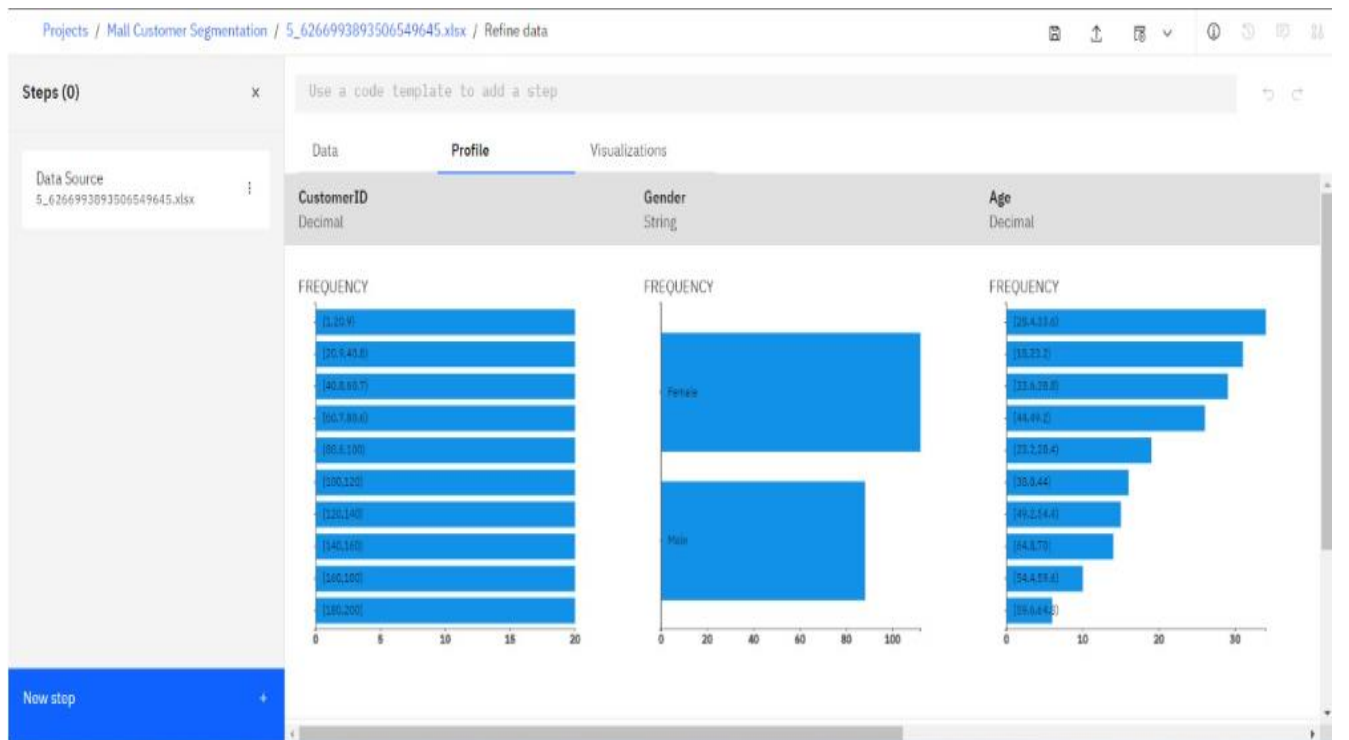
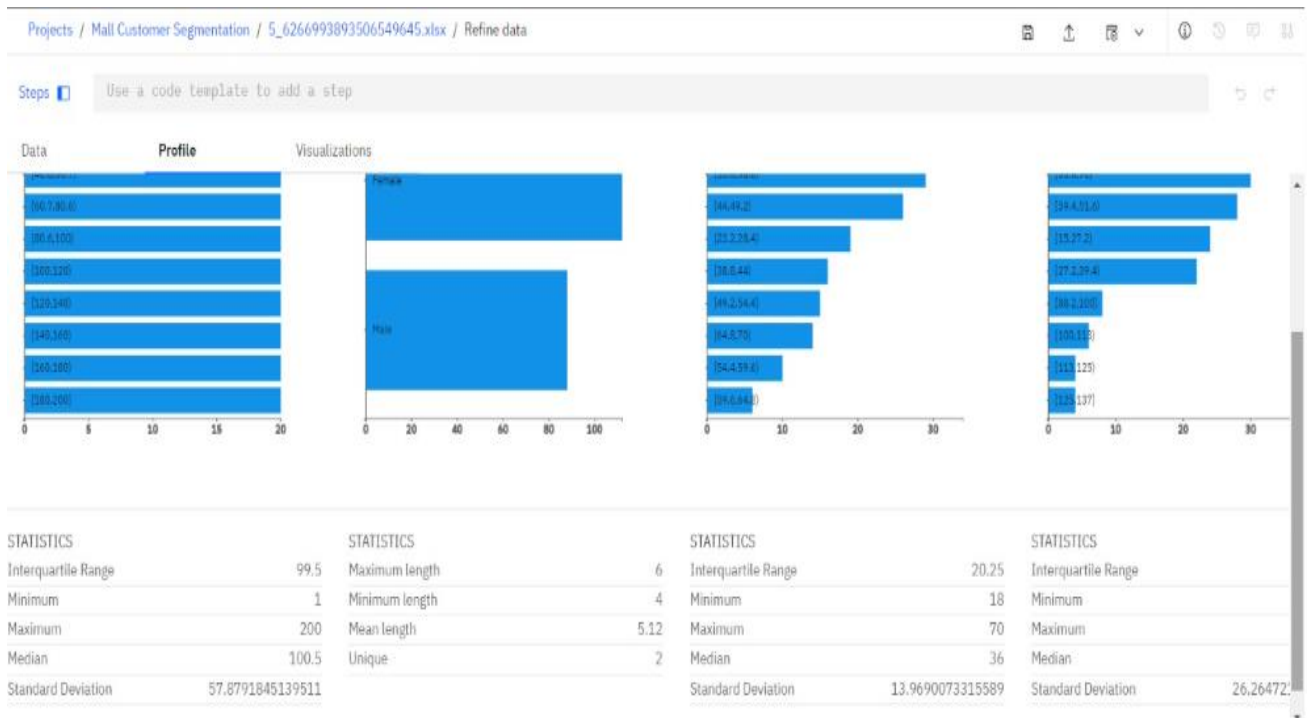
