Customer Personality Analysis | Overview Analysis

-- Team Data Verse

Overview Analysis

Distribution Analysis

Marital Status: Alone | In Couple

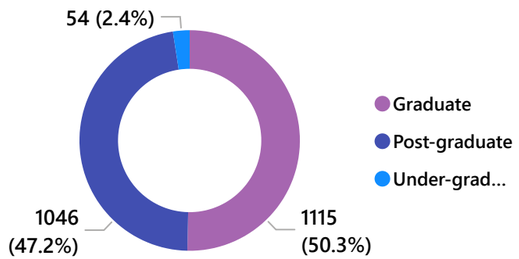
Date Of Enrollment: 30-07-2012 – 29-06-2014

Date Of Last Purchase: 27-06-2014 – 04-10-2014

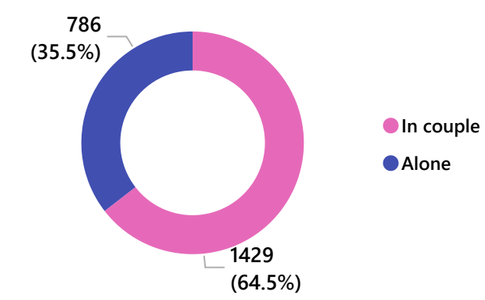
$115.1M	$52.0K	$1.3M	$607.3	21
Total Income	Average Income	Total Spending	Average Spending	Total Complains

High Potential | Leaky Bucket | Need Attention | Stars

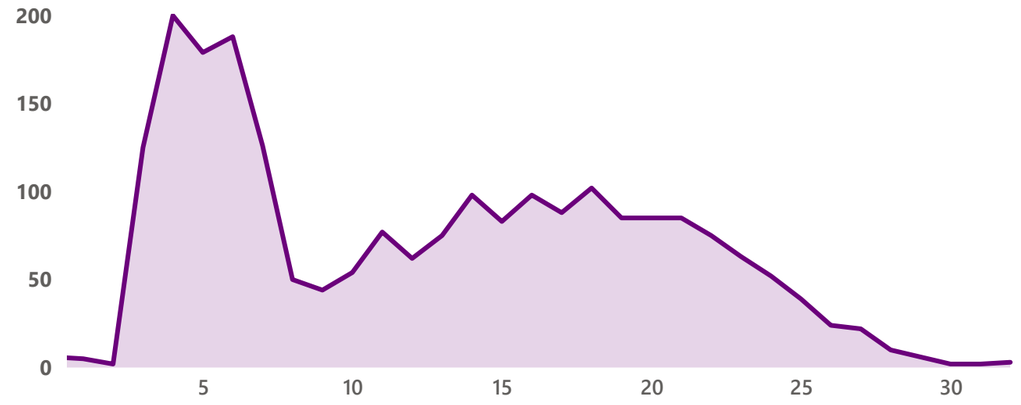
Education Distribution by Cluster



Maritial Status by Cluster



Customers by Total Purchases



Income & Expenditure Analysis

ID	Age	Customer Tenure (in months)	Income	Total Spending	Cluster
1	53	4	$57,091	$577	High Potential
17	43	10	$60,491	$1,028	High Potential
143	44	11	$61,209	$957	High Potential
146	54	8	$76,045	$1,323	High Potential
158	69	11	$71,604	$1,196	High Potential
176	34	7	$67,506	$331	High Potential

Customer Complain Analysis

ID	Total Children	Total Accepted Campaigns	Complain	Cluster
0	0	0	0	Stars
1	0	1	0	High Potential
9	2	0	0	Leaky Bucket
13	1	0	0	Need Attention
17	1	0	0	High Potential
20	1	0	0	Need Attention

