# Client Segmentation Analysis

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March 31, 2019

### Average Visit Frequency



### History of One-Time Visitors (Count, by Day)
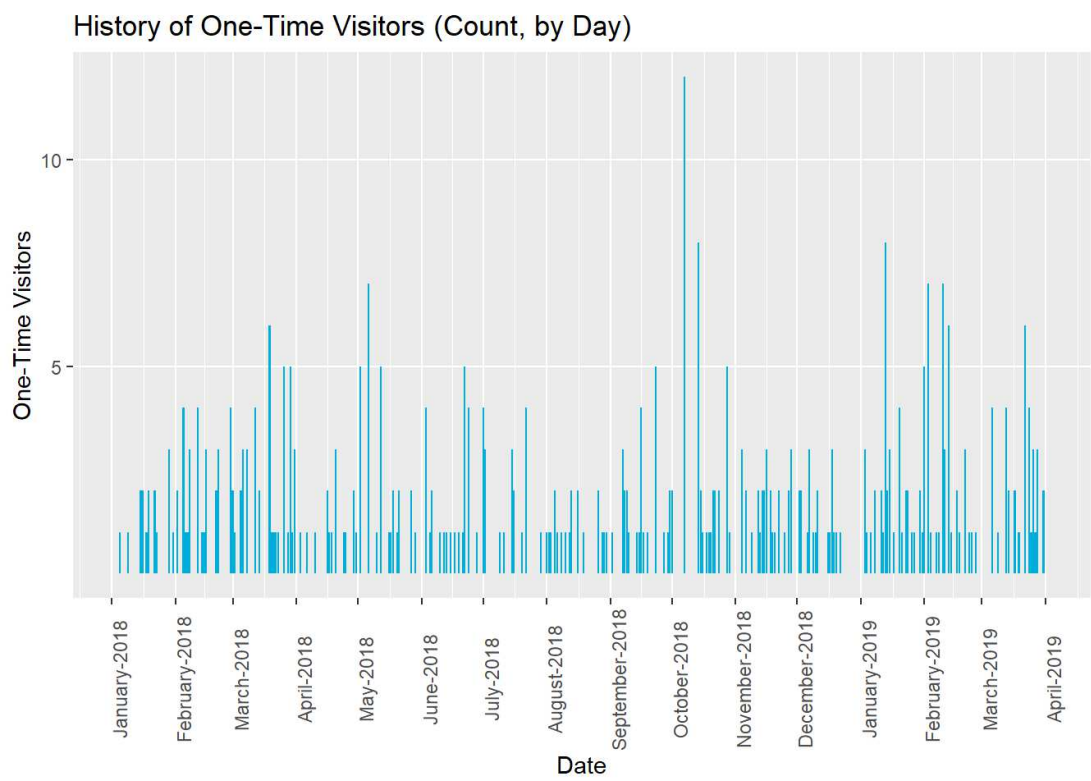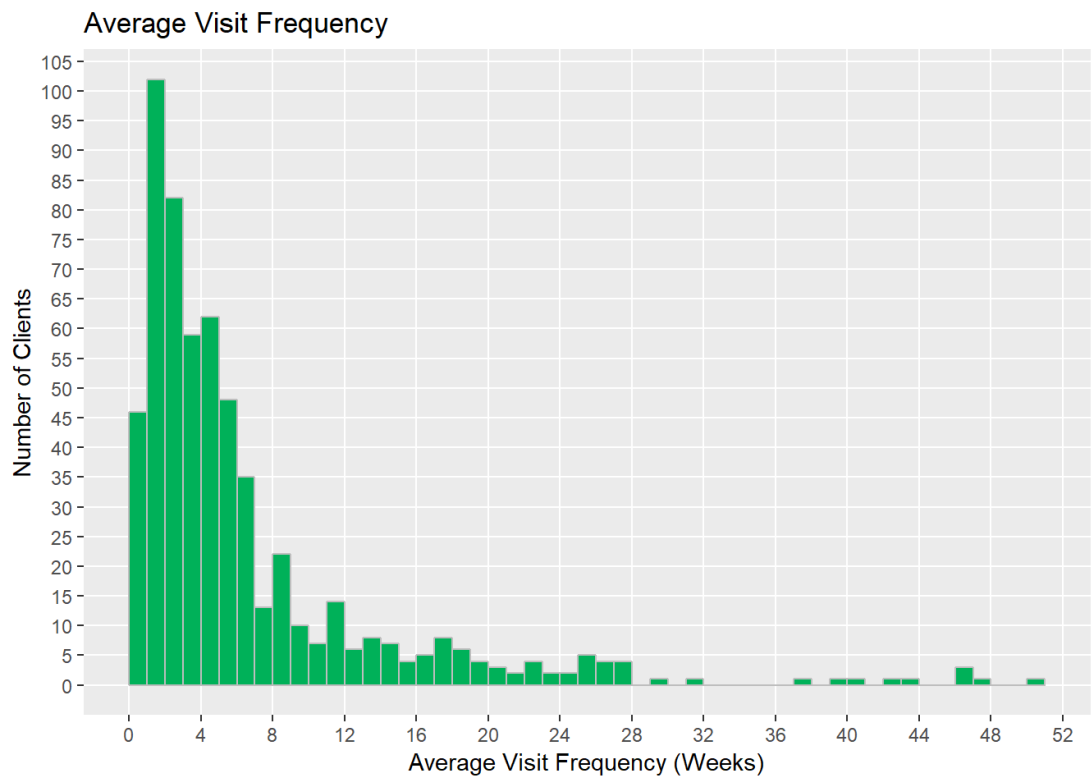
# Clustering Analysis

