

# Events Clusters Dashboard

Number of Data Points  
14.78K

## Gender

Female

Male

## Age

All

## Current status

All

## Household income

All

## District

All

## Cluster

Cluster 1

Cluster 2

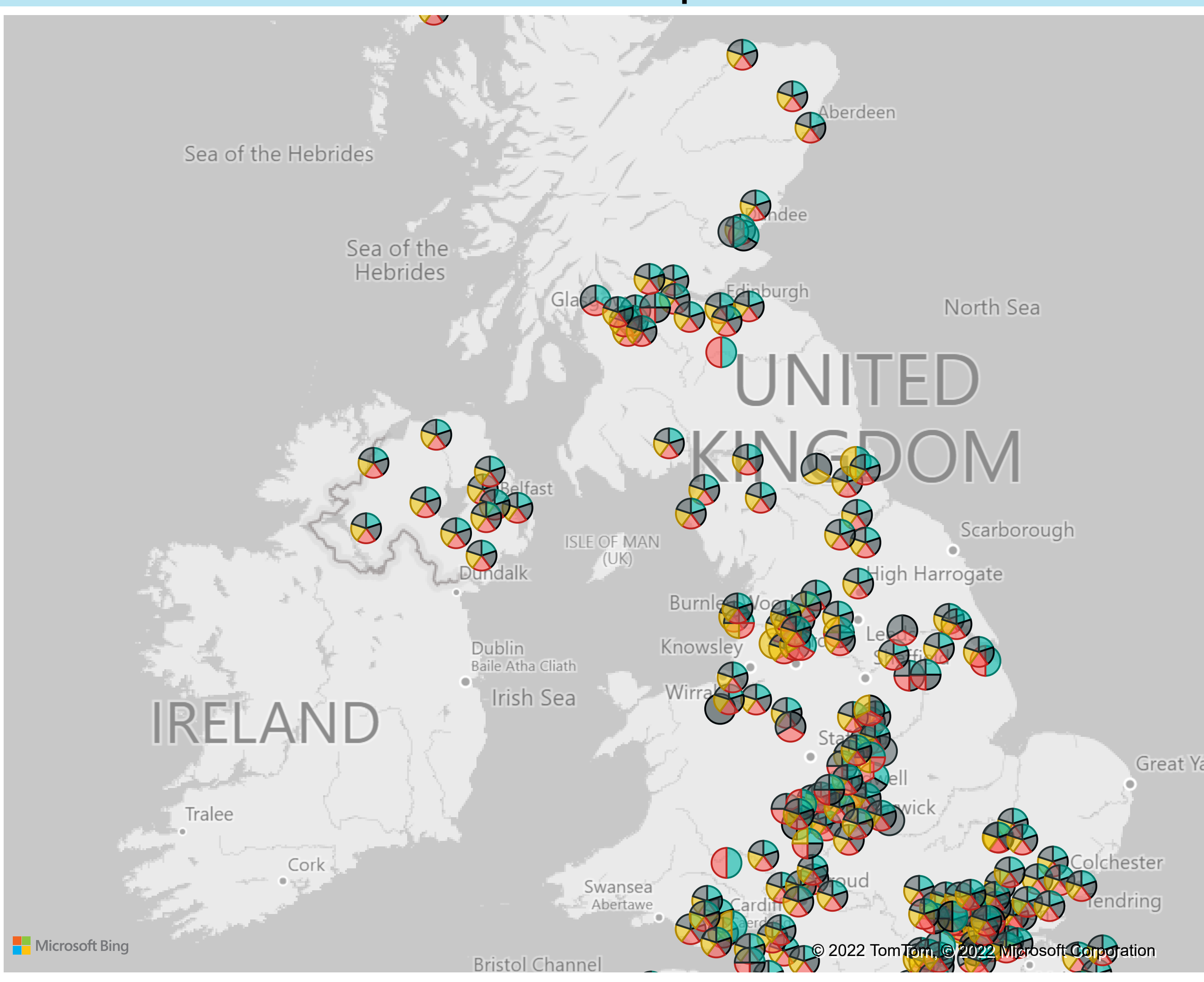
Cluster 3

Cluster 4

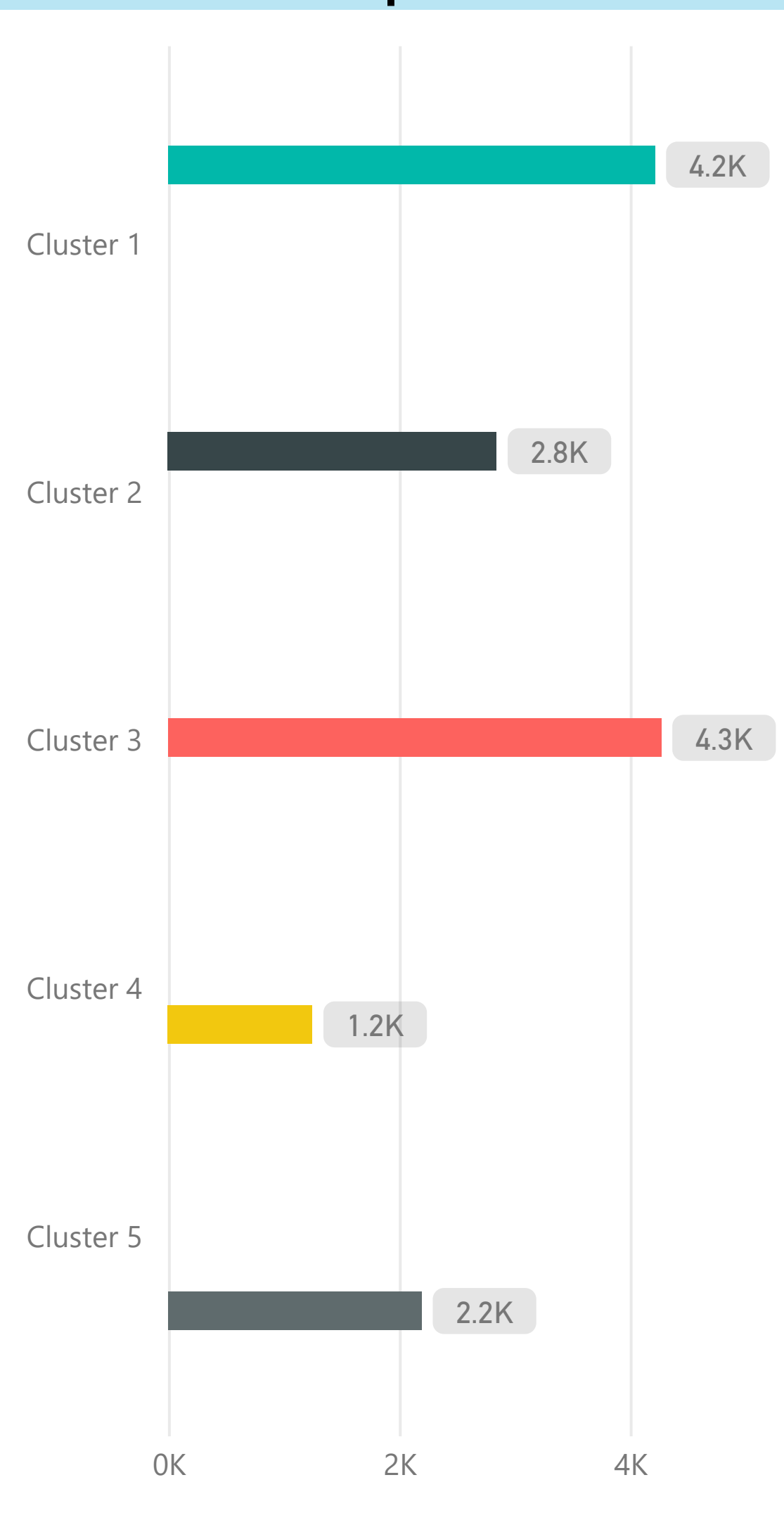
Cluster 5

## 1-Summary by district and country

### Number of Customers per Distinct



### Customer per Clusters

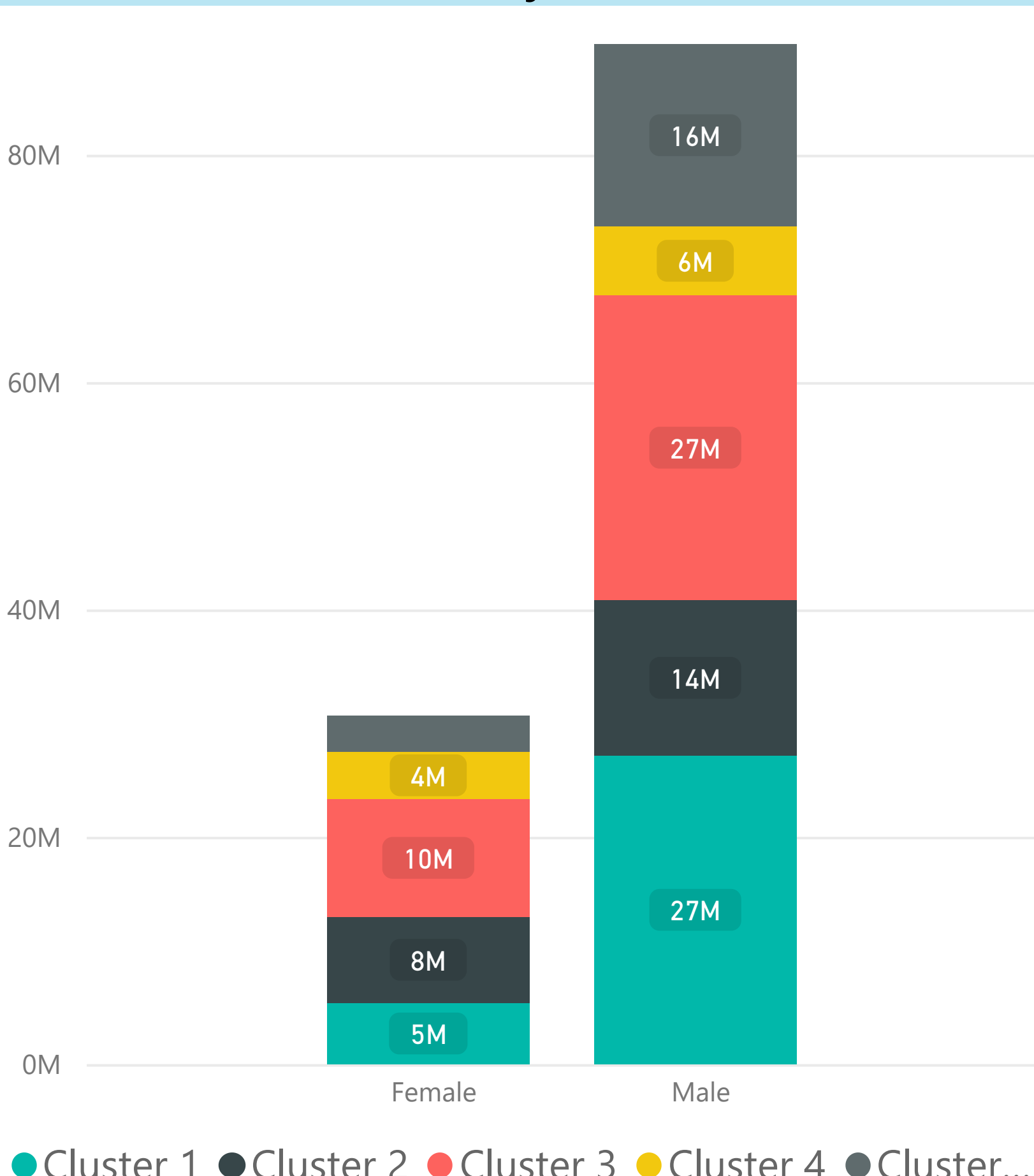


### District Breakdown per Cluster

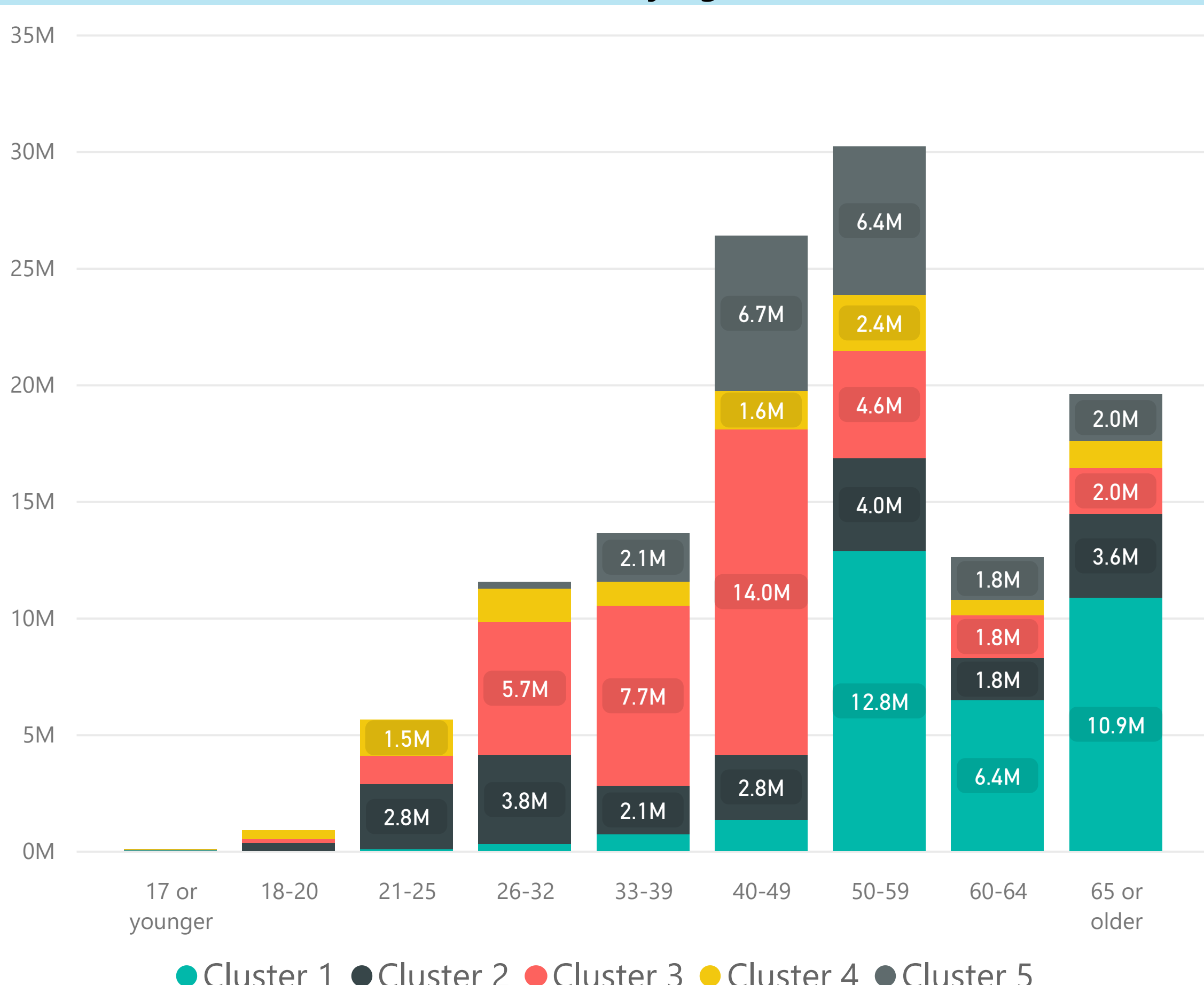
district	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total
Wyre Forest	3	6	5	3	5	8
Wyre	3	3	5	2	3	6
Wycombe	5	6	5	4	2	8
Wychavon	1	1	3	1	4	4
Worthing	4	3	6	4	3	7
Woking	3	5	3	2	1	8
Wirral	5	7	9	6	4	9
Winchester	1	1				1
Wiltshire	5	7	5	4	4	7
Westminster	1					1
West Suffolk	4	4	3	3	3	8
West Lothian	4	4	4	3	4	7
West Lindsey	2	4	3		2	6
West Dunbartonshire	3	3	3	3	2	5
West Devon	2	3	4	2	1	6
Welwyn Hatfield	5	6	4	3	5	7
Wealden	3	2	4	3	5	6
Waverley	5	7	6	5	3	8
Warwick	4	8	6	2	4	8
Waltham Forest	3	7	7	6	4	8
Walsall	1	2	1		1	4
Vale of Glamorgan	4	6	6	6	5	9
Uttlesford	4	3	5	5	3	7
Tower Hamlets	5	7	7	7	5	8
Total	8	9	9	9	7	9

