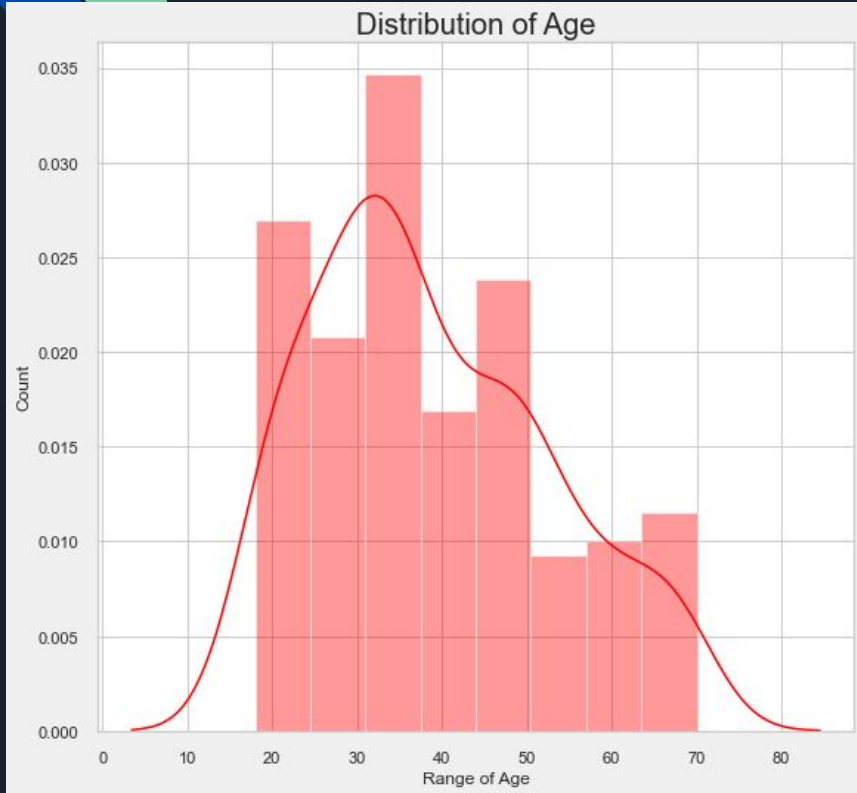# Analysing a MOS Database

Which customers should MOS be targeting?

What was analyzed?

- Different prime factors
  - Age
  - Gender
  - Annual income(USD)
  - Spending Score(1-100)
- Clustered groups
- Look at factors individually
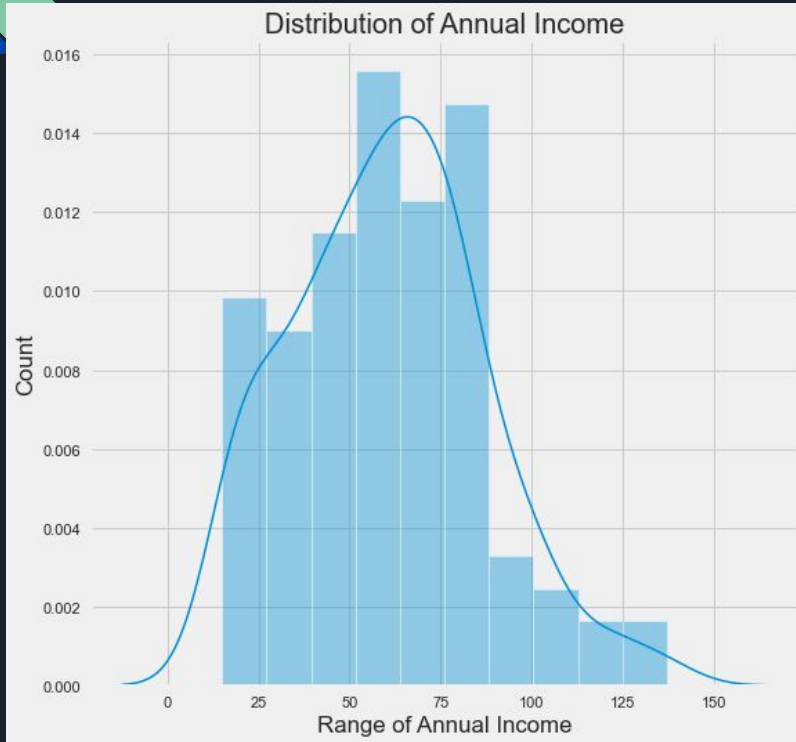- Finalized what shops best for the mall

How evenly was age distributed?

Distribution of Age

SIGNIFICANT GROUPS

- 35: highest age group
- Above 50, below 20: The lesser groups
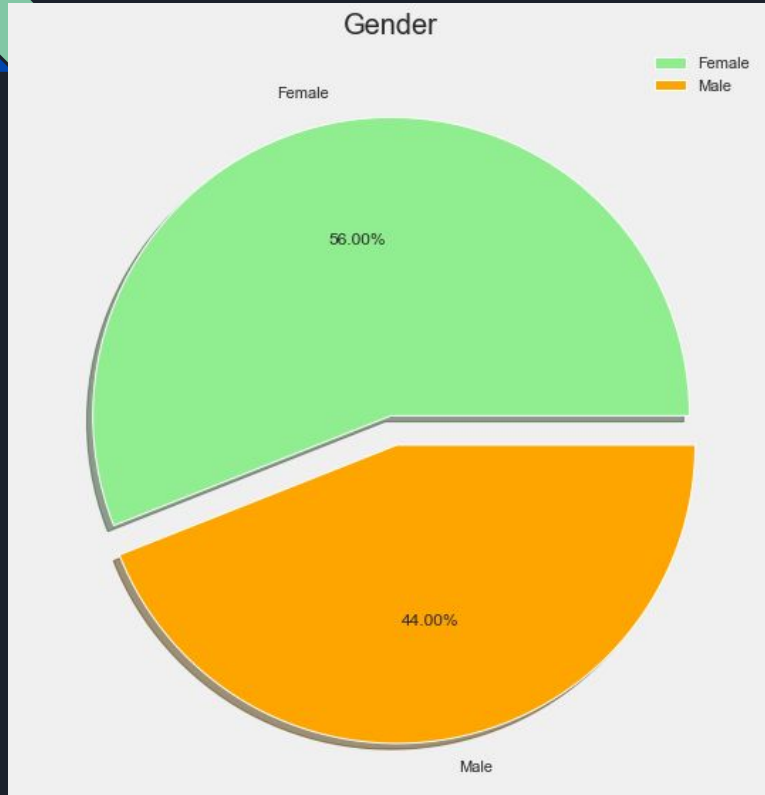- Between 20-50 most prominent

What about income?

Distribution of Annual Income

SIGNIFICANT GROUPS

- 100,000+ = Rare
- 50,000-75,000 = Most common
- 20,000-50,000 = Slightly Rare

Gender Distribution

- Women like MOS more than men

K Means Clustering

The stingy group
normies
high rollers
poor descisioners
careful group
centeroid

Who should MOS target?

- Age Range(20-50)
- Income Ranges(50,000-75,000)
- Gender was evenly distributed (slight more women)
- MOS is a Midrange-high price mall
- Target Group (Normies and High Rollers)

What shops should be retained/built?

- Slightly more females, common age 35

- Tech Stores, branded shops, (high rollers)

- Not many children shops (not many under 20)

Questions?