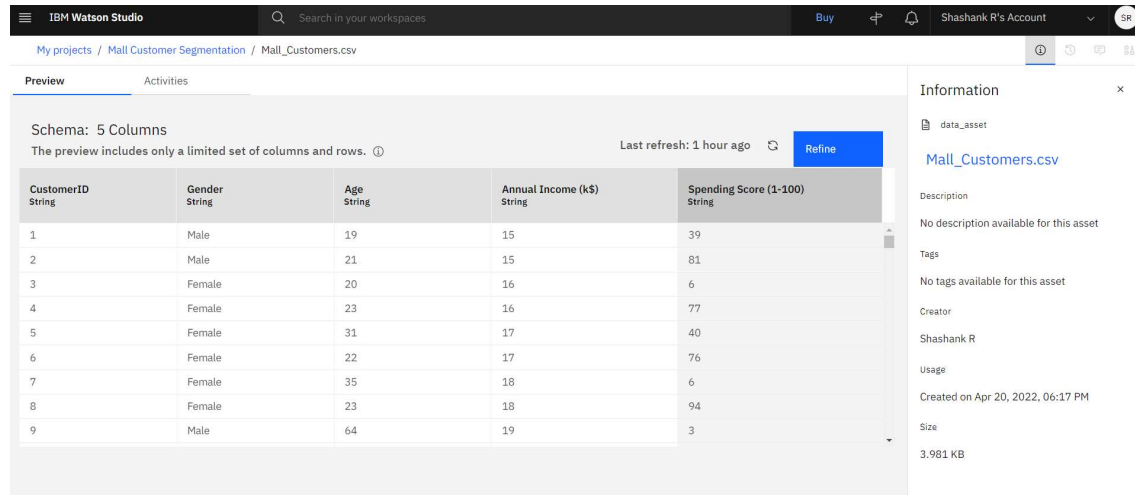


Topic :- Mall Customer segmentation using K-Means

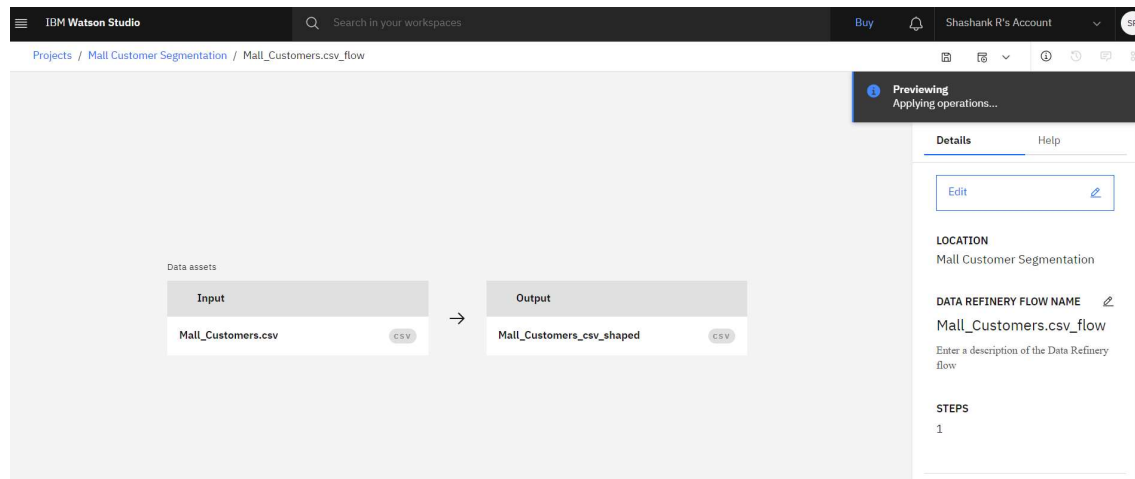
Data Asset:-



The screenshot shows the IBM Watson Studio interface. At the top, there's a navigation bar with 'IBM Watson Studio', a search bar, and user account information. Below the navigation bar, the breadcrumb path is 'My projects / Mall Customer Segmentation / Mall_Customers.csv'. The main area is divided into 'Preview' and 'Activities' tabs. The 'Preview' tab is active, showing a table with 5 columns: CustomerID (String), Gender (String), Age (String), Annual Income (k\$) (String), and Spending Score (1-100) (String). The table contains 9 rows of data. To the right of the table, there's an 'Information' panel with details about the data asset 'Mall_Customers.csv', including its description, tags, creator (Shashank R), usage, creation date (Apr 20, 2022, 06:17 PM), and size (3.981 KB).

