

Customer Segmentation Insights:

Demographics and Purchase Behavior

Filter by Cluster

All

Filter by Gender

- ☐ Female
- ☐ Male

Filter by Occupation

All

Sum of Cluster

90

Head Count

88

Males

55

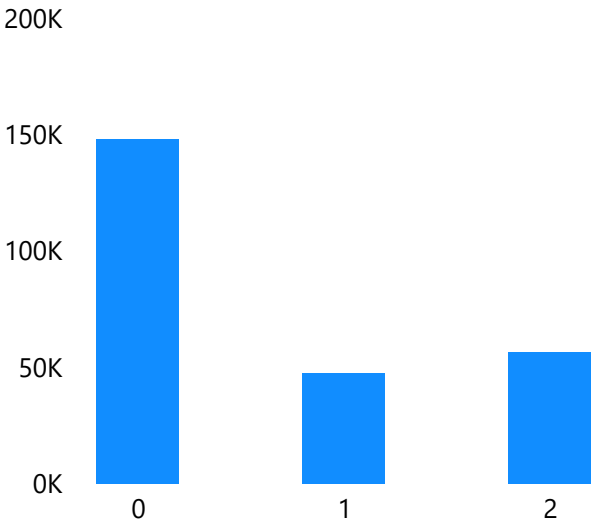
Male percentage 62.5%

Females

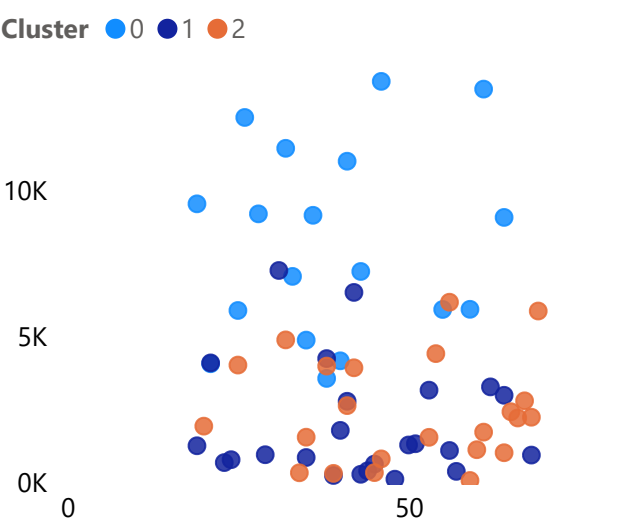
33

Female percentage 37.5%

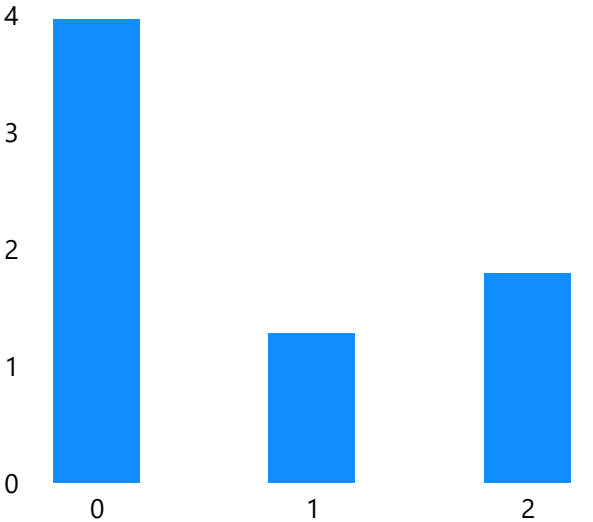
Total Spending by Clusters



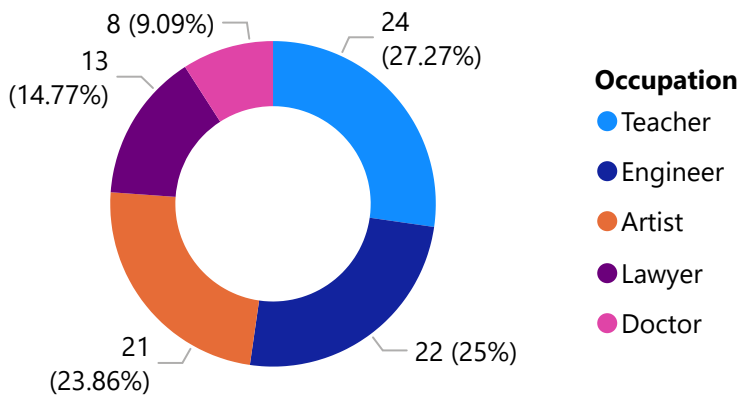
Spending Behavior by Age of Clusters



Purchasing Frequency by Cluster



Number of Customers by Occupation



Number of Customers by Location

Location	Count of Customer ID
Chicago	10
Houston	17
Los Angeles	26
New York	17
Phoenix	18
Total	88

Number Customers by Age

