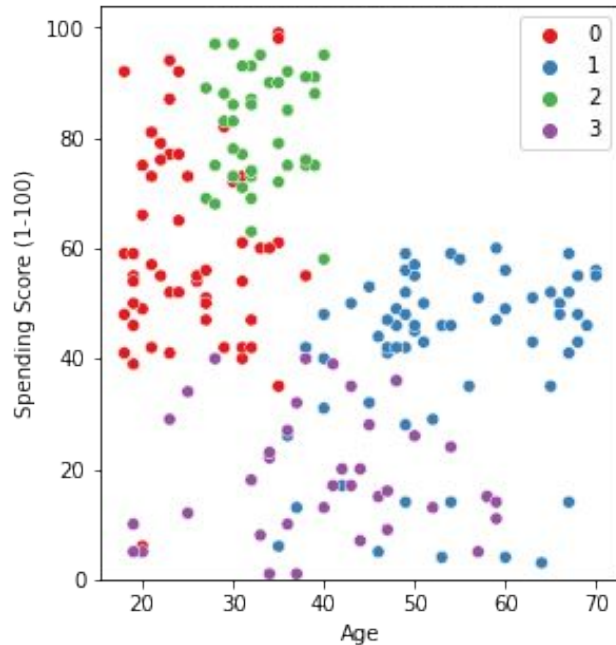
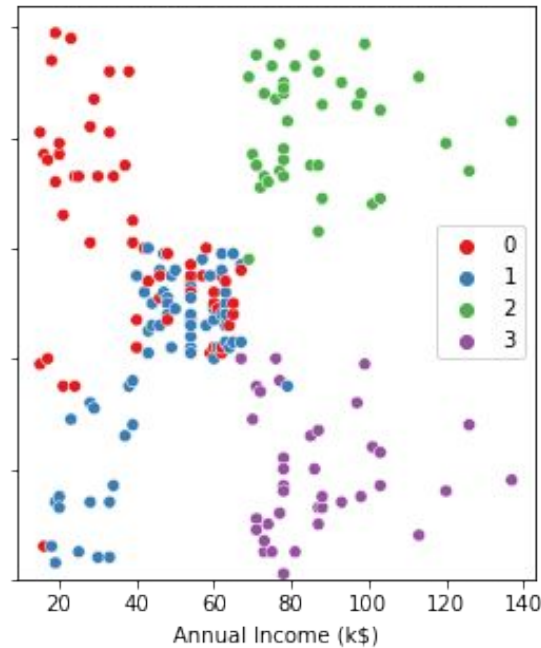

Typologie de clients

Comment les clusters sont-ils liés à nos variables?

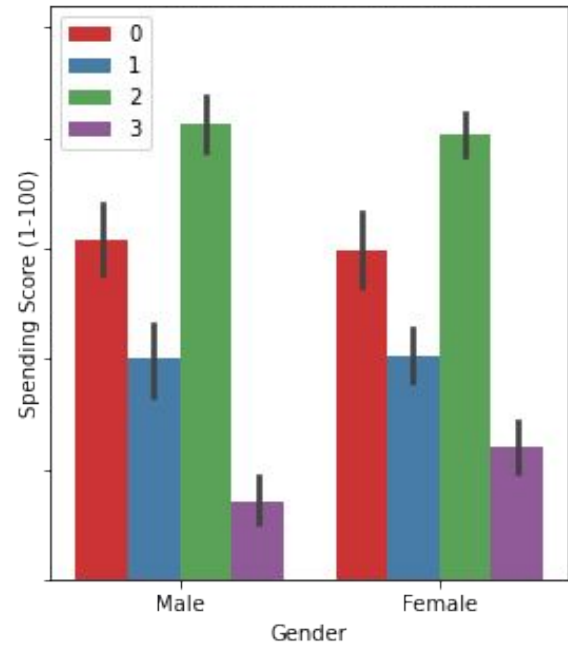
Age Vs Spending Score



Annual Income Vs Spending Score



Gender Vs Spending Score



Typologie des clients

200 clients

Age	Spending Score	Annual Income (K\$)
20/35 ans (57 clients)	40/60	20/40K
20/35 ans (65 clients)	70/100	70/110K
40/60 ans (40 clients)	40/60	40/65K
20/60 ans (38 clients)	0/40	70/120K

