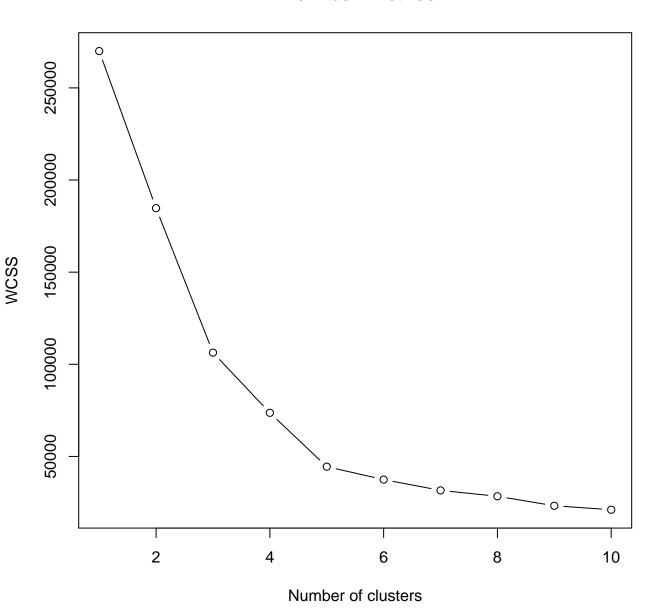
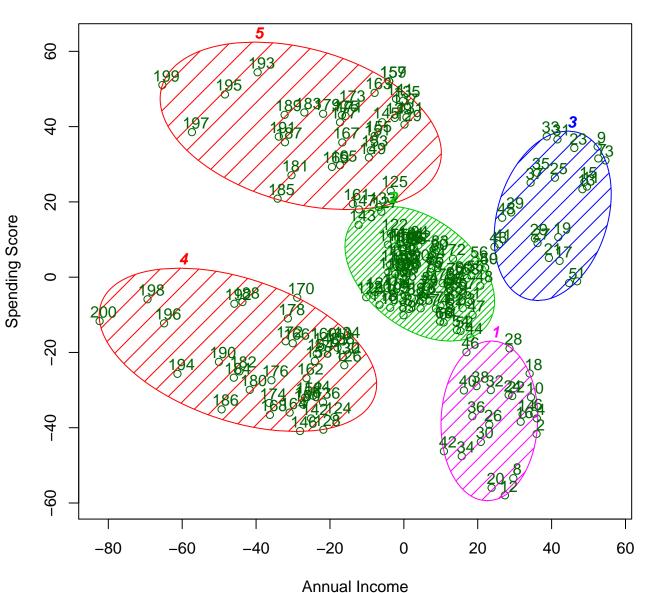
The Elbow Method



Clusters of customers



These two components explain 100 % of the point variability.