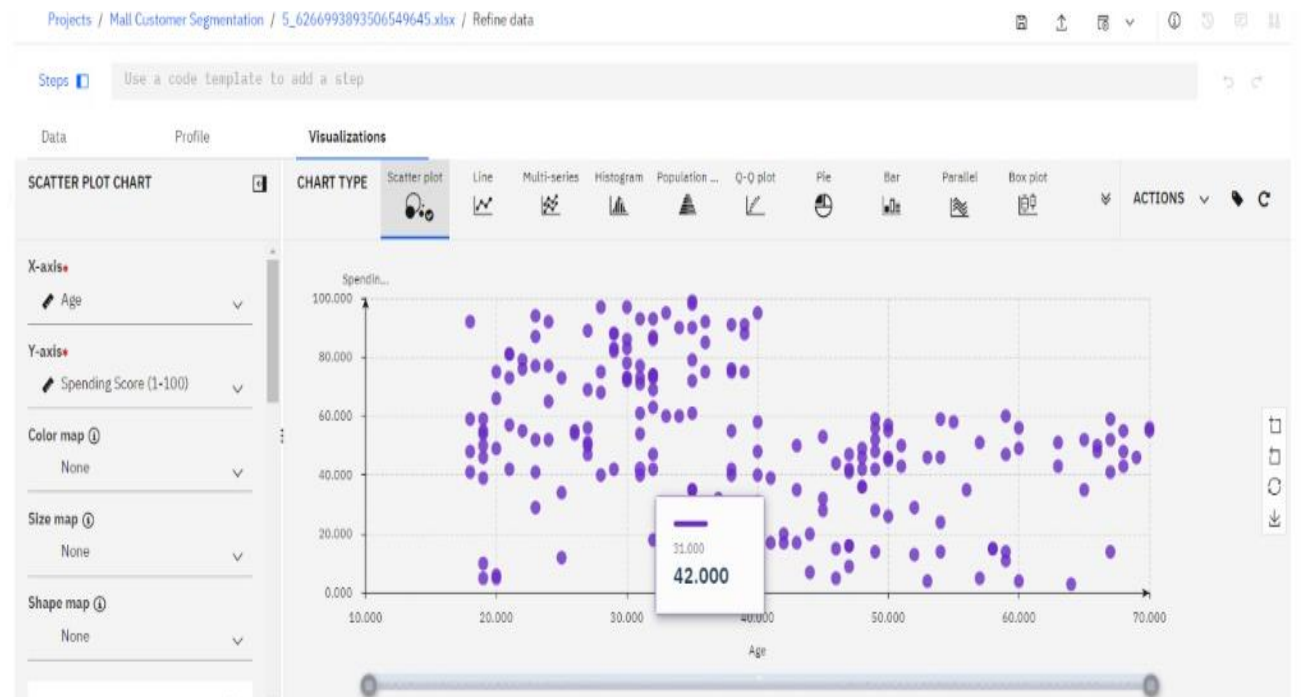
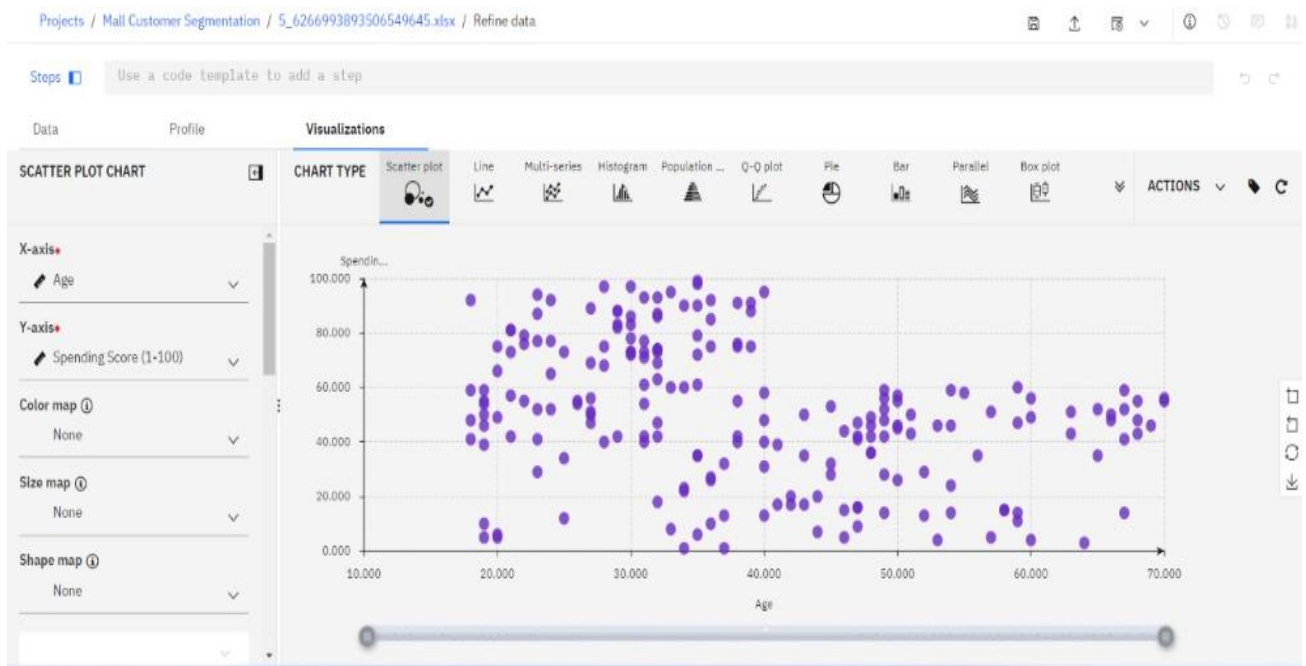