## 2-Analyzing The traits Of Each Cluster

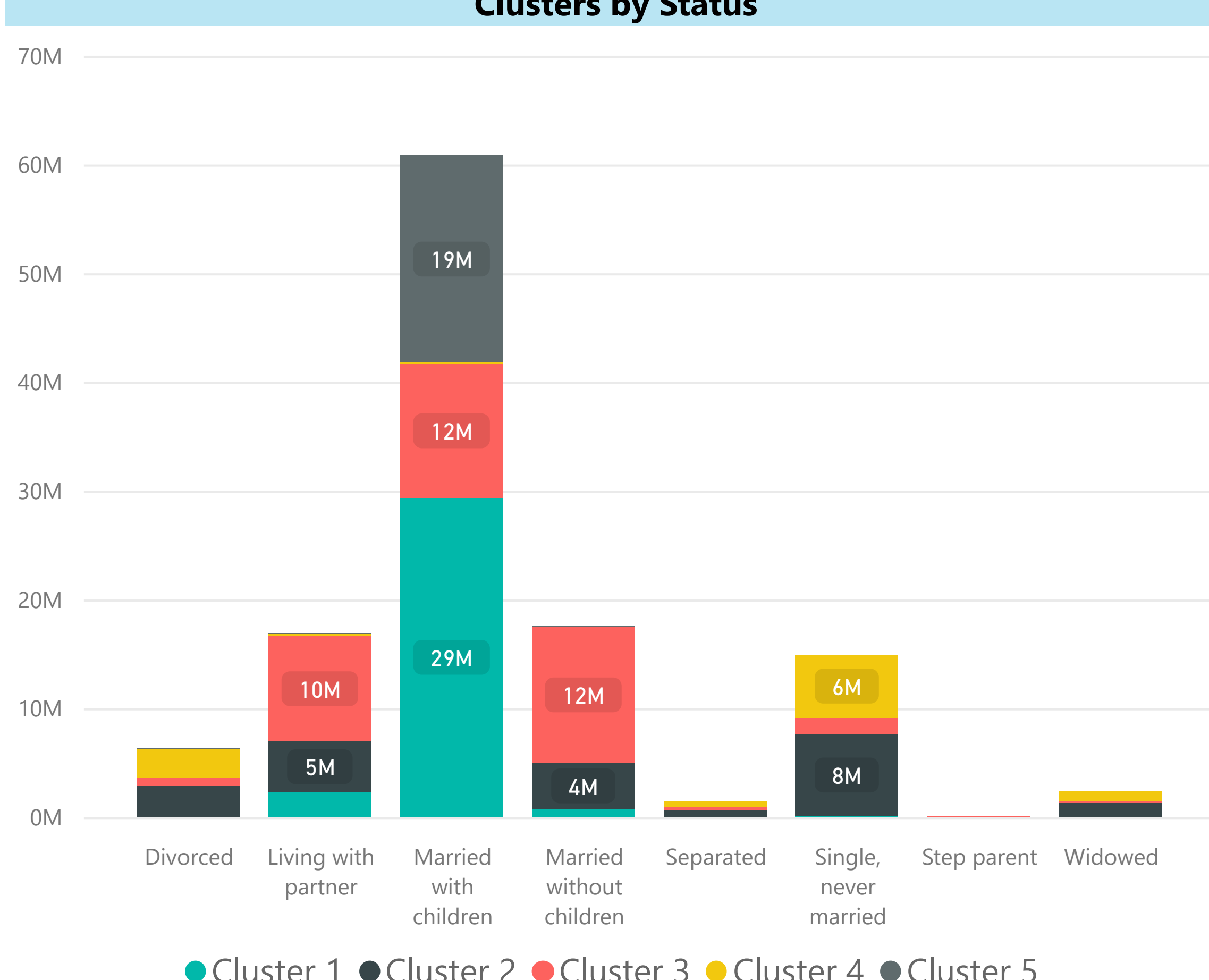
### Cluster by Gender



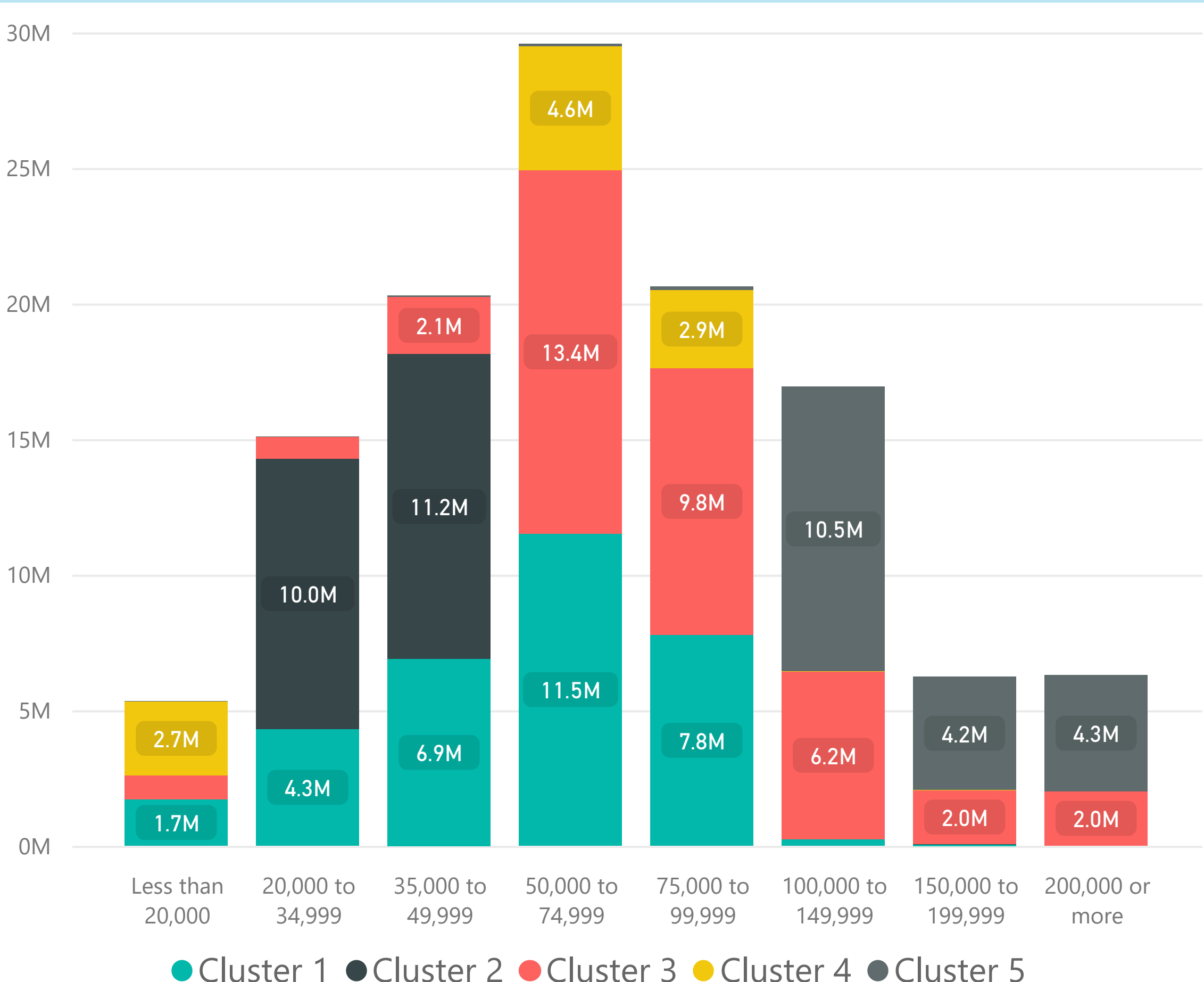
### Clusters by Age



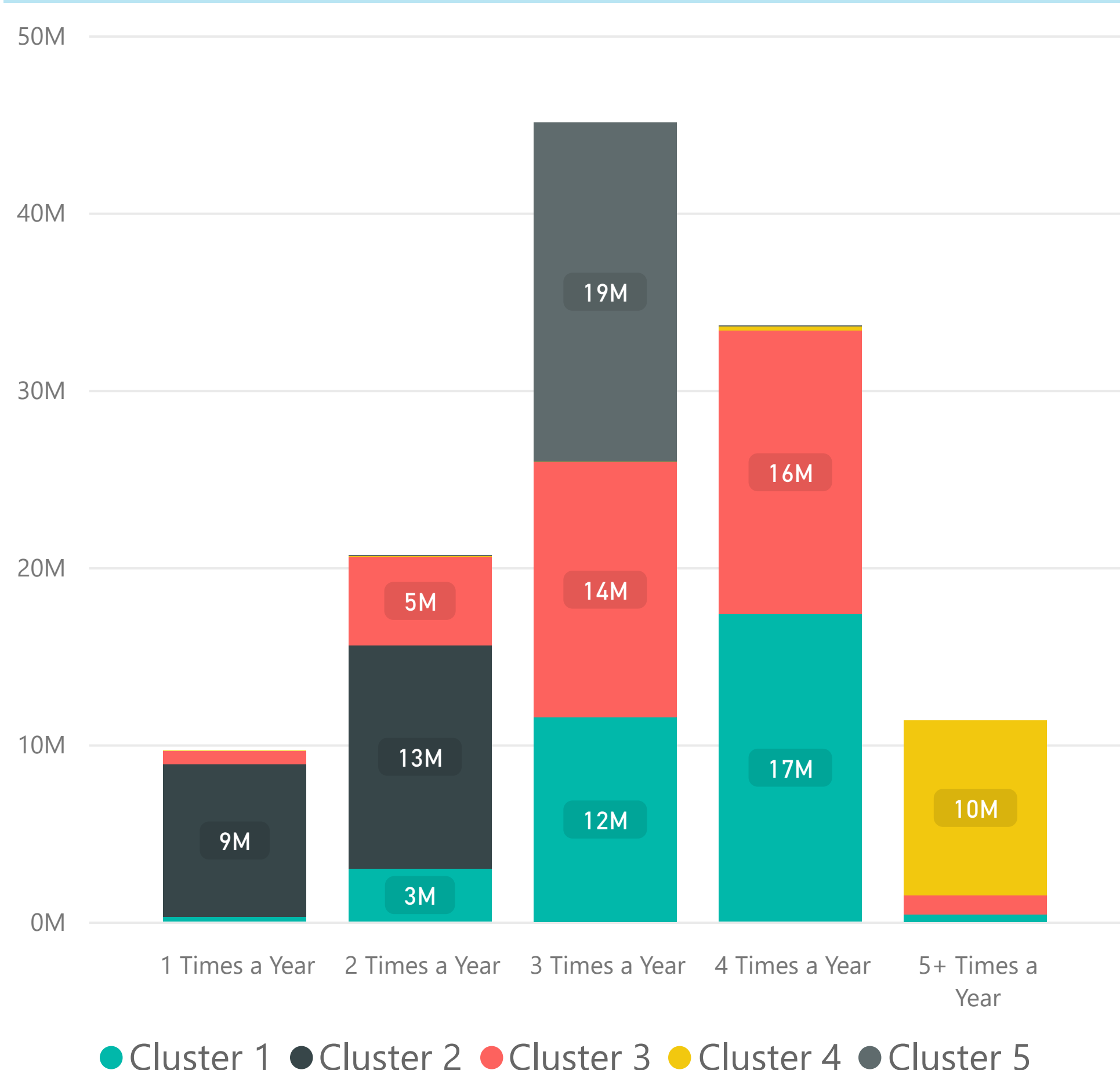
