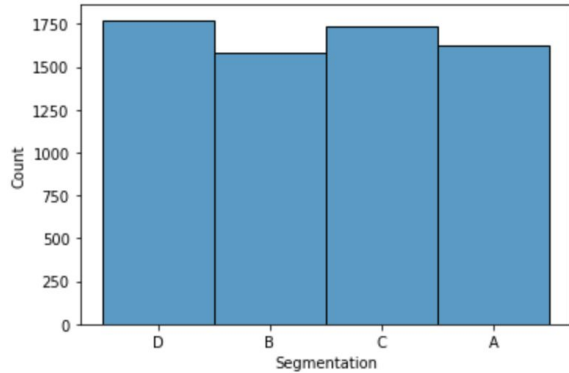# Segment distribution

Segments A-D are of about the same size, however when we look closely, segmentation is not clear with regards to different customer characteristics. For example, no clear correlation between spending and segmentation
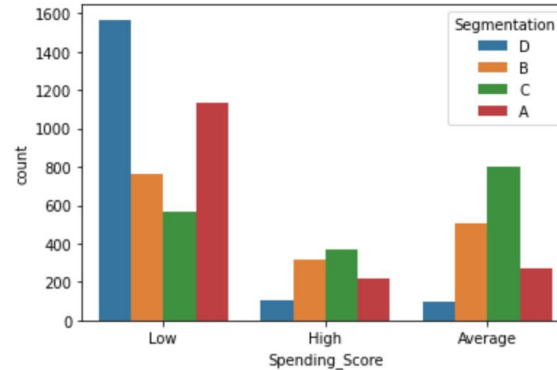
Demographics : Age, Gender, Marital status

Gender more or less balanced, customers from segment C are most likely to be married
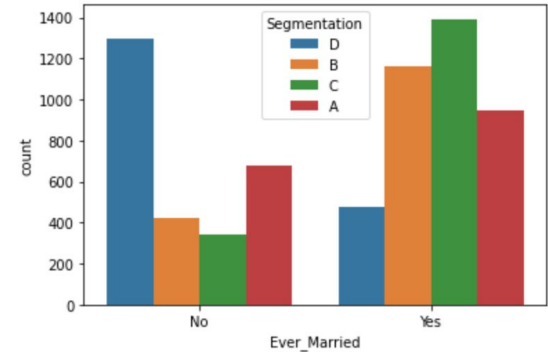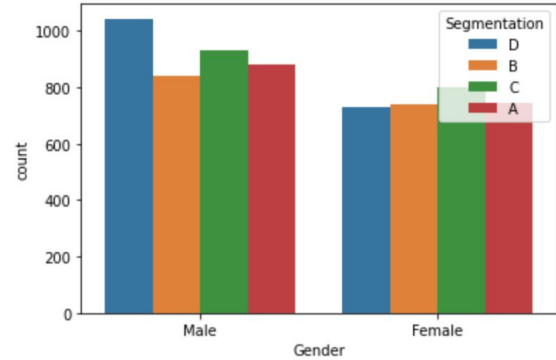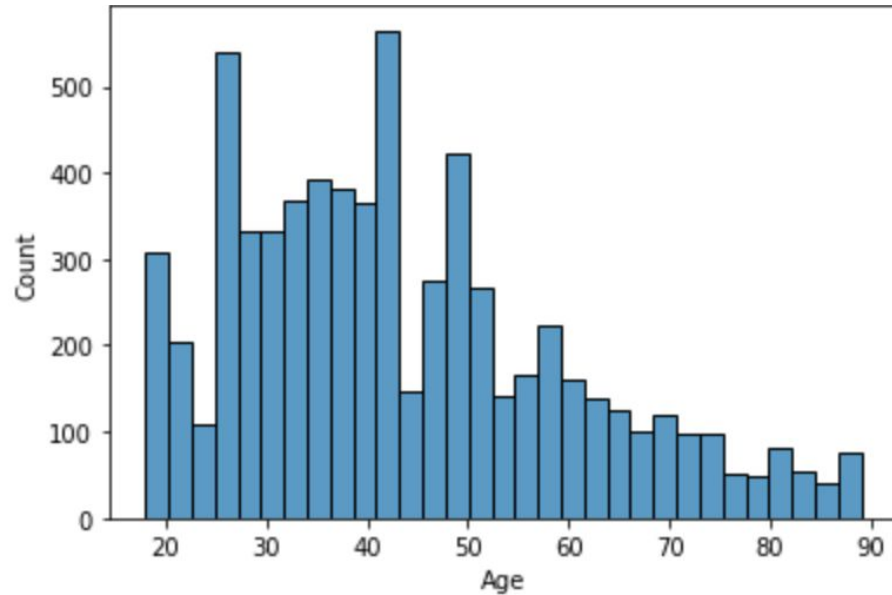
Demographics : Occupation, graduated

Artist category to be investigated, they are represented in all spending score