The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=2 Maxiter=10 Converge=0.02

			Initial Seeds			
Cluster	paid price	purchases	brand switch	feature	display	basket size
1	29.0000000	2.0000000	0.0000000	0.5000000	0.0000000	8.0661146
2	205.0000000	6.0000000	0.0000000	0.0000000	0.0000000	24.5196610

Minimum Distance Between Initial Seeds =	176.8134

Iteration History			
		Relative Change in Cluster Seeds	
Iteration	Criterion	1	2
1	28.8347	0.3761	0.4274
2	7.9972	0.00870	0.0282
3	7.8530	0.00934	0.0238
4	7.7154	0.00876	0.0161

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	7.6496

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	218	6.1782	62.1090		2	29.6471
2	123	9.7099	87.4014		1	29.6471

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
paid price	19.09917	13.78746	0.480410	0.924596
purchases	5.97096	5.97976	0.000001	0.000001
brand switch	0.26408	0.24944	0.110414	0.124119
feature	0.21539	0.21011	0.051245	0.054013
display	0.17953	0.17748	0.025629	0.026303
basket size	12.32272	11.14404	0.184558	0.226329
OVER-ALL	9.59539	7.63958	0.367974	0.582213

Generated by the SAS System ('Local', X64_DSRV16) on September 18, 2020 at 12:53:24 AM

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=2 Maxiter=10 Converge=0.02

Pseudo F Statistic =	197.37

Approximate Expected Over-All R-Squared =	0.49741

Cubic Clustering Criterion =	-6.900

WARNING: The two values above are invalid for correlated variables.

Cluster Means						
Cluster	paid price	purchases	brand switch	feature	display	basket size
1	88.1790826	11.0917431	0.6241743	0.2946020	0.1790580	19.0322821
2	115.7059350	11.1056911	0.4417073	0.1932137	0.1192927	30.0403071

Cluster Standard Deviations						
Cluster	paid price	purchases	brand switch	feature	display	basket size
1	11.22015259	6.00773892	0.22805632	0.22365591	0.17494910	8.17927062
2	17.44391415	5.92966011	0.28352207	0.18355786	0.18189315	15.03627050