Profile

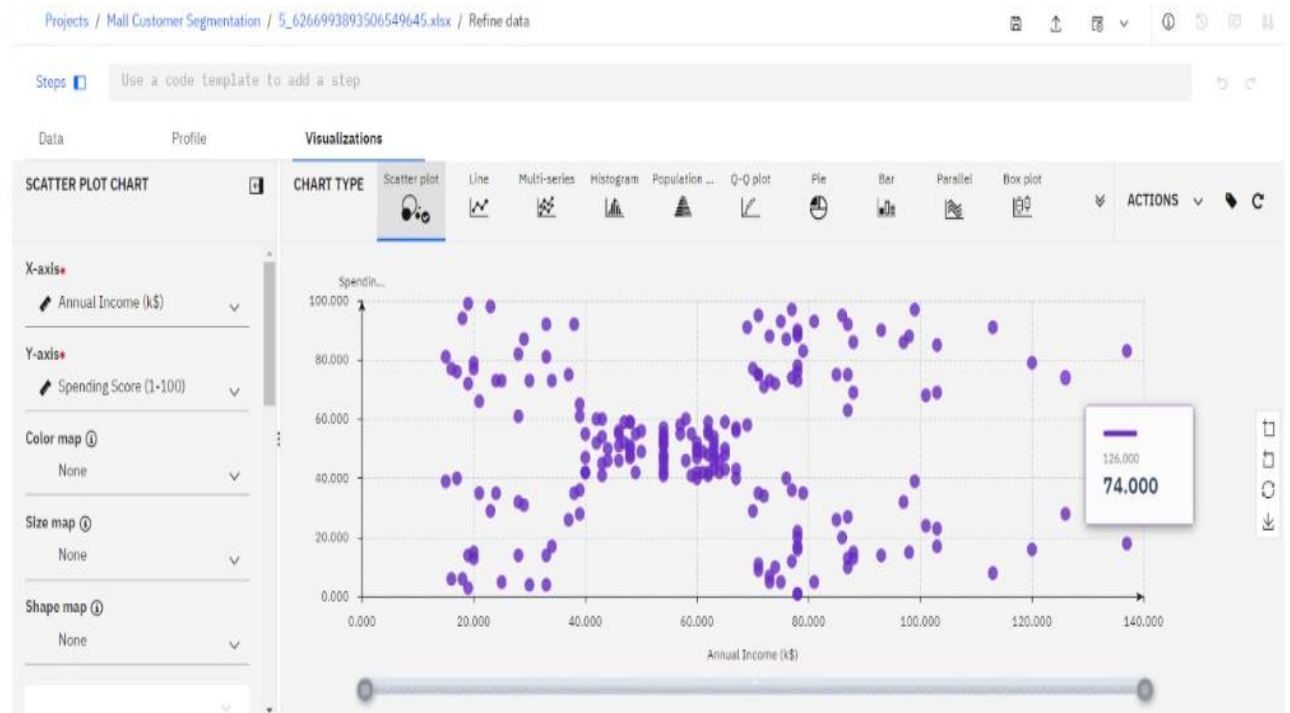




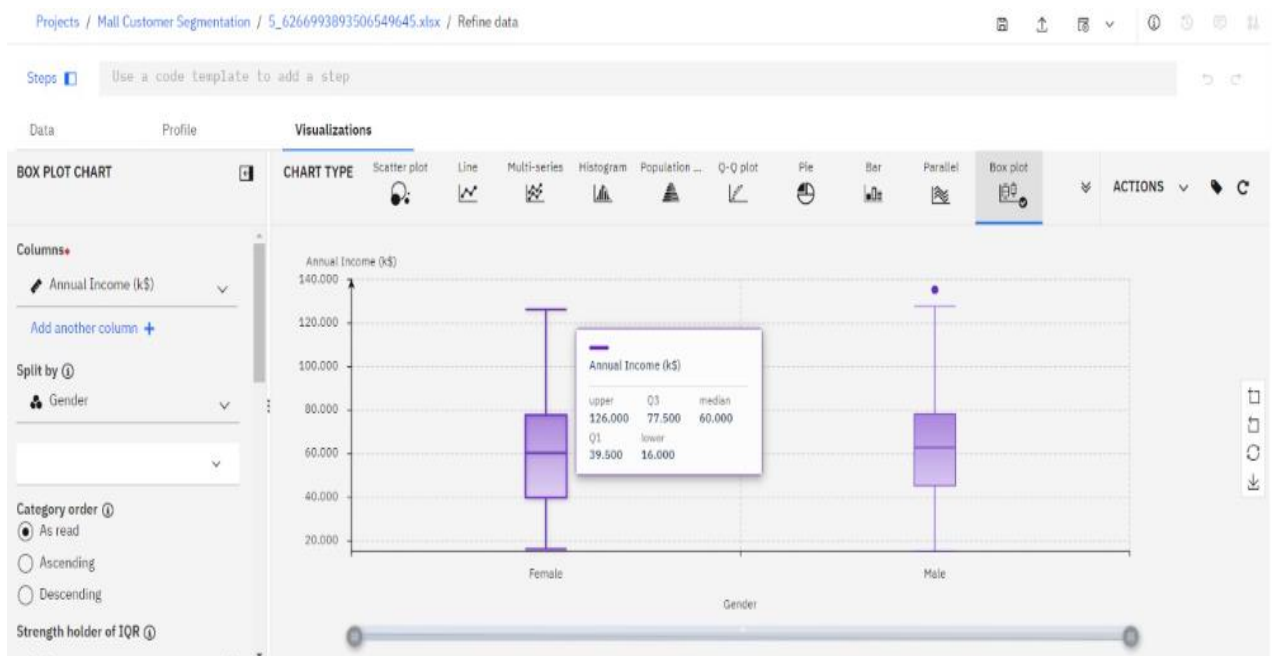
Scatter plot - spending score based on age



Scatter photo - spending score based on annual income



Box plot- showing the annual income by gender



Projects / Mail Customer Segmentation / Mail Customer Segmentation

Find palette nodes | Run selection

Graphs | Outputs | Table | Matrix | Analysis | Data Audit | Transform | Statistics | Means | Report | Set Globals | Sim Fit

Data Asset → 5 Fields

Outputs | Models

Outputs are available during your SPSS Modeler session. After your session ends, the outputs are no longer available.

☐ All results

☐ Data Audit of [COLUMN1 ...]
Just now

Projects / Mail Customer Segmentation / Mail Customer Segmentation

View Output: Data Audit of [COLUMN1 COLUMN2 COLUMN3 COLUMN4 COLUMN5]

Compare

	Field	Graph	Measurement	Min	Max	Mean	Std. Dev	Skewness	Unique	Valid
1	COLUMN1		Categorical	--	--	--	--	--	201	201
2	COLUMN2		Categorical	--	--	--	--	--	3	201
3	COLUMN3		Categorical	--	--	--	--	--	52	201
4	COLUMN4		Categorical	--	--	--	--	--	65	201
5	COLUMN5		Categorical	--	--	--	--	--	85	201

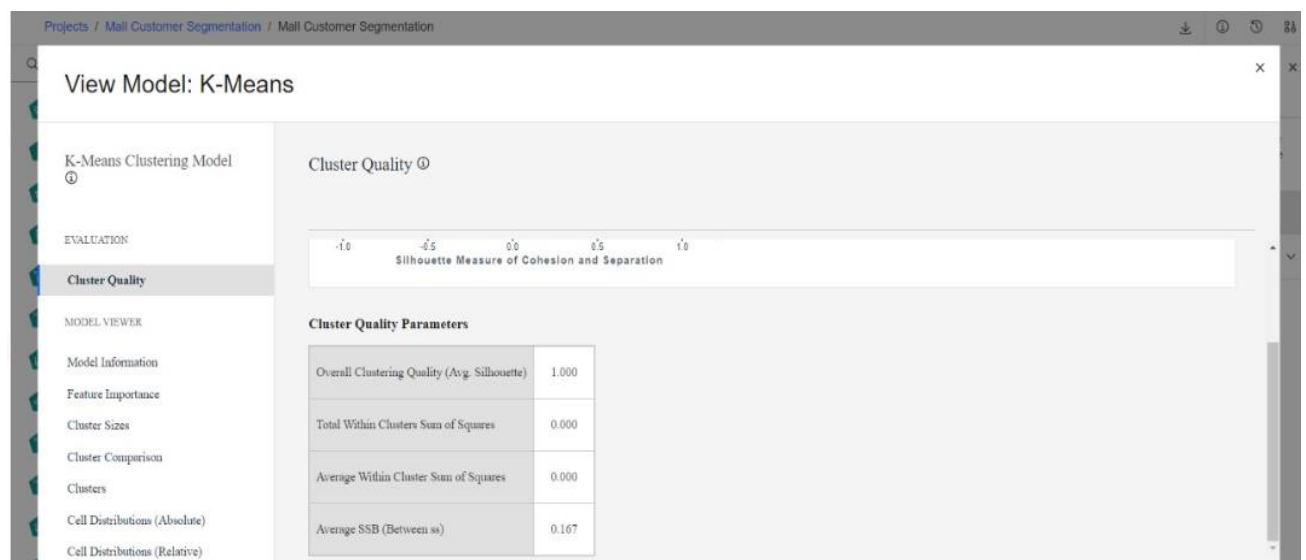
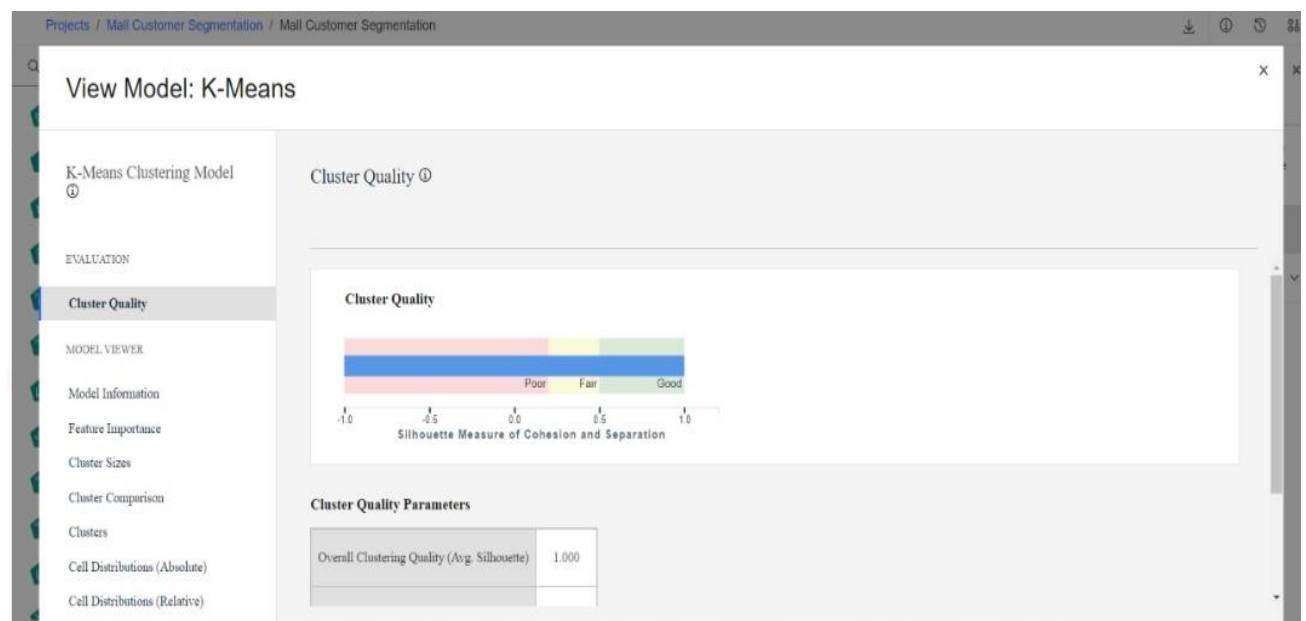
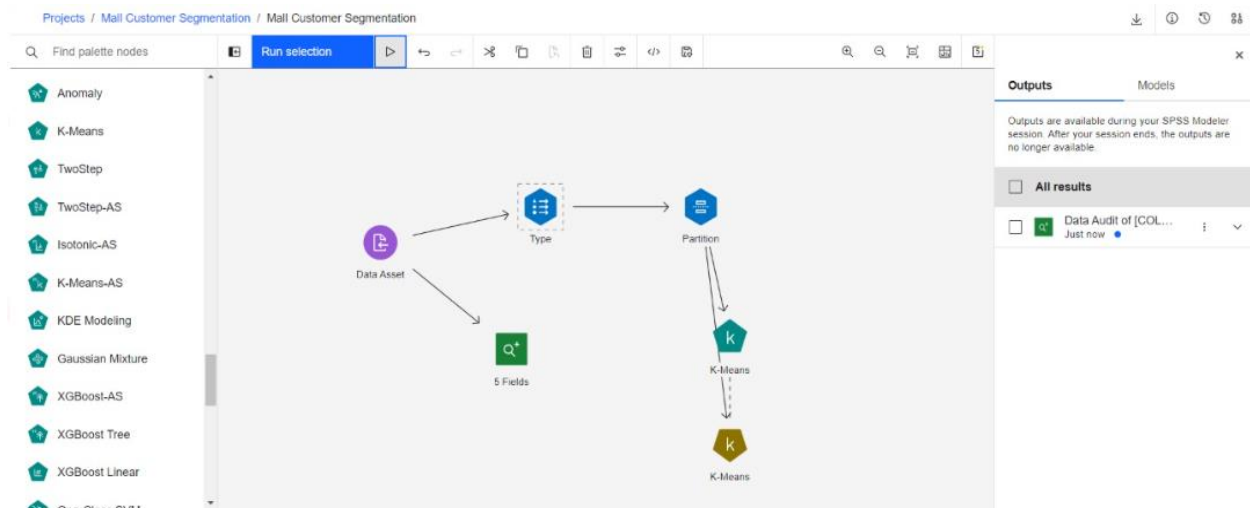
Projects / Mail Customer Segmentation / Mail Customer Segmentation

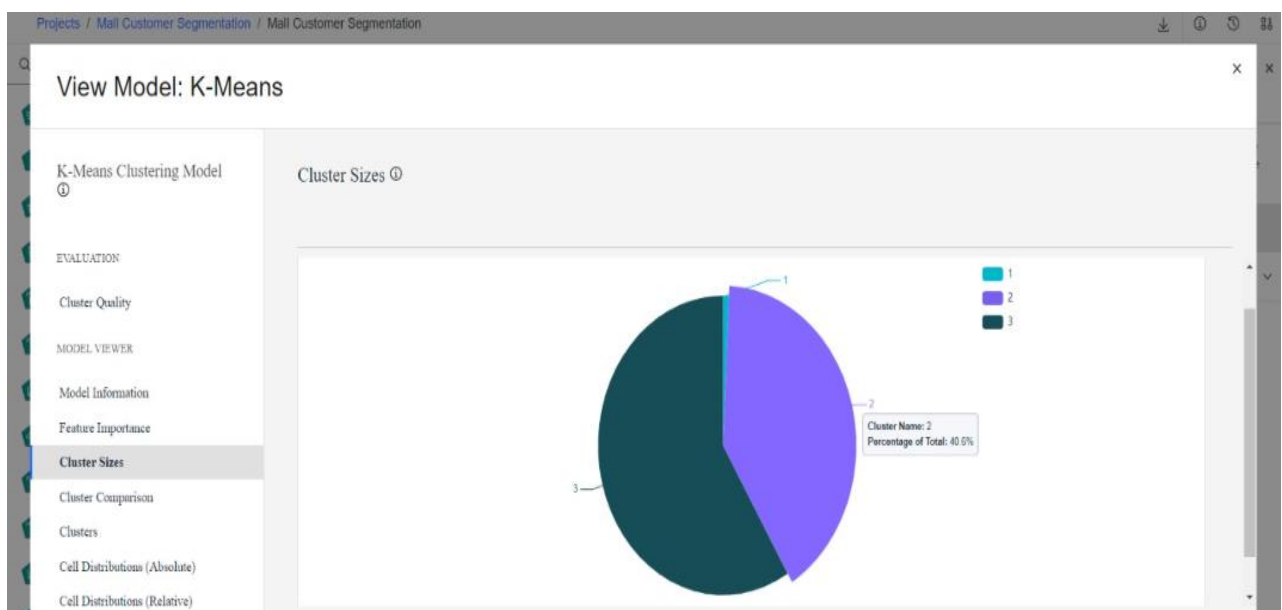
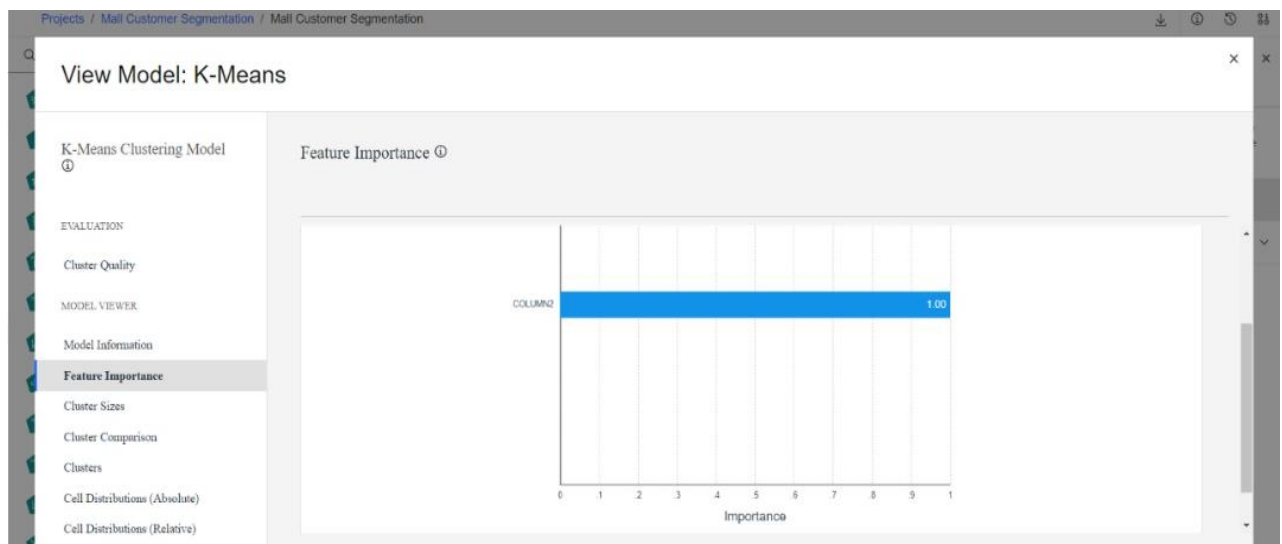
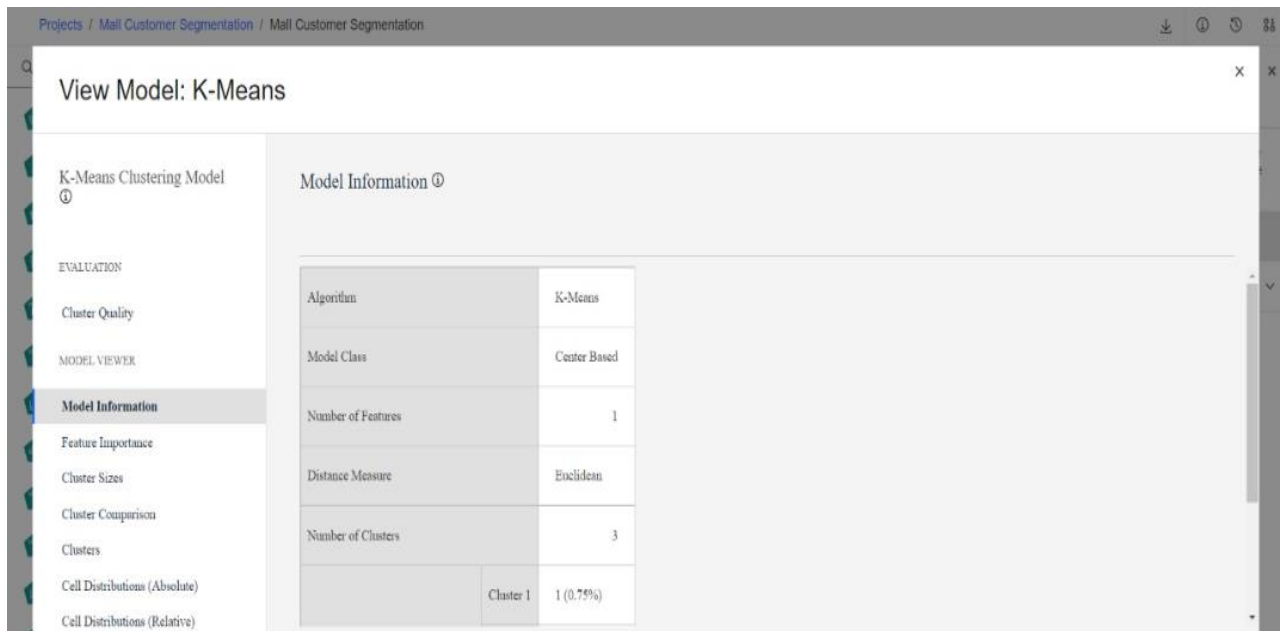
View Output: Data Audit of [COLUMN1 COLUMN2 COLUMN3 COLUMN4 COLUMN5]

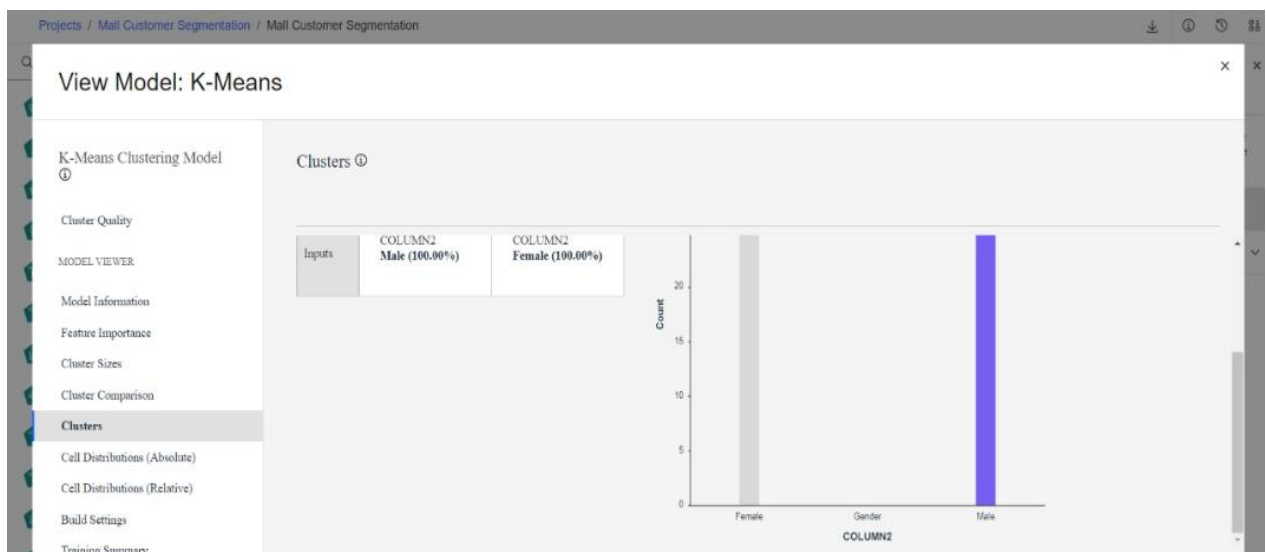
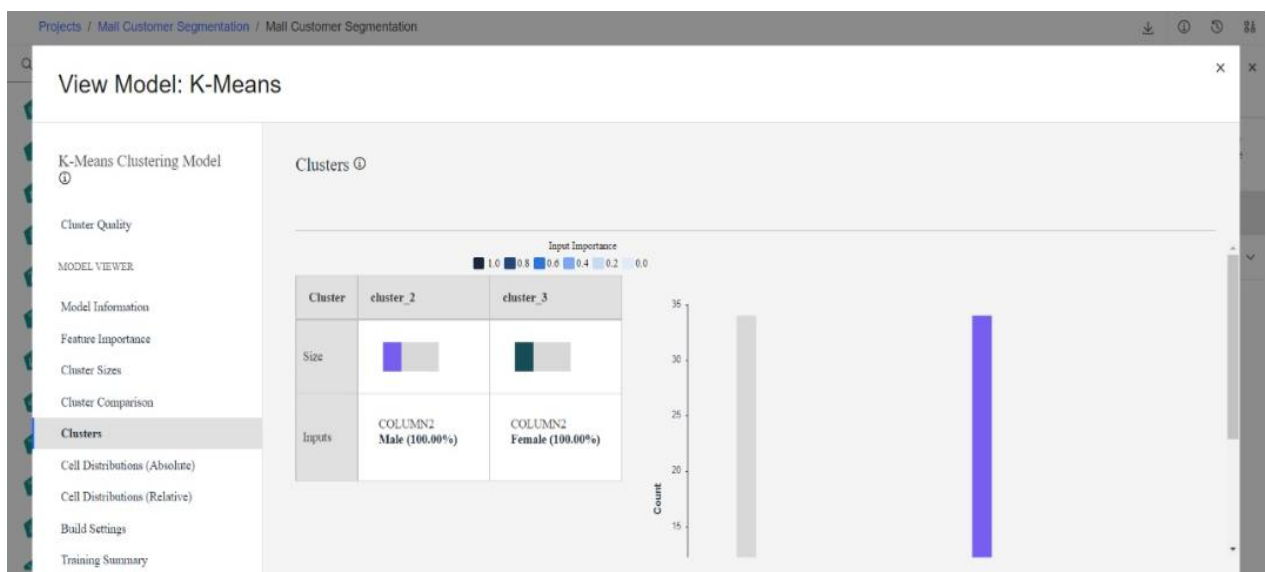
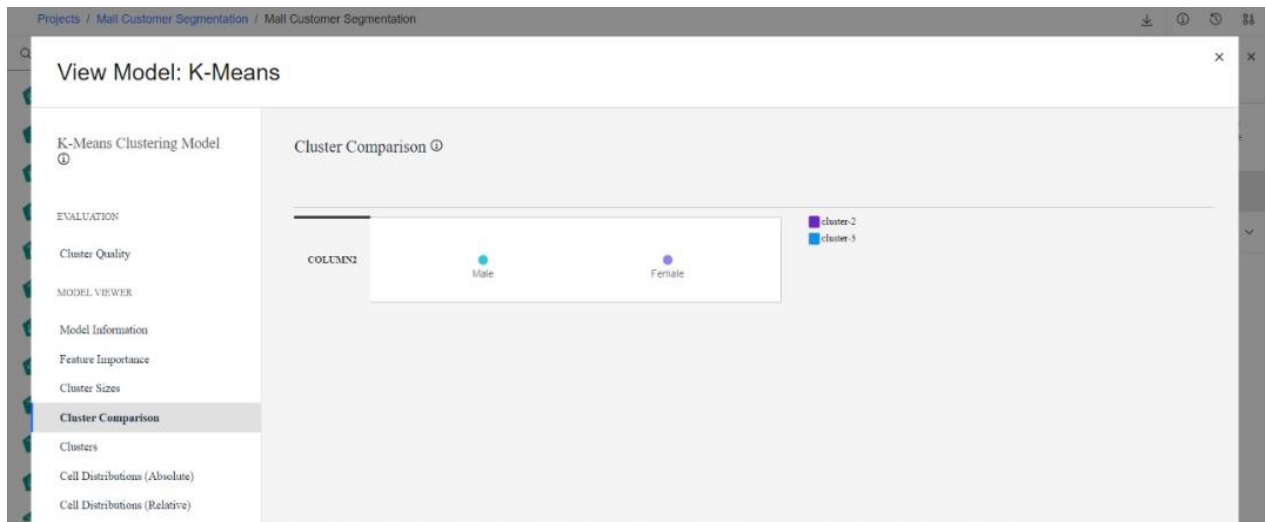
Compare