CustomerID String	Gender String	Age String	Annual Income (k\$) String	Spending Score (1-100) String
1	Male	19	15	39
2	Male	21	15	81
3	Female	20	16	6
4	Female	23	16	77
5	Female	31	17	40
6	Female	22	17	76
7	Female	35	18	6
8	Female	23	18	94
9	Male	64	19	3

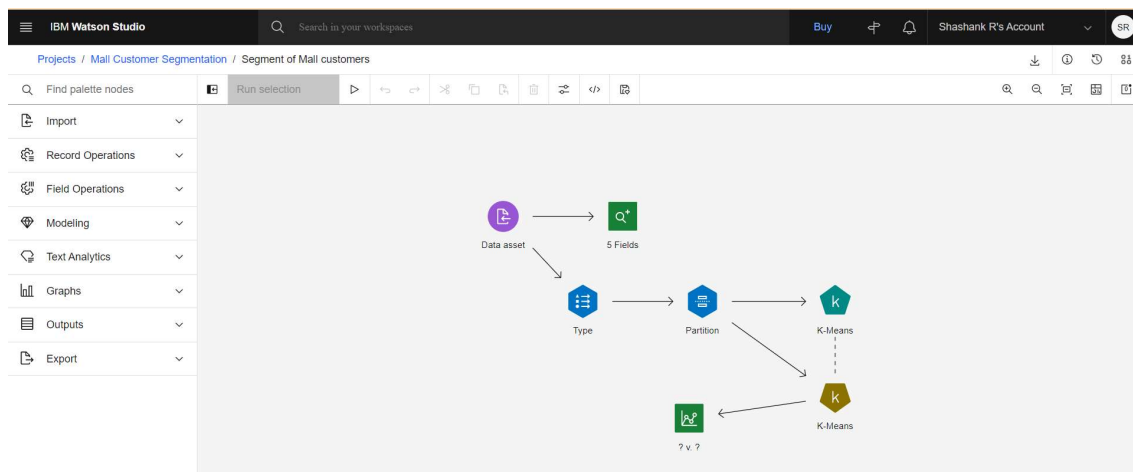
Data Refinery Flow:-



IBM Watson Studio					
Search in your workspaces					
Buy					
Shashank R's Account					
Projects / Mail Customer Segmentation / Mail_Customers.csv_flow					
Steps 1 Use a code template to add a step					
Data Profile Visualizations					
	CustomerID Integer	Gender String	Age Integer	Annual Inc... Integer	Spending S... Integer
1	1	Male	19	15	39
2	2	Male	21	15	81
3	3	Female	20	16	6
4	4	Female	23	16	77
5	5	Female	31	17	40
6	6	Female	22	17	76
7	7	Female	35	18	6
8	8	Female	23	18	94
9	9	Male	64	19	3
10	10	Female	30	19	72
11	11	Male	67	19	14
12	12	Female	35	19	99
13	13	Female	58	20	15

Information
Details Help
Edit
LOCATION
Mail Customer Segmentation
DATA REFINERY FLOW NAME
Mail_Customers.csv_flow
Enter a description of the Data Refinery flow
STEPS
1
DATA REFINERY FLOW OUTPUT

SPSS Modeller Flow:-



Model Output:-

K Means



Promote to deployment space


Overview Activities


Input Schema

Input		
Column	↑	Type
Age		"integer"
Annual Income (k\$)		"integer"
CustomerID		"integer"
Gender		"string"
Spending Score (1-100)		"integer"

Output		
Column	↑	Type
Age		"integer"
Annual Income (k\$)		"integer"
CustomerID		"integer"
Gender		"string"
Partition		"string"
Spending Score (1-100)		"integer"


 **K Means** 

Last modified at Apr 20, 2022 7:53 PM 


Description 
No description provided.

Created
Apr 20, 2022 6:54 PM

Type
spss-modeler_18.2

Model ID
22fb4d21-7f4f-4676-ab5d-72a... 

Software specification
[spss-modeler_18.2](#)

Tags 
Add tags to make assets easier to find.