## Excerpt from Baseline Data Set

| Client.ID | AveFreq | Gap | TotalSpend | Private / Massage | Movement | Immersions |
|---|---|---|---|---|---|---|
| 100000002 | 3.209524 | 1.0000000 | 312 | 0.4000000 | 0.4000000 | 0.2000000 |
| 100000004 | 4.857143 | 36.5714286 | 121 | 0.6666667 | 0.0000000 | 0.3333333 |
| 100000009 | 1.831169 | 0.7142857 | 357 | 0.8571429 | 0.1428571 | 0.0000000 |
| 100000016 | 16.571429 | 52.1428571 | 79 | 0.0000000 | 0.0000000 | 1.0000000 |
| 100000020 | 3.771429 | 1.2857143 | 267 | 0.8000000 | 0.2000000 | 0.0000000 |



**Clustering Evaluation**
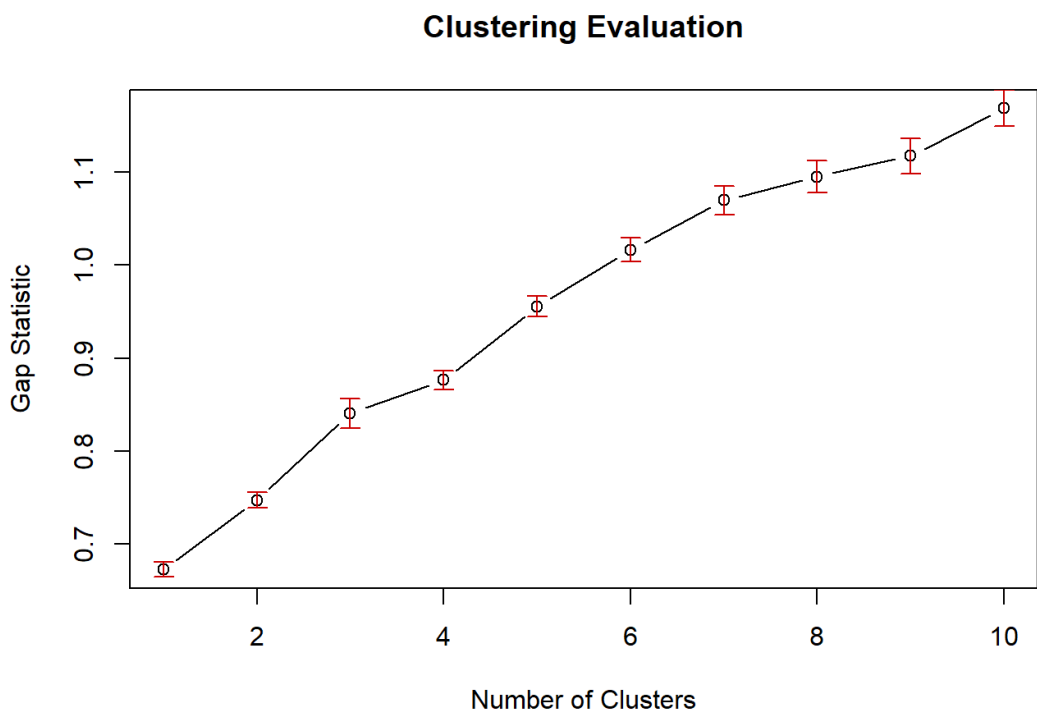
## Cluster Sizes

| | Group 1 | Group 2 | Group 3 |
|---|---|---|---|
| | 336 | 279 | 121 |