### Clusters by Status



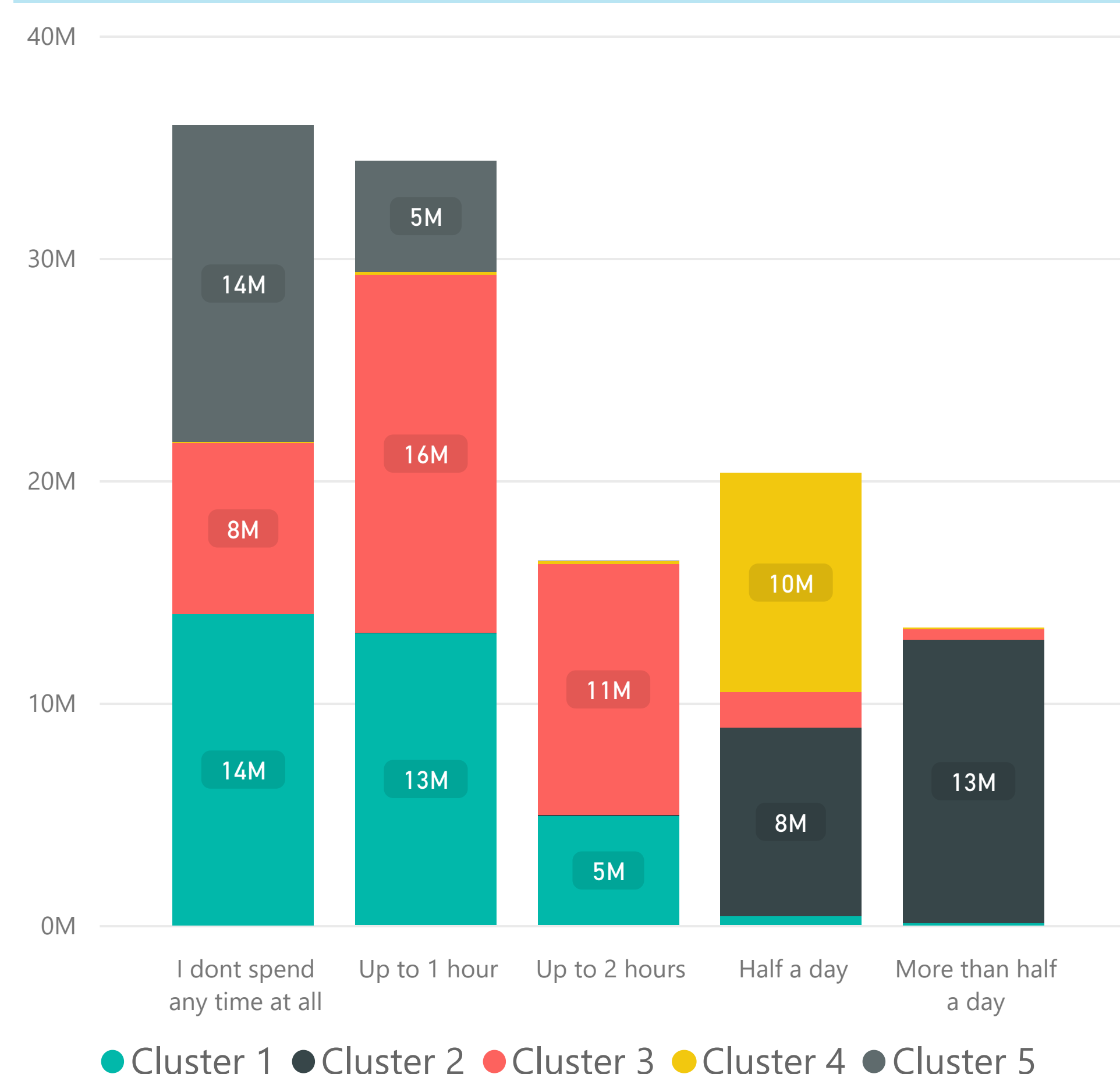
### Clusters by Total Income



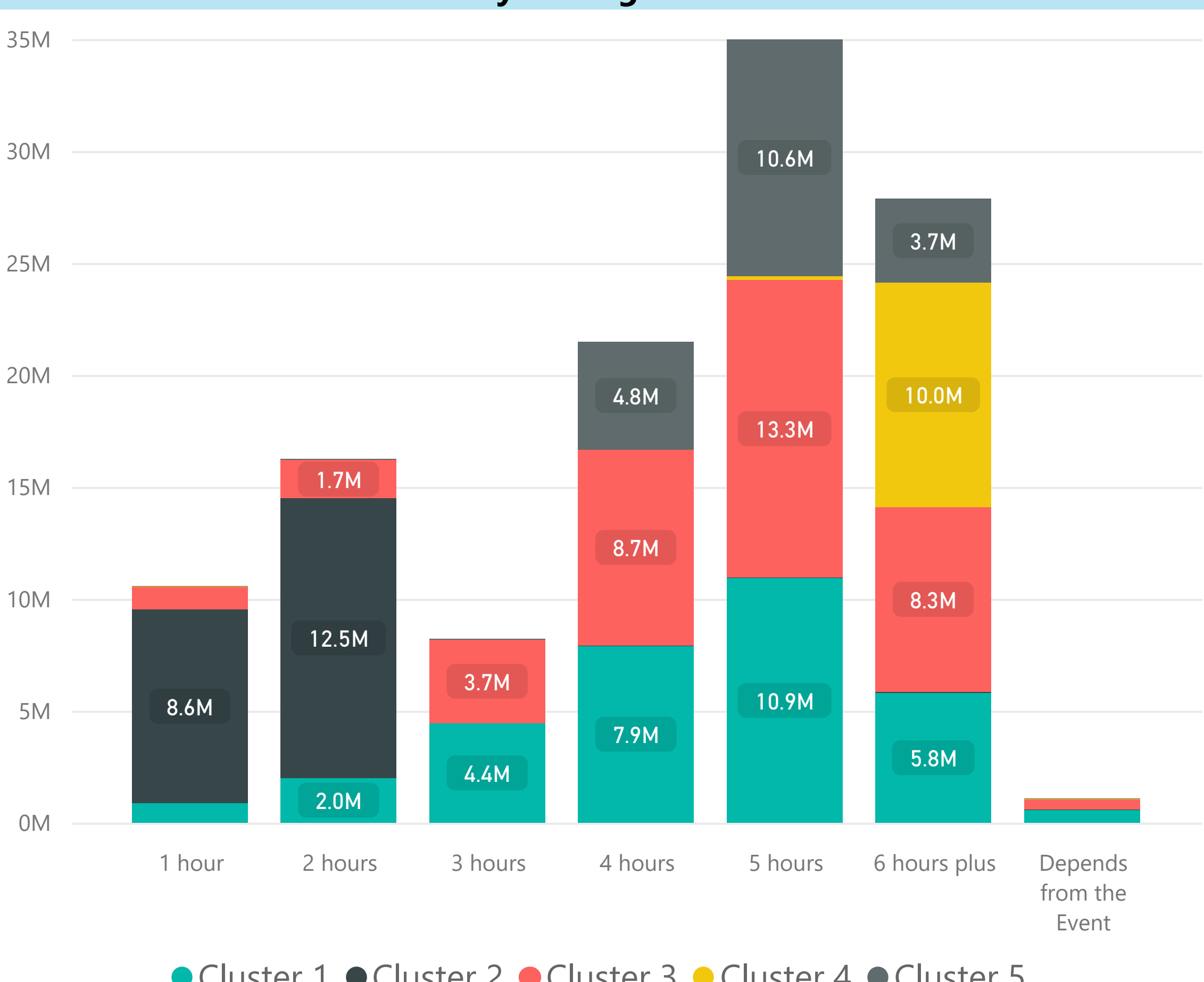
### Clusters by Events Attendance



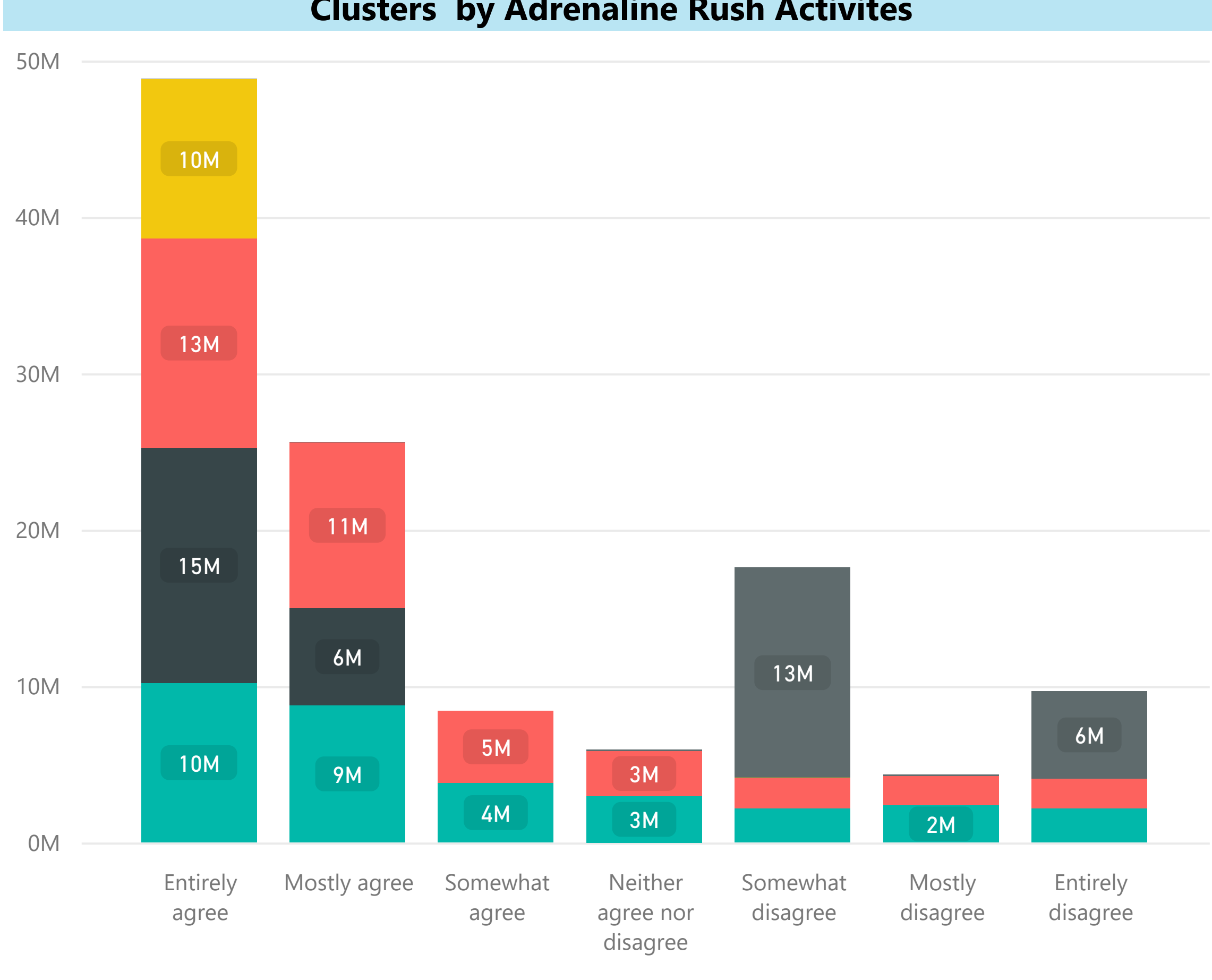
