

Profiling the Customers

About Cluster Number: 0

- Are a definitely a parent
- At the max have 4 members in the family and at least 2
- Single parents are a subset of this group
- Most have a teenager at home
- Relatively older

About Cluster Number: 1

- Are a definitely not a parent
- At the max are only 2 members in the family
- A slight majority of couples over single people
- Span all ages
- A high income group

About Cluster Number: 2

- The majority of these people are parents
- At the max are 3 members in the family
- They majorly have one kid (and not teenagers, typically)
- Relatively younger

About Cluster Number: 3

- They are definitely a parent
- At the max are 5 members in the family and at least 2
- Majority of them have a teenager at home
- Relatively older
- A lower-income group