**Shopping Cluster ICE**

20 shoppers were asked the following questions

Shopping is fun

Shopping is bad for your budget

I combine shopping with eating out

I try to get the best buys when shopping

I do not care about shopping

You can save a lot of money by comparing prices

1. Can you segment them? How many segments emerge and how can you describe them? The data are in the file “shopping attitudes CA.xls”.
2. A new customer comes to the shop. He has scores of 5, 4, 7, 3, 2 and 4 on the above six variables respectively. To which cluster would he likely belong? How would you find this out?