### Clusters by Social Media Time Spend



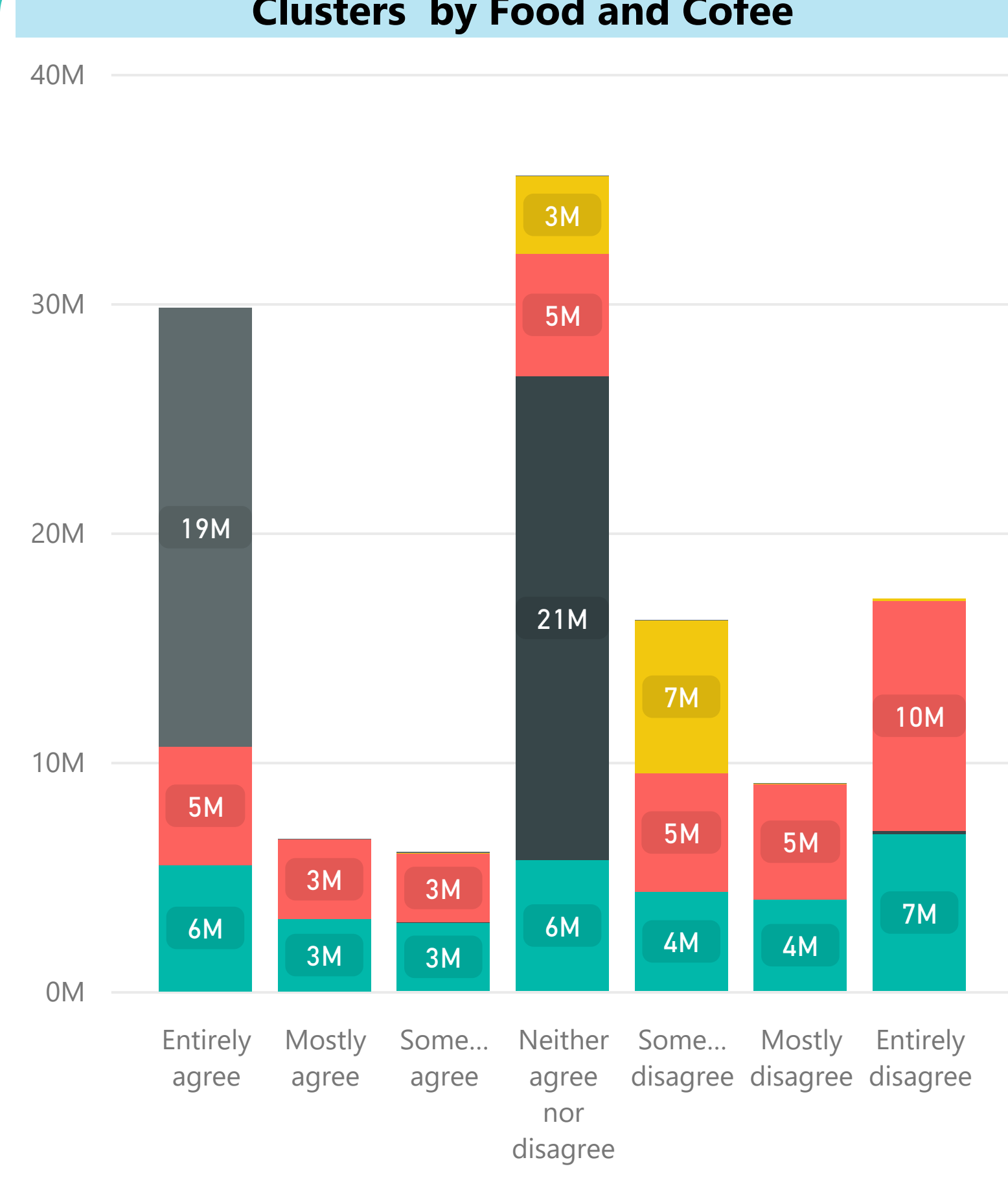
### Clusters by Willing Time to Travel



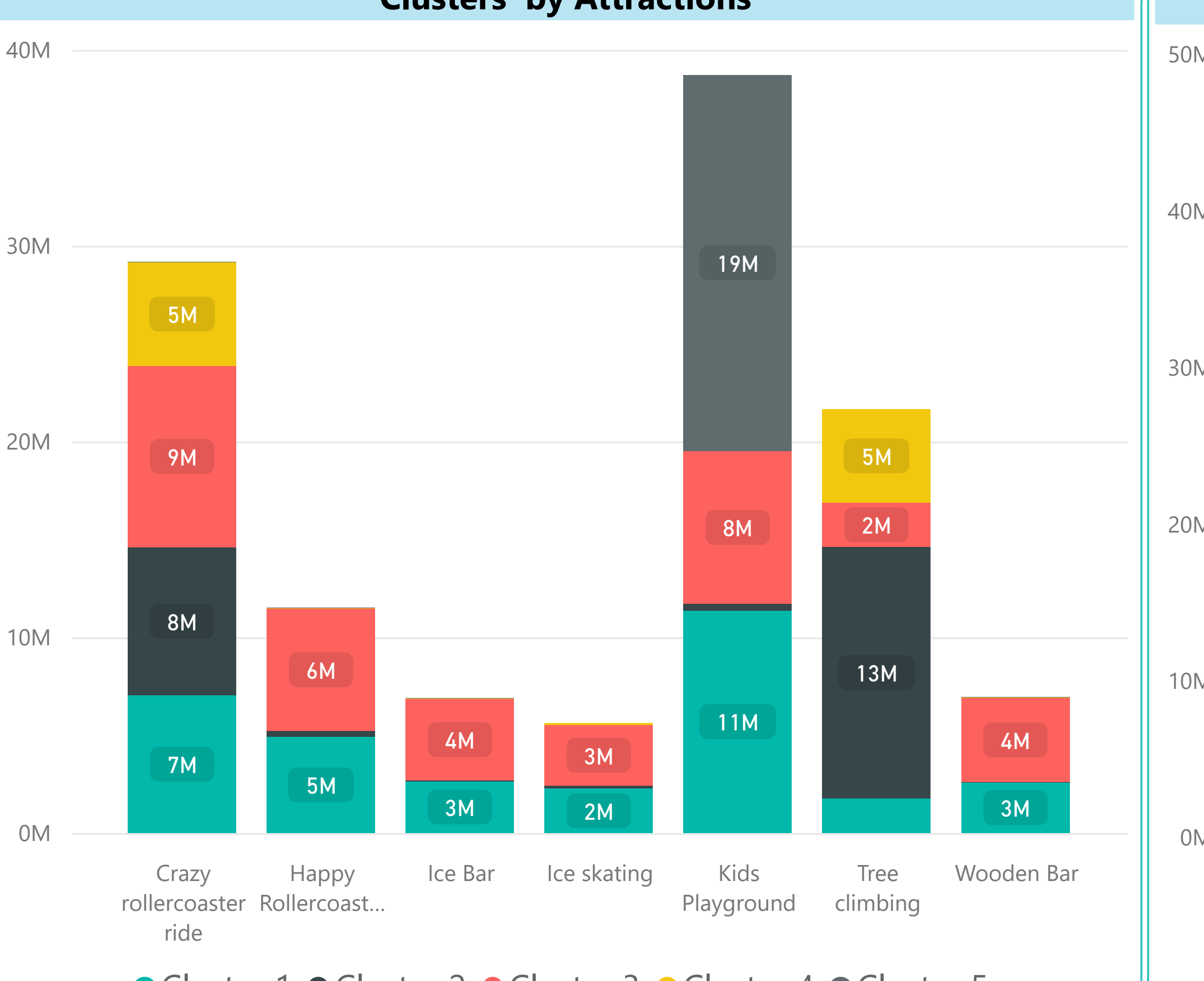
### Clusters by Adrenaline Rush Activites



