

Segmentation: Clustering

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Contents

- Please Read Me
- Purpose
- Consumer segmentation survey
-
- References

Please Read Me

- This presentation is based on ([Chapman and Feit 2019, chap. 11](#))

Purpose



Consumer segmentation survey

- **age**: age of the consumer in years
- **gender**: if the consumer is male or female
- **income**: yearly disposable income of the consumer
- **kids**: number of children of the consumer
- **ownHome**: if the consumer owns a home
- **subscribe**: if the consumer is subscribed or not

Consumer segmentation survey

● Import data

```
segmentation <- read_csv(file = "http://goo.gl/qw303p") |>
  select(-Segment)
segmentation |> head(n = 5)
```

```
# A tibble: 5 x 6
  age gender income kids ownHome subscribe
<dbl> <chr>   <dbl> <dbl> <chr>   <chr>
1  47.3 Male   49483.     2 ownNo   subNo
2  31.4 Male   35546.     1 ownYes  subNo
3  43.2 Male   44169.     0 ownYes  subNo
4  37.3 Female 81042.     1 ownNo   subNo
5  41.0 Female 79353.     3 ownYes  subNo
```

Consumer segmentation survey

• Inspect data

```
segmentation |> glimpse()
```

```
Rows: 300
```

```
Columns: 6
```

```
$ age      <dbl> 47.31613, 31.38684, 43.20034, 37.31700, 40.95439, 43.03387, ~
$ gender   <chr> "Male", "Male", "Male", "Female", "Female", "Male", "Male", ~
$ income   <dbl> 49482.81, 35546.29, 44169.19, 81041.99, 79353.01, 58143.36, ~
$ kids     <dbl> 2, 1, 0, 1, 3, 4, 3, 0, 1, 0, 0, 0, 2, 3, 1, 3, 0, 0, 1, 2, ~
$ ownHome  <chr> "ownNo", "ownYes", "ownYes", "ownNo", "ownYes", "ownYes", "o~
$ subscribe <chr> "subNo", "subNo", "subNo", "subNo", "subNo", "subNo", "subNo~
```

Consumer segmentation survey

- Summarize data

- Ups the table is really big!!! Try it in your console to see the complete table

```
segmentation |> skim()
```

Table 1: Data summary

Name	segmentation
Number of rows	300
Number of columns	6
Column type frequency:	
character	3
numeric	3
Group variables	None

Variable type: character

skim_variable	n_missing	complete_rate	min	max	empty	n_unique	whitespace
gender	0	1	4	6	0	2	0
ownHome	0	1	5	6	0	2	0
subscribe	0	1	5	6	0	2	0

References

Chapman, Chris, and Elea McDonnell Feit. 2019. *R For Marketing Research and Analytics*. 2nd ed. 2019. Use R! Cham: Springer International Publishing : Imprint: Springer.
<https://doi.org/10.1007/978-3-030-14316-9>.