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Distribution Analysis

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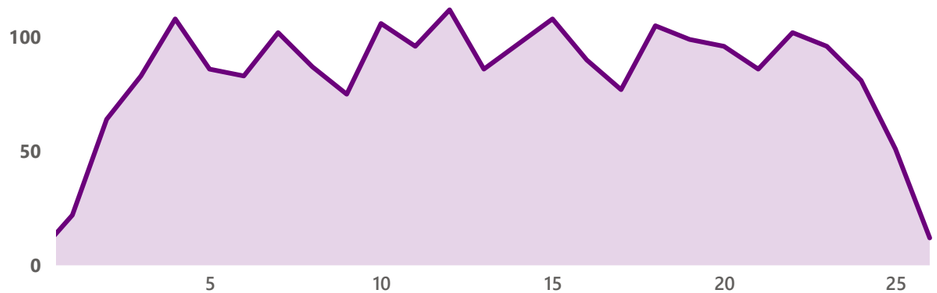
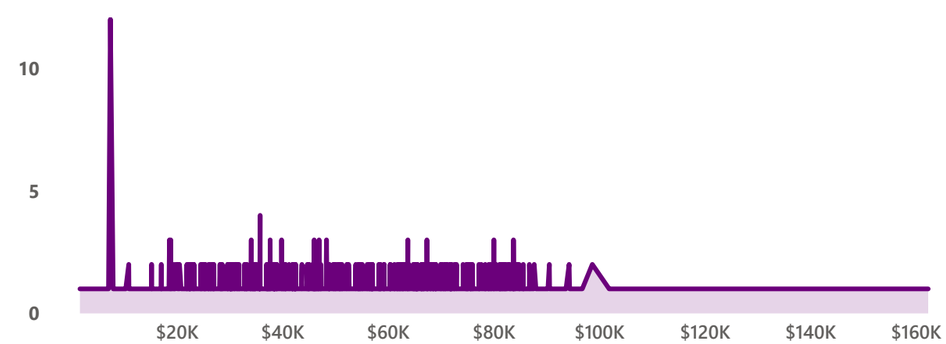
$115.1M	$52.0K	$1.3M	$607.3	21
Total Income	Average Income	Total Spending	Average Spending	Total Complains

High Potential | Leaky Bucket | Need Attention | Stars

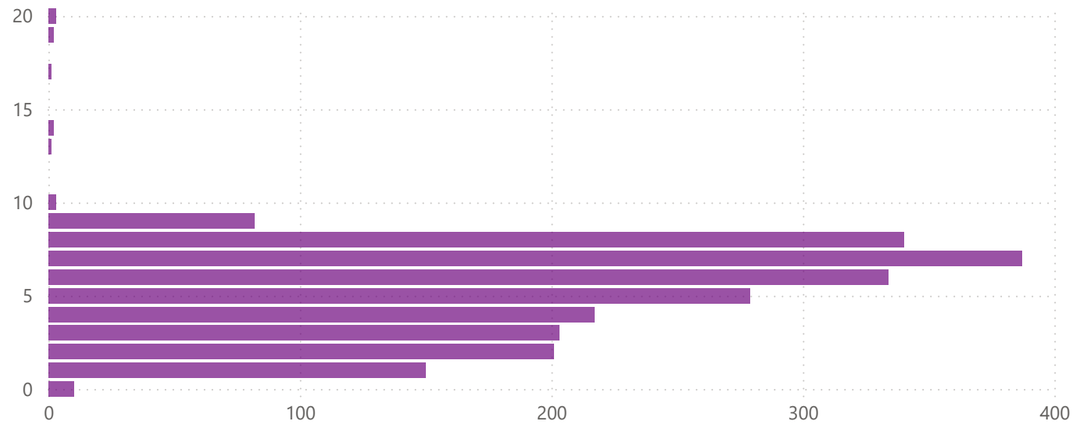
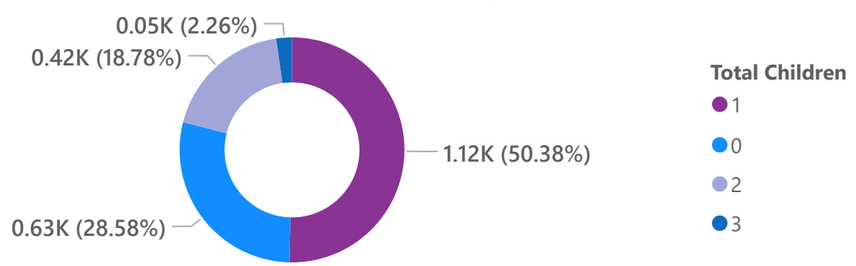
Distribution of Customers by Tenure



Distribution of Customers by Income



Distribution of Customers by Website Visits



Distribution of Customers by Children