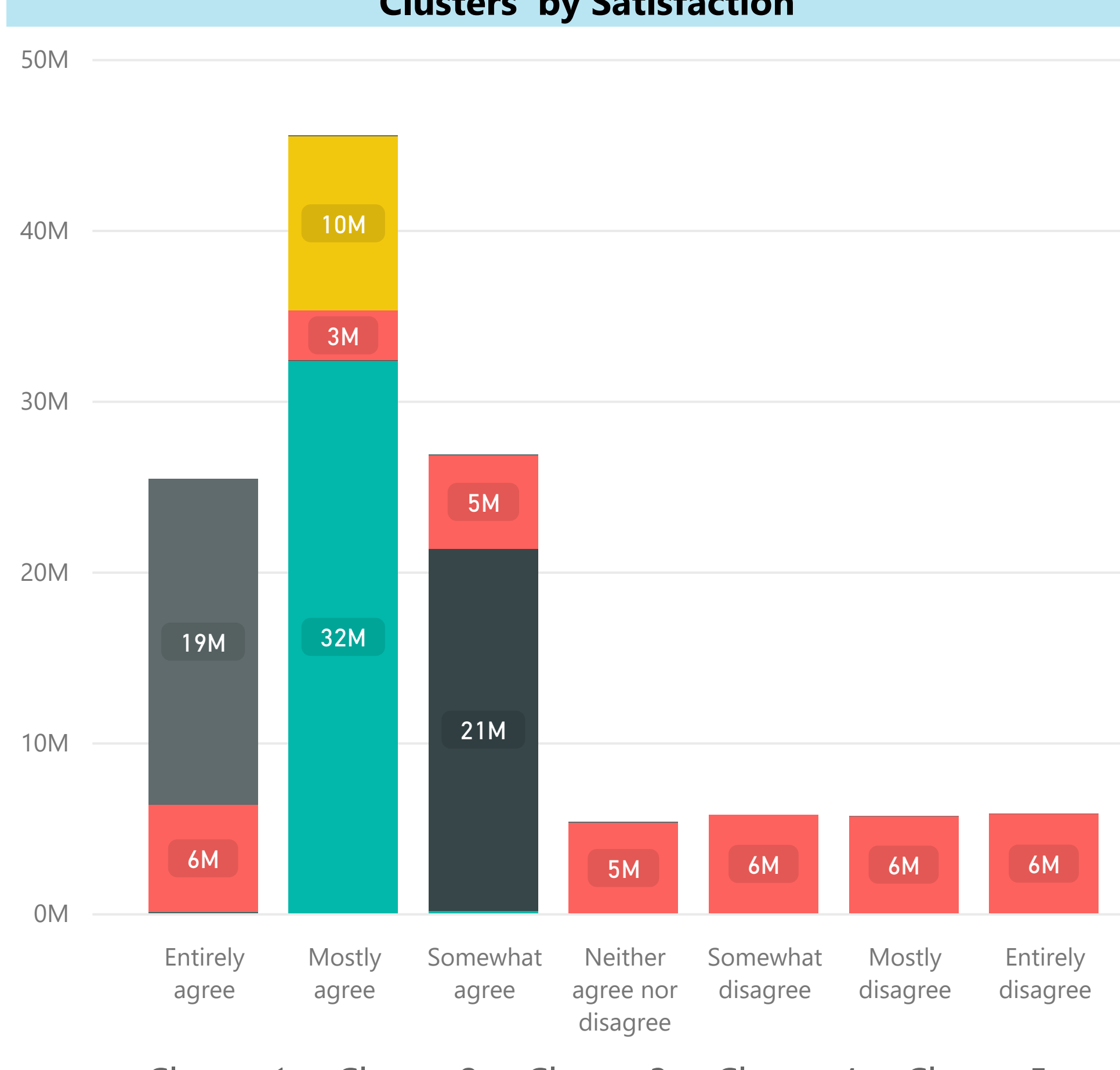
### Clusters by Food and Cofee



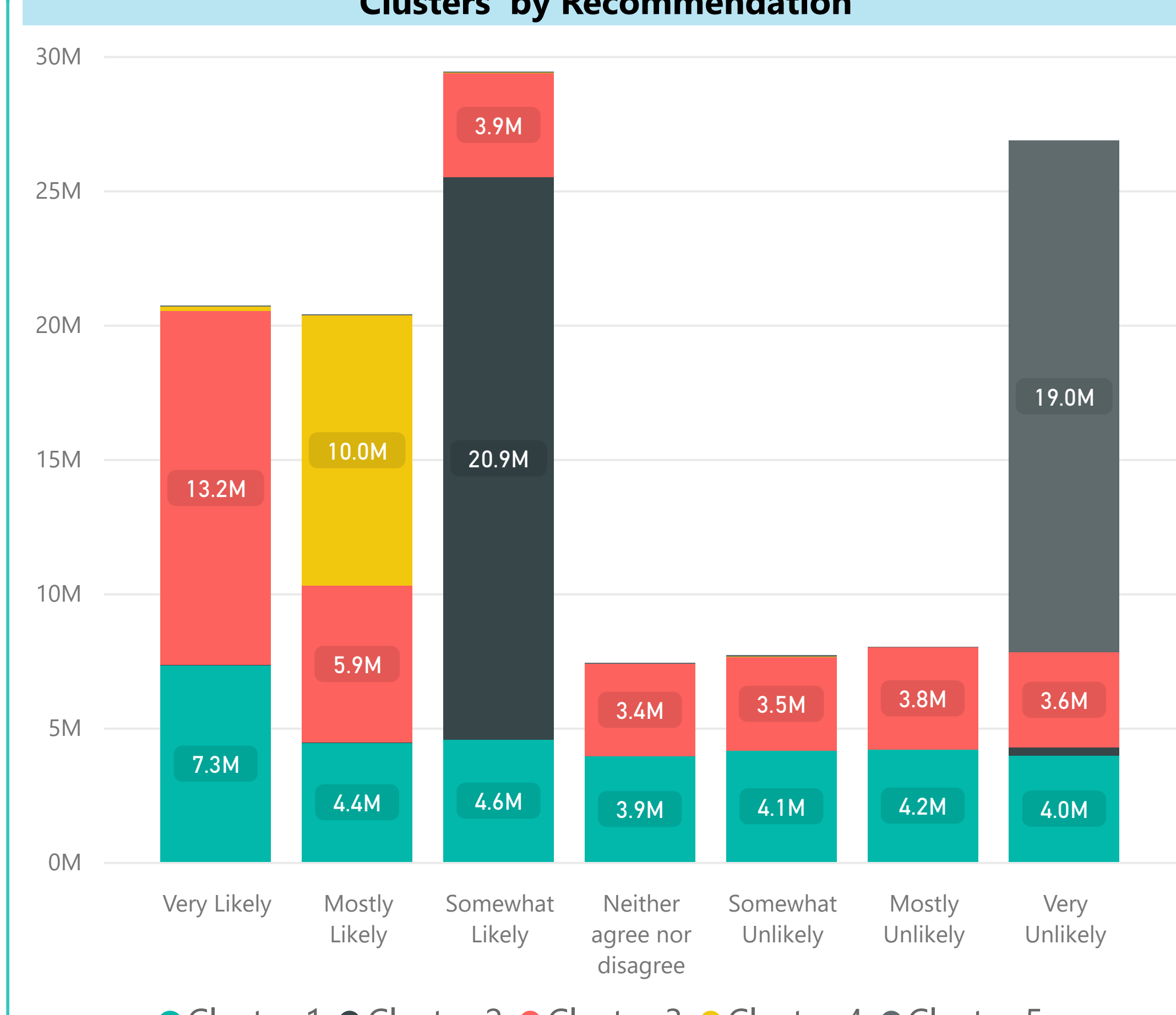
### Clusters by Attractions



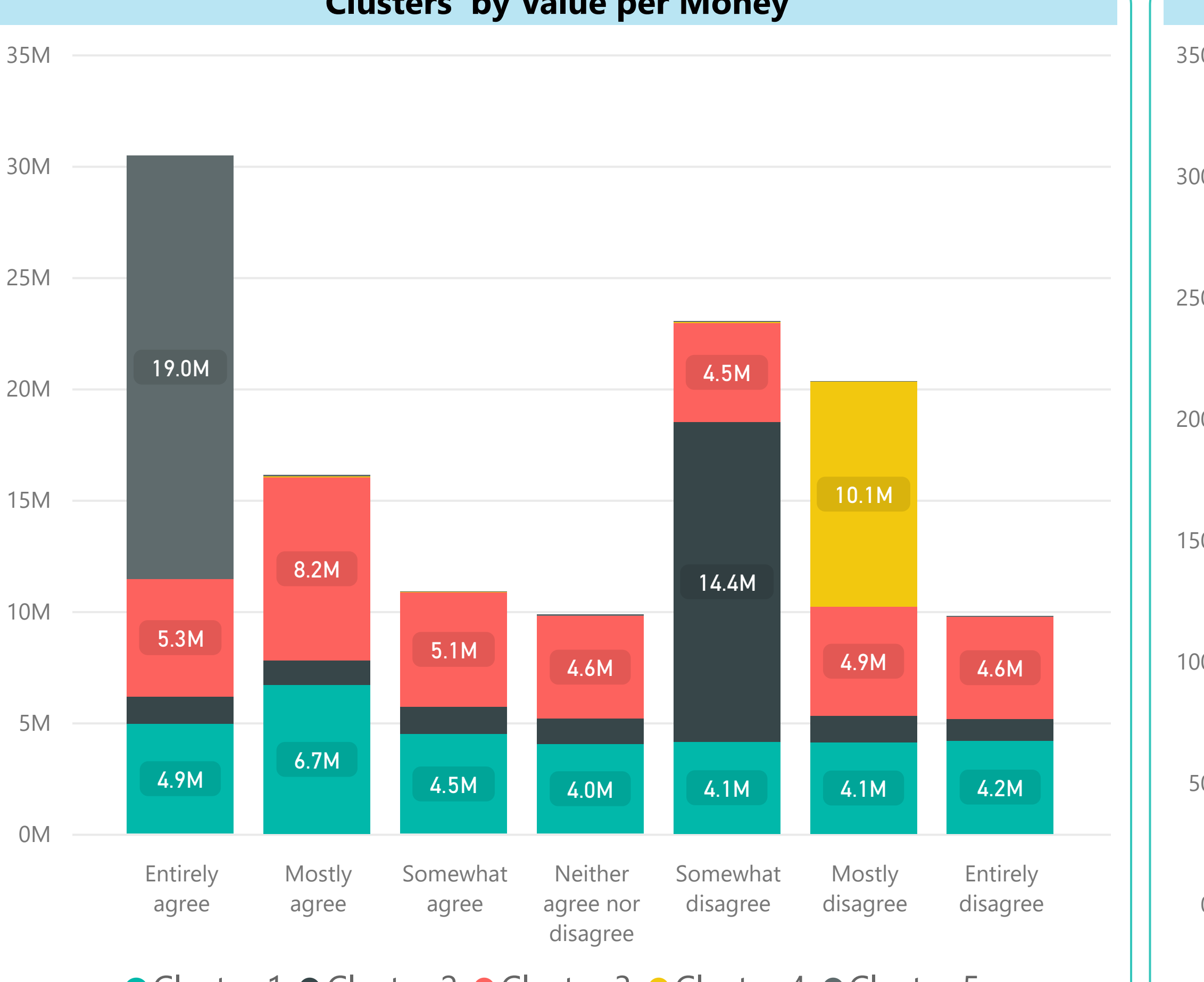
### Clusters by Satisfaction



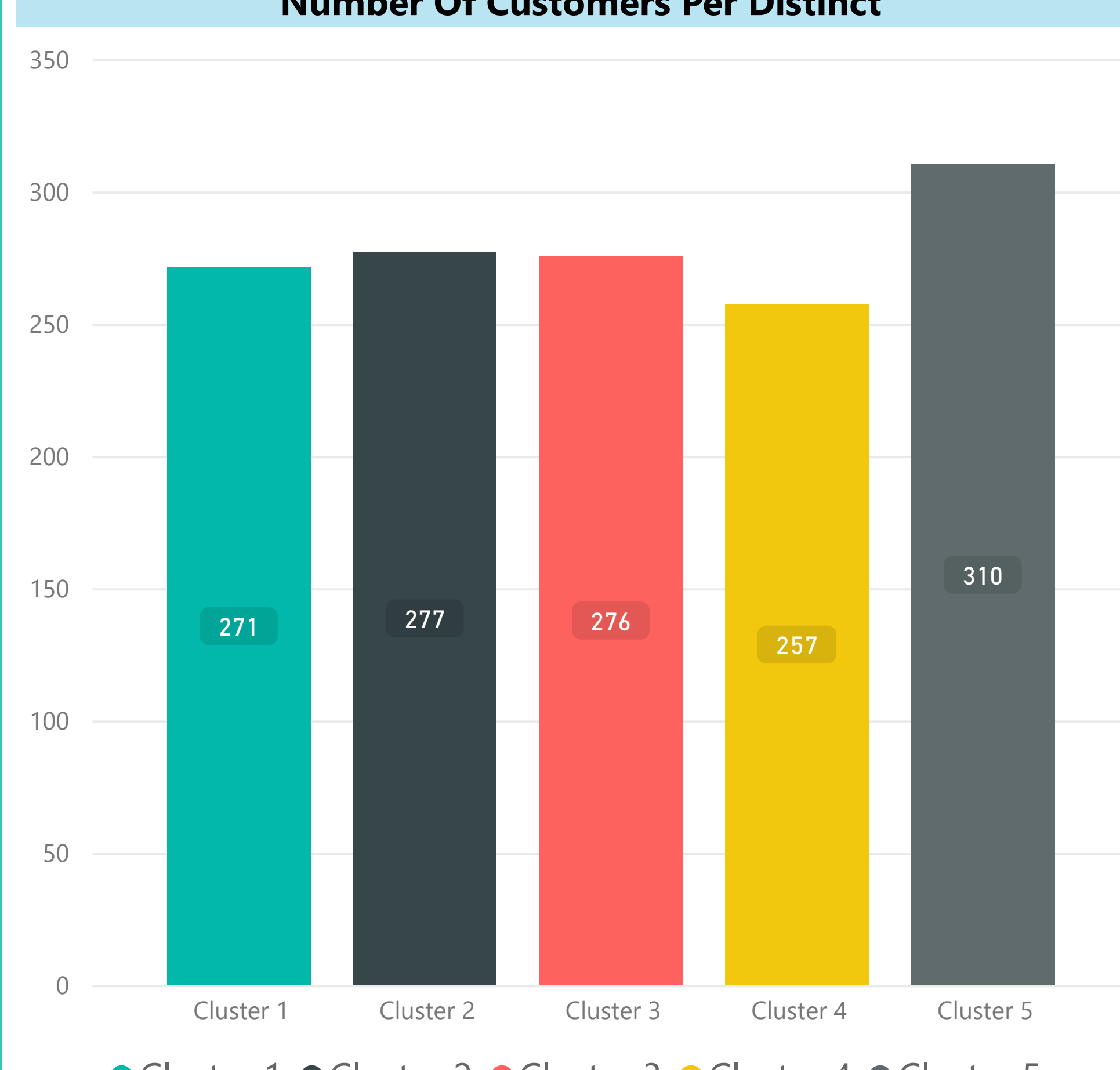
### Clusters by Recommendation



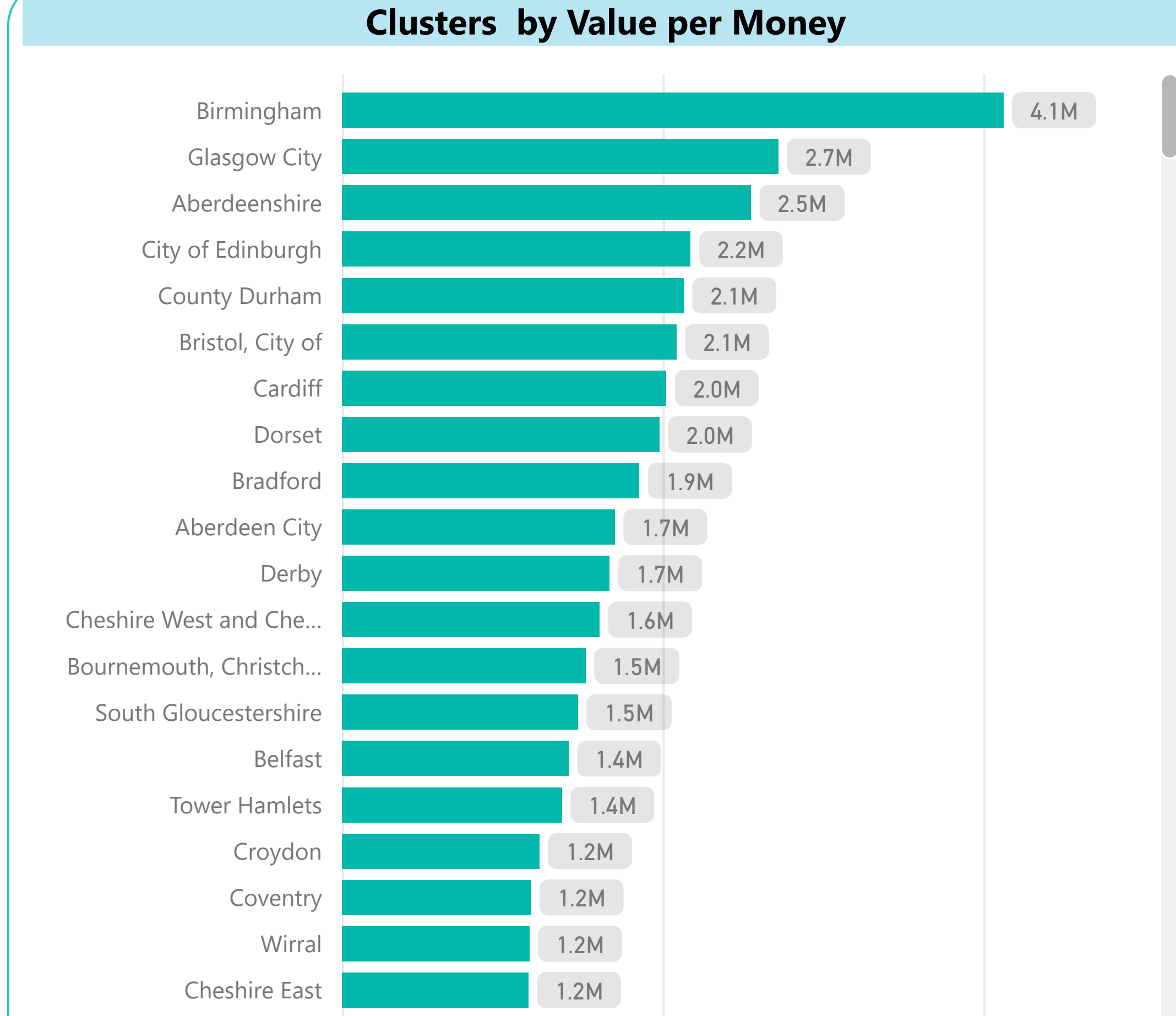
### Clusters by Value per Money



### Number Of Customers Per Distinct



### Clusters by Value per Money



### Cluster 1 Traits

- Mostly people with age being 50+
- Mostly Married with Children
- Household Income ranges from 25k to 100k
- Attend Events 3 to 4 times a year
- Don't spend too much time on Social Media (< 1 hour)
- Willing to travel 4 - 6 hours
- Kids Playgrounds is their favourite attraction
- Very satisfied with last event

### Cluster 2 Traits

- People who don't have kids - mostly single
- Earn between 20k to 50k
- Attend events mostly once or twice a year
- Spend a lot of time in Social Media; half a day +
- Willing to travel 1 to 2 hours
- Love adrenaline rush activities
- Not bothered with food/coffee/bars/toilet areas
- Somewhat satisfied with last event
- Somewhat likely to recommend it to others
- Event was not value for money

### Cluster 3 Traits

- Mostly people with age range between 26 to 50
- Married people who have kids or living with their partners (2+)
- Earn between 50k to 150k
- Attend events 3 to 4 times a year
- Spend mostly 1 to 2 hours in social media
- Mostly willing to travel 4 to 6 hours
- Like a bit of everything in the attractions
- Very likely to recommend their last event
- Very "general" group of people; maybe willing to try new things

### Cluster 4 Traits

- People who single, separated, divorced or widowed
- Household income ranges between 50k to 100k or less than 20k
- Attend a lot of events per year; 5 plus
- Spend half a day in social media
- Willing to travel up to 6 hours and they love adrenaline rush activities
- Not bothered with food/bars/coffee/toilet areas
- Mostly satisfied with their last event and willing to recommend
- They do not think the last event was value for money

### Cluster 5 Traits

- Mostly people between 40 to 60 age
- Married with children
- High earners; making 100k +
- Attend events 3 times a year
- Do not spend much time on social media; 1 hour or less
- Willing to travel 4-6 hours for the event
- Not adrenaline people
- Food/Coffee/bars/toilets are very importance
- Kids playgrounds are essential
- Very satisfied with last event BUT\* Unlikely to recommend (dummy data)
- Last event was value for money