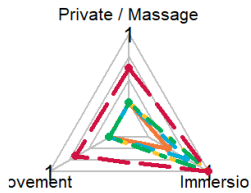# Client Segmentation Demographics
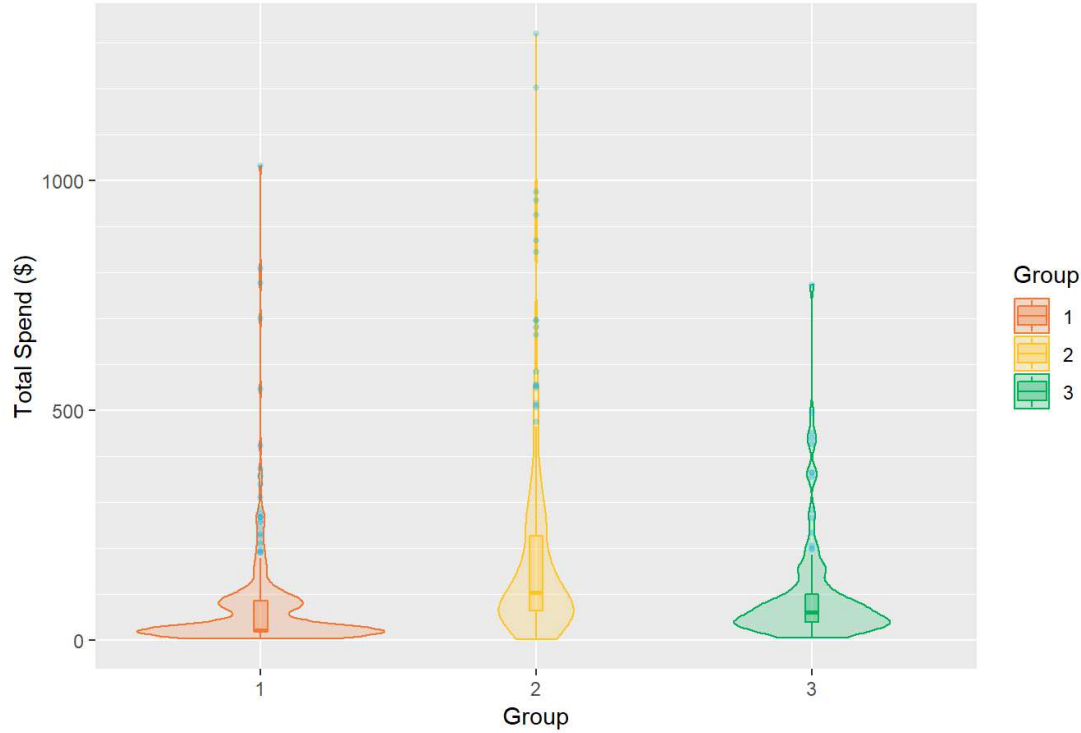
**Group 1 Blend (Quantiles)**
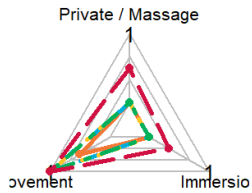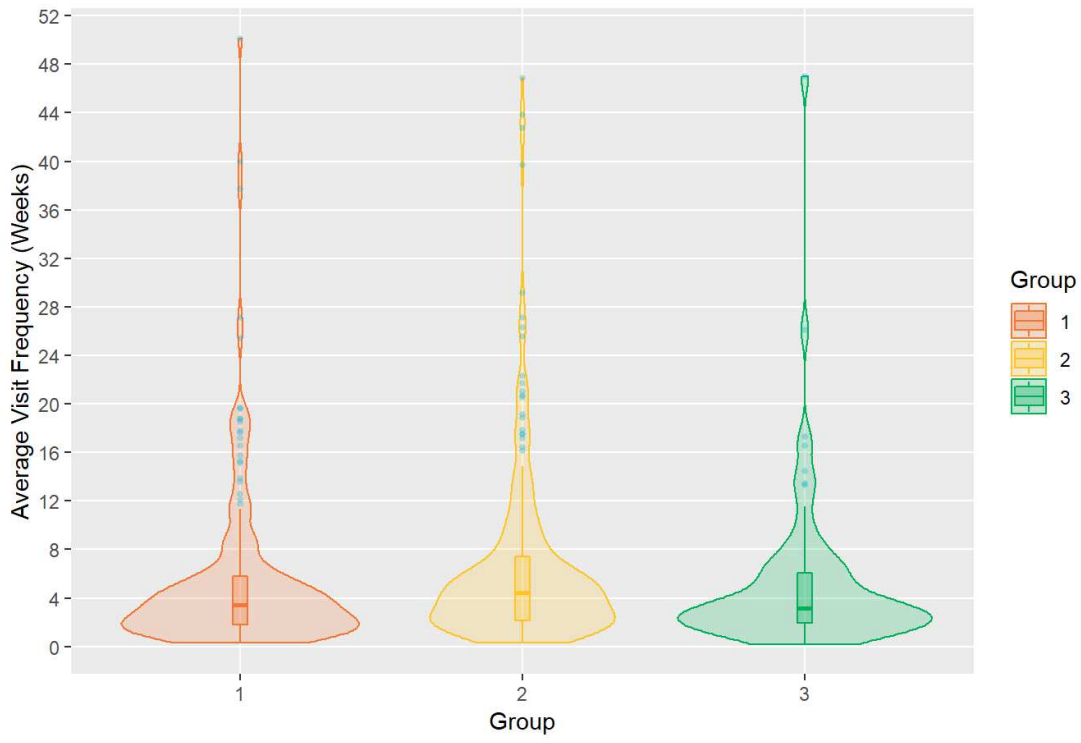
**Group 2 Blend (Quantiles)**
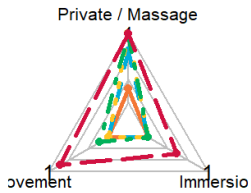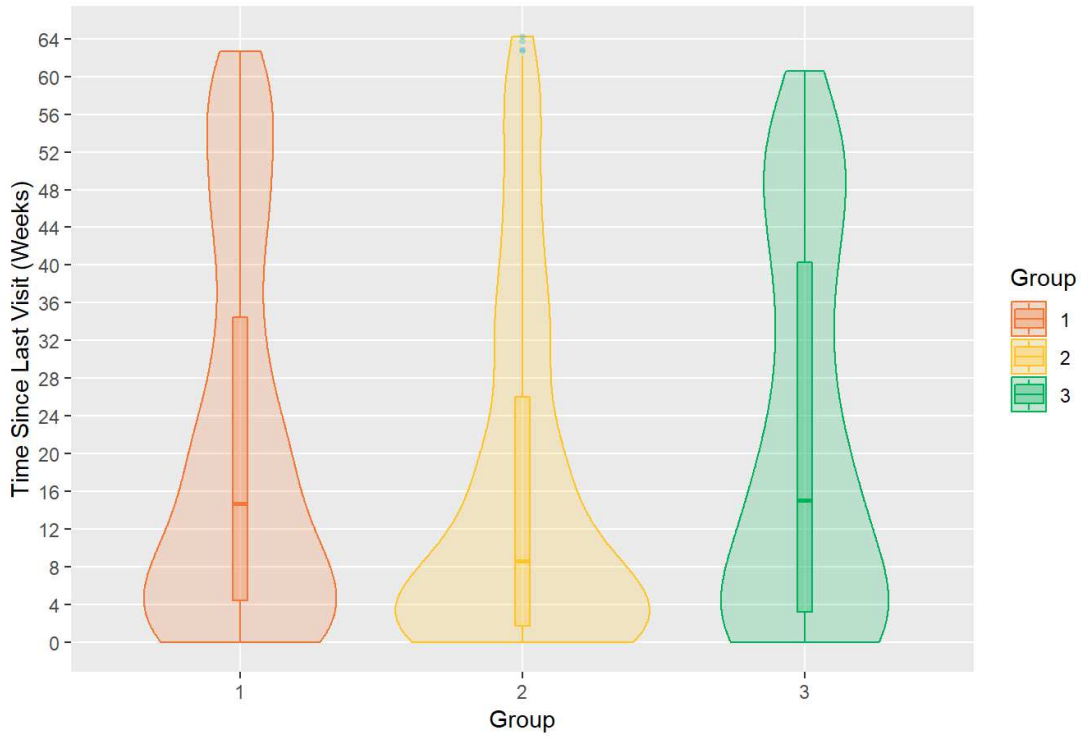
**Group 3 Blend (Quantiles)**

