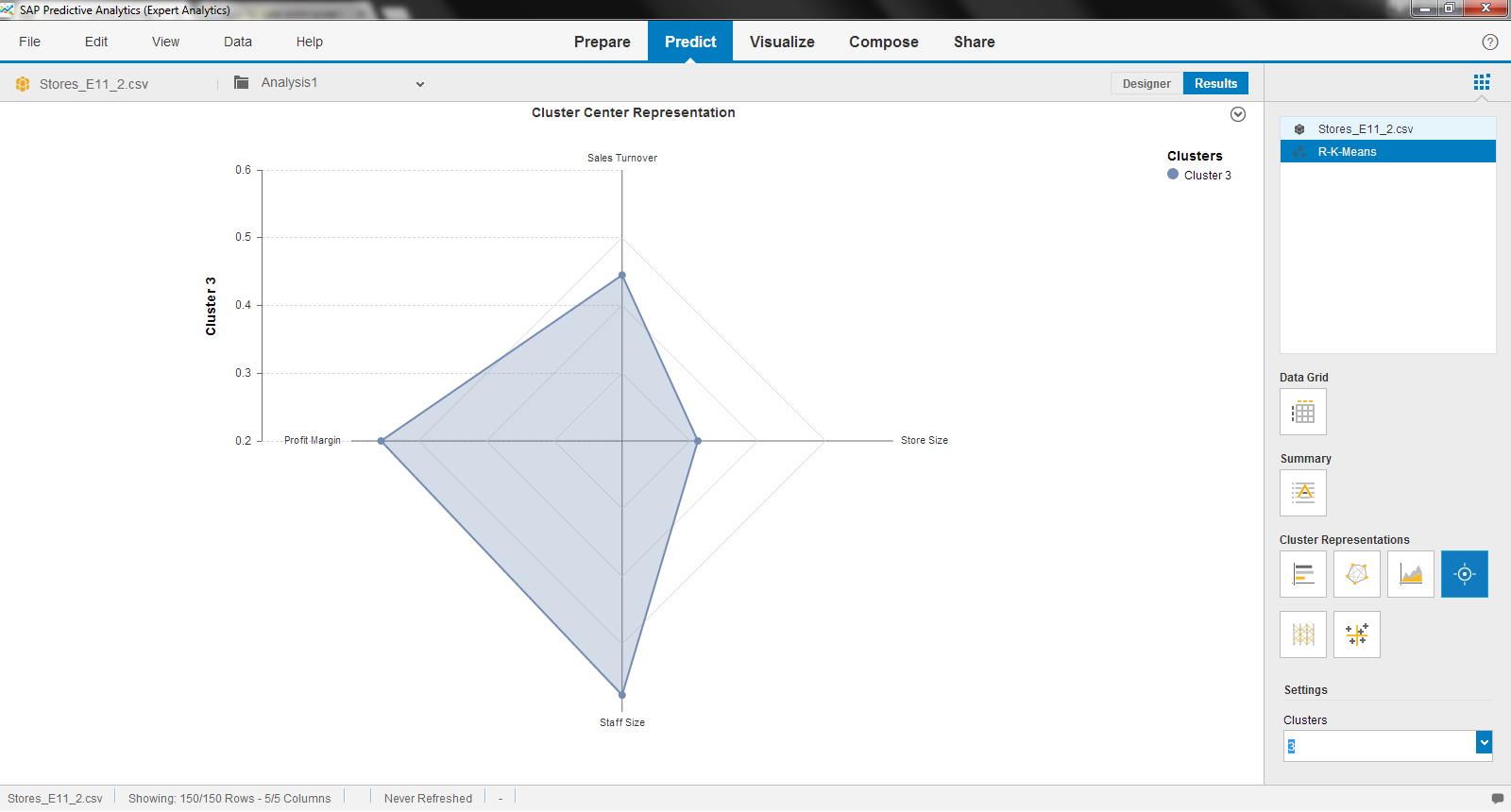


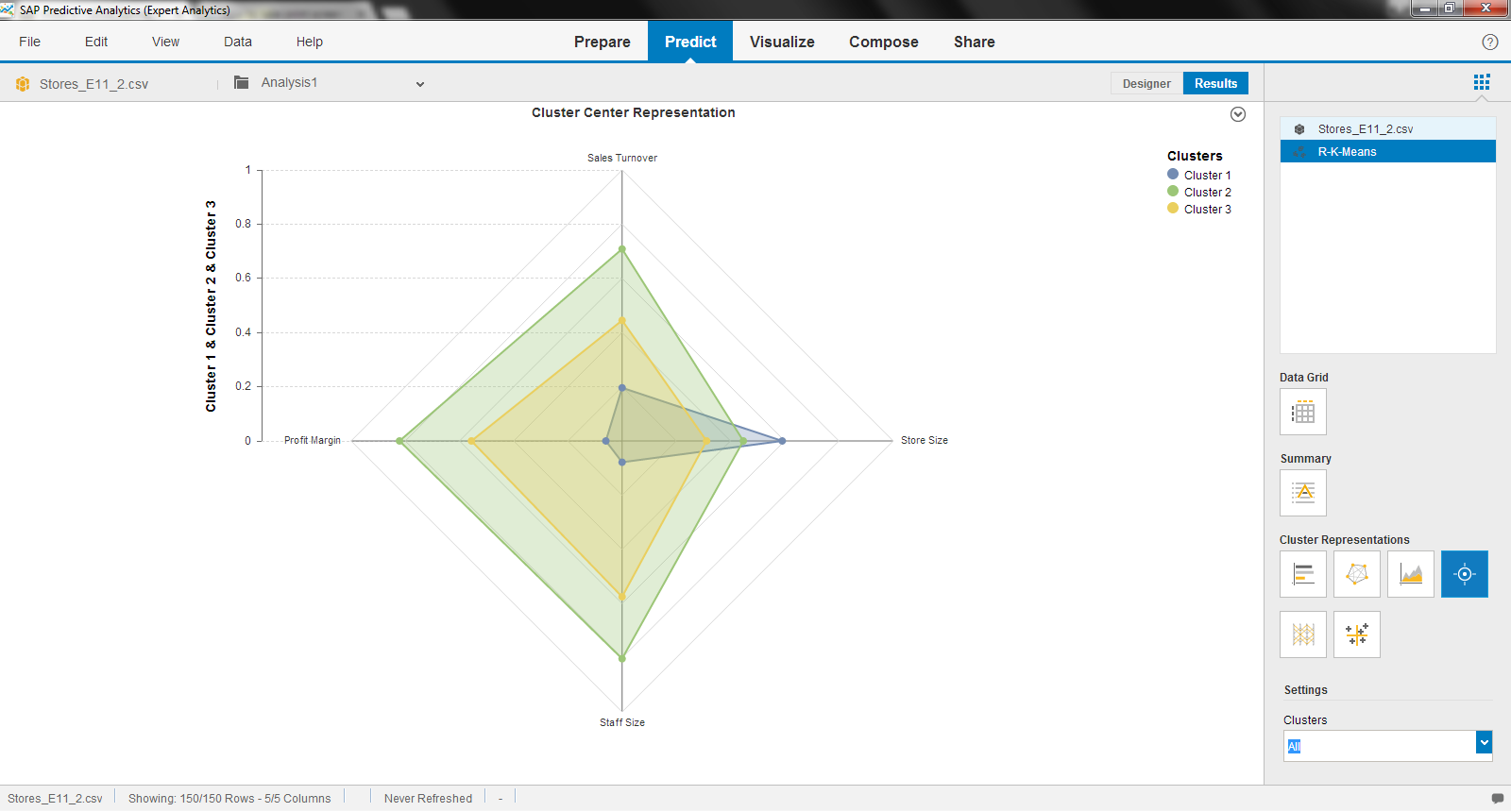


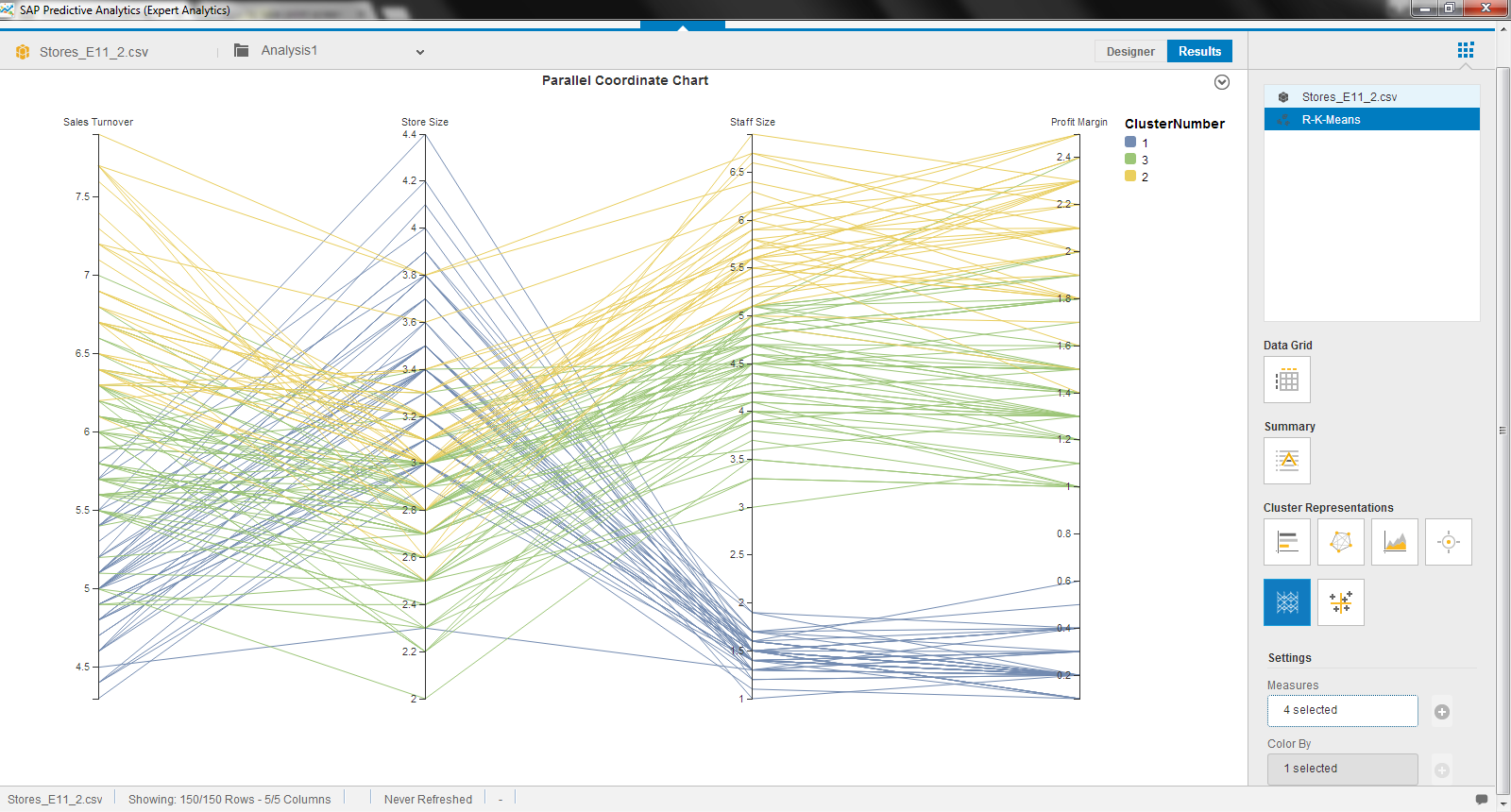














Cluster-3 have 62 has the most number of stores

Segmentation helps manager in many ways, in developing promotion strategies, finding meaningful information, evaluation of each segment, selecting target.