Observation des profils de client

Cluster 0 (rouge) : [20 - 30 ans], spending score élevé, annual income bas

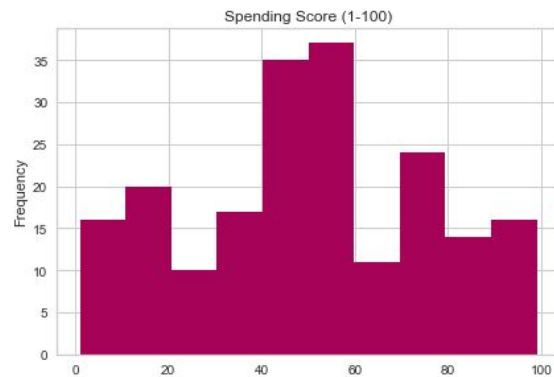
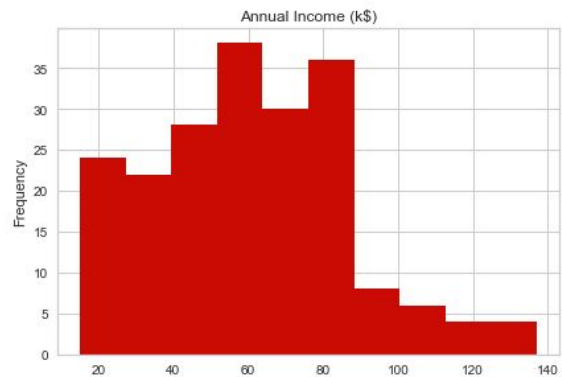
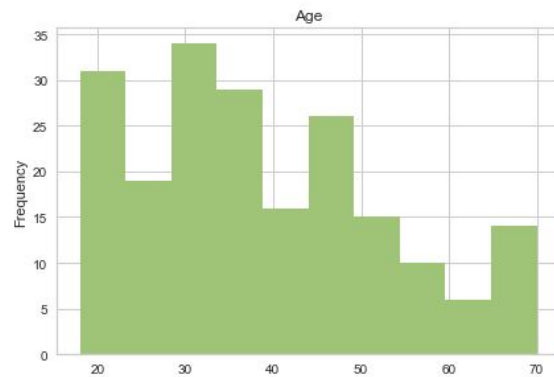
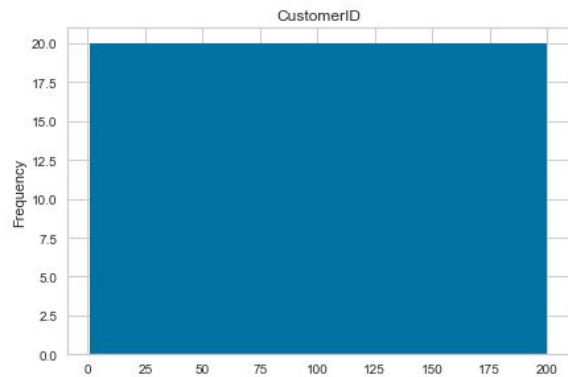
Cluster 1 (bleu) : Ensemble des âges, annual income moyen, spending score bas

Cluster 2 (vert) : [30 - 40 ans], spending score élevé, annual income moyen/élevé

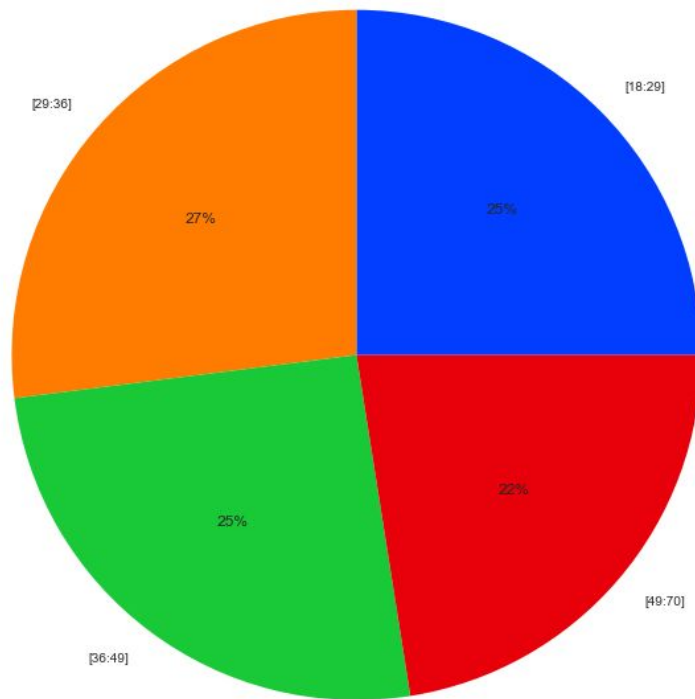
Cluster 3 (violet) : [50 - 70 ans]. Annual income moyen/bas, spending score bas.

Cluster 4 (orange) : [40 - 50 ans]. Annual income moyen/élevé, MAIS spending score plutôt bas.

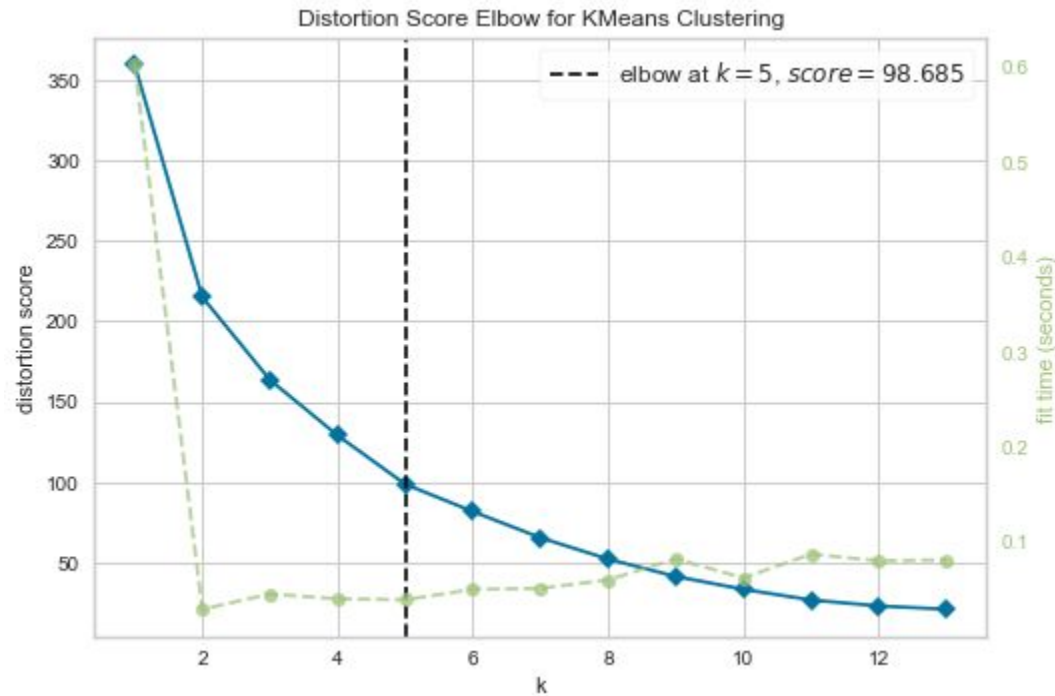
EDA



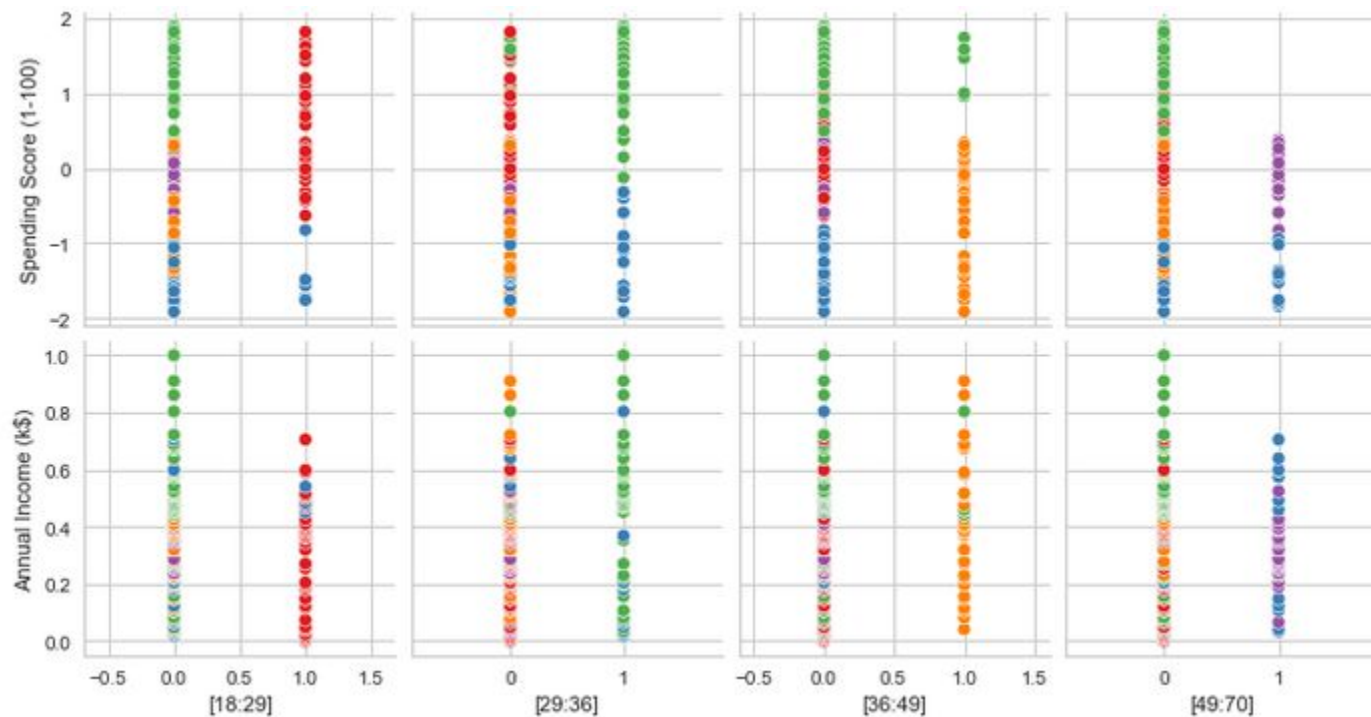
EDA (Tranches d'âges)



Détermination du nombre de clusters



Répartition des clusters dans les tranches d'âge



Observations des profils des clients