## Total Spend, by Group

Average Visit Frequency, by Group


Time Since Last Visit, by Group

# Group 1 Representatives

| First.name | Last.name | Confidence |
| --- | --- | --- |
| Nicolle | Schuppe | 0.99 |
| Russell | Paucek | 0.98 |
| Hildegard | Wilkinson | 0.98 |
| Dwain | Abernathy | 0.98 |
| Kerry | Zboncak | 0.98 |
| Constance | King | 0.97 |
| Frederick | Morar | 0.97 |
| Shanelle | Wiza | 0.97 |
| Lowell | Quitzon | 0.96 |
| Jazmine | Witting | 0.96 |
| Lashonda | Marks | 0.96 |
| Marianne | Stanton | 0.96 |
| Abraham | Rosenbaum | 0.95 |
| Chase | Schowalter | 0.95 |
| Bart | Brakus | 0.95 |
| Clinton | Rowe | 0.95 |
| Howard | Wolff | 0.95 |
| Carlton | Langworth | 0.95 |
| Concha | Krajcik | 0.95 |
| Esteban | Altenwerth | 0.95 |

# Group 2 Representatives

| First.name | Last.name | Confidence |
| --- | --- | --- |
| Wilfred | Aufderhar | 0.97 |
| Don | Swaniawski | 0.96 |
| Dennis | Marquardt | 0.95 |
| Zachariah | Ortiz | 0.95 |
| Fermin | O'Keefe | 0.93 |
| Viva | Powlowski | 0.92 |
| Donald | Sanford | 0.92 |
| Britney | Langosh | 0.92 |
| Virgil | Veum | 0.92 |
| Odis | Stark | 0.91 |
| Eldon | Jaskolski | 0.91 |

| First.name | Last.name | Confidence |
| --- | --- | --- |
| Trent | Metz | 0.91 |
| Aundrea | Ebert | 0.91 |
| Antione | Abbott | 0.91 |
| Ned | Kulas | 0.91 |
| Parker | Donnelly | 0.91 |
| Joselyn | Brekke | 0.90 |
| Robin | Goyette | 0.90 |
| Melani | Koelpin | 0.90 |
| Madelyn | Stanton | 0.90 |

## Group 3 Representatives

| First.name | Last.name | Confidence |
| --- | --- | --- |
| Antone | Conroy | 0.88 |
| Florentino | Robel | 0.86 |
| Margie | Tromp | 0.86 |
| Ned | O'Connell | 0.86 |
| Ranee | Padberg | 0.86 |
| Emmy | O'Hara | 0.86 |
| Robbi | Reichert | 0.86 |
| Chase | Anderson | 0.86 |
| David | Hudson | 0.85 |
| Ileen | Jacobs | 0.85 |
| Therese | Kertzmann | 0.85 |
| Jenna | Mitchell | 0.85 |
| Ivelisse | Nienow | 0.85 |
| Alex | Schmidt | 0.85 |
| Nathanial | Shanahan | 0.85 |
| Harland | Fritsch | 0.84 |
| Tennie | McGlynn | 0.84 |
| Kimberly | Renner | 0.84 |
| Roselle | Leffler | 0.84 |
| Althea | Wolf | 0.84 |

# Mailing List Output

```
# Mailing List Output

write.csv(Group1List, file="Group 1 Email List.csv", quote=F, row.names=F)
write.csv(Group2List, file="Group 2 Email List.csv", quote=F, row.names=F)
write.csv(Group3List, file="Group 3 Email List.csv", quote=F, row.names=F)
write.csv(Group4List, file="Group 4 Email List (No Paid Visit History).csv", quote=F, row.names=F)
```