

| Cluster | Age   | Marital Status | Children | Income   | App Usage                     | Attitude towards technology  | Personality   | Leadership      | Shopping Trends                         |
|---------|-------|----------------|----------|----------|-------------------------------|--|---|-----------------|---|
| 1       | 18-24 | Not married    | Yes      | Mixed    | Mixed                         | Adopters of new technology & apps, very low negative attitude towards new technology | Moderate views  | Trend leaders   | Moderate views                          |
| 2       | 40-55 | Married        | No       | 70k-100k | Mixed                         | Mixed  | Moderate views  | Trend leaders   | Moderate views                          |
| 3       | 35-45 | Mixed          | Mixed    | Mixed    | Mixed                         | Lowest positive attitude towards technology  | Moderate views  | Trend leaders   | Non brand savvy                         |
| 4       | 18-24 | Not married    | Yes      | 30k-70k  | Mixed                         | Mixed  | Moderate views  | Mixed           | Moderate views                          |
| 5       | 18-24 | Mixed          | Mixed    | Mixed    | High Social & Video App Usage | Adopters of new technology for entertainment & communication                         | Highest risk takers, strong personalities & leadership view | Trend followers | Very strong brand saviness & App lovers |
| 6       | 25-40 | Mixed          | Mixed    | Mixed    | Mixed                         | Highest positive attitude towards apps for entertainment & communication             | Highest risk takers, strong personalities & leadership view | Trend leaders   | Strong brand preferences, App lovers    |