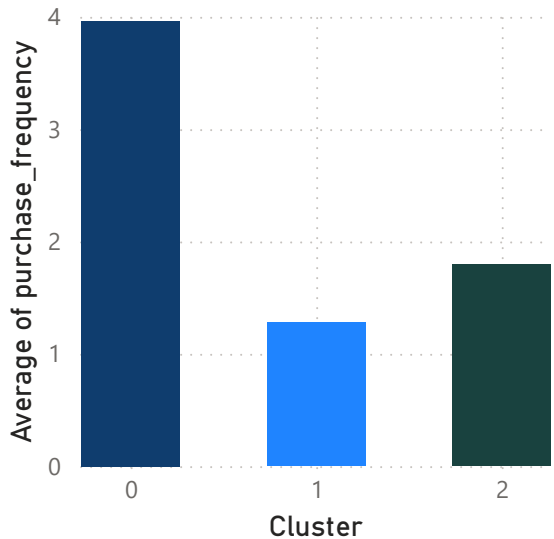


Customer Segmentation Insights: Demographics and Purchase Behavior

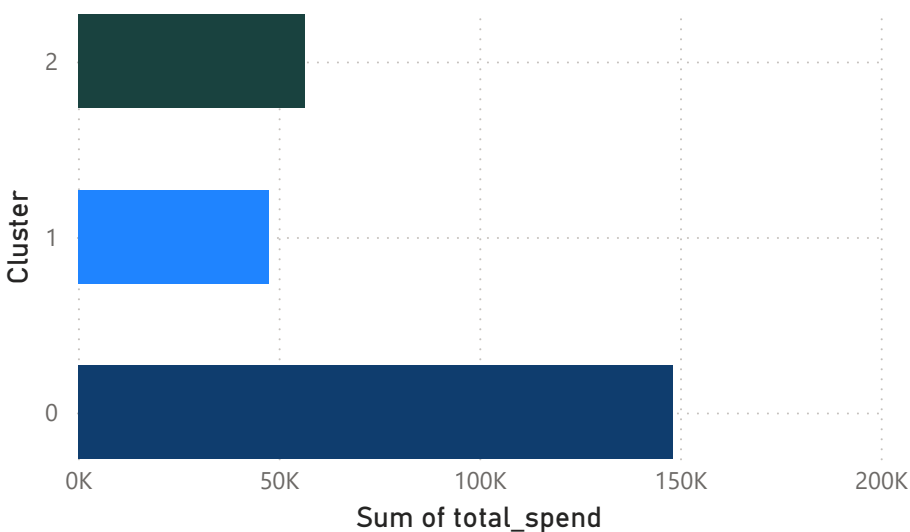
Calculated purchase frequency

Cluster ● 0 ● 1 ● 2



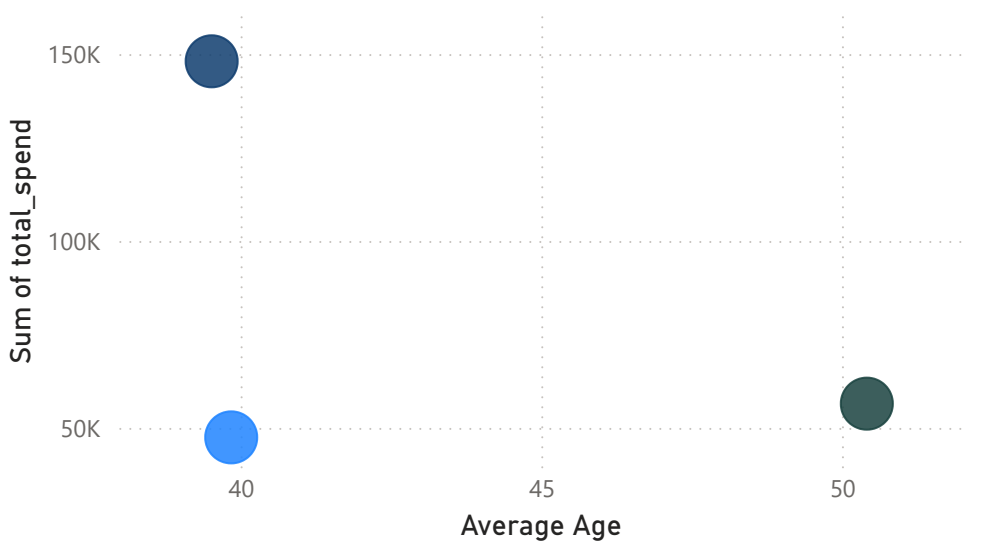
Total spend by cluster

Cluster ● 0 ● 1 ● 2



Total spend by age of cluster

Cluster ● 0 ● 1 ● 2



Male

55

Count of Cust...

42.15

Average of Age

61

Sum of Cluster

Female

33

Count of Cust...

45.03

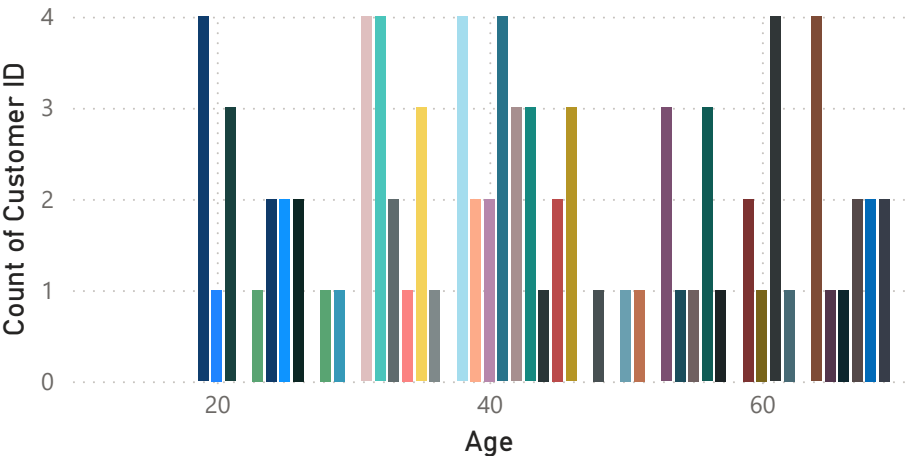
Average of Age

29

Sum of Cluster

Age of Customers

Age ● 19 ● 20 ● 21 ● 23 ● 24 ● 25 ● 26 ● 28 ● 29 ● 31 ● 32 ● 33 ▶



Number of Customers by Gender

Gender ● Male ● Female