# Clusters NPS Analytics Dashboard

Number of Data Points

14.78K

Gender

FemaleMale

Age

All

Current status

All

Household ncome

All

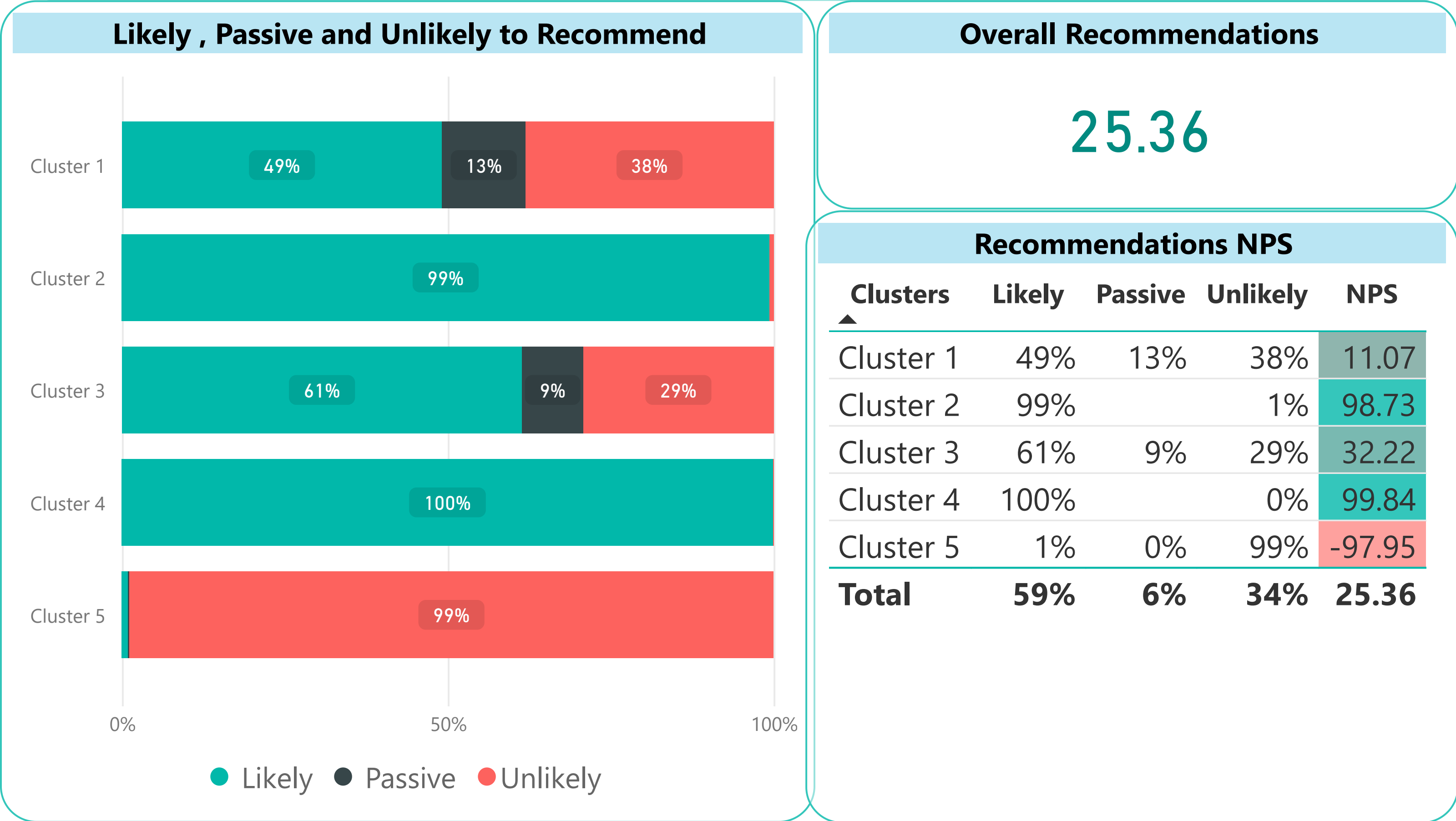
District

All

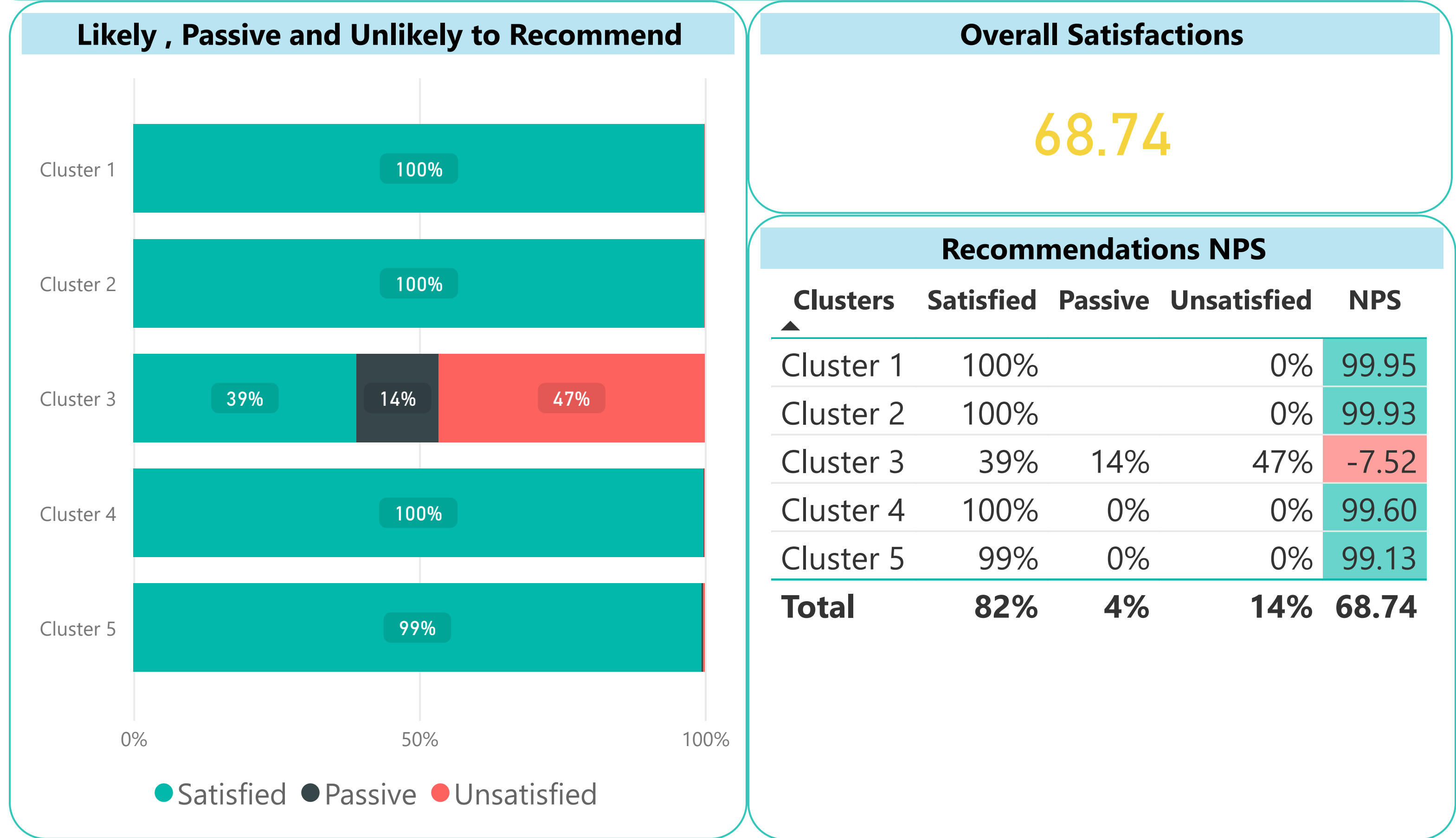
Cluster

Cluster 1Cluster 2Cluster 3Cluster 4Cluster 5

## 1. Recommendation Net Promoter Score (NPS)



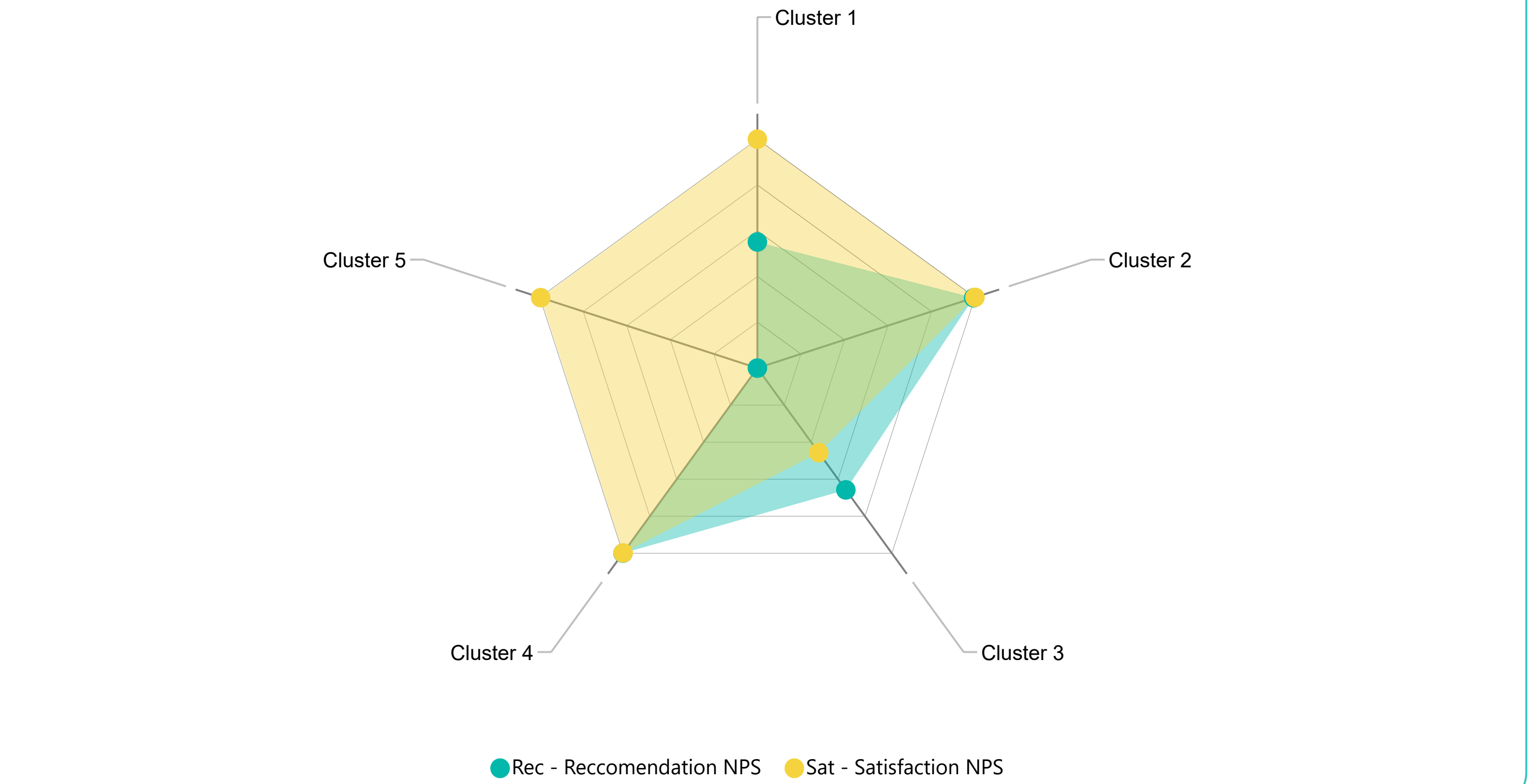
## 2. Satisfaction Net Promoter Score (NPS)



### Reccomendation NPS and Sat - Satisfaction NPS by Clusters Category



### Rec - Reccomendation NPS and Sat - Satisfaction NPS by Clusters Category



## 3. Cluster Breakdown Tree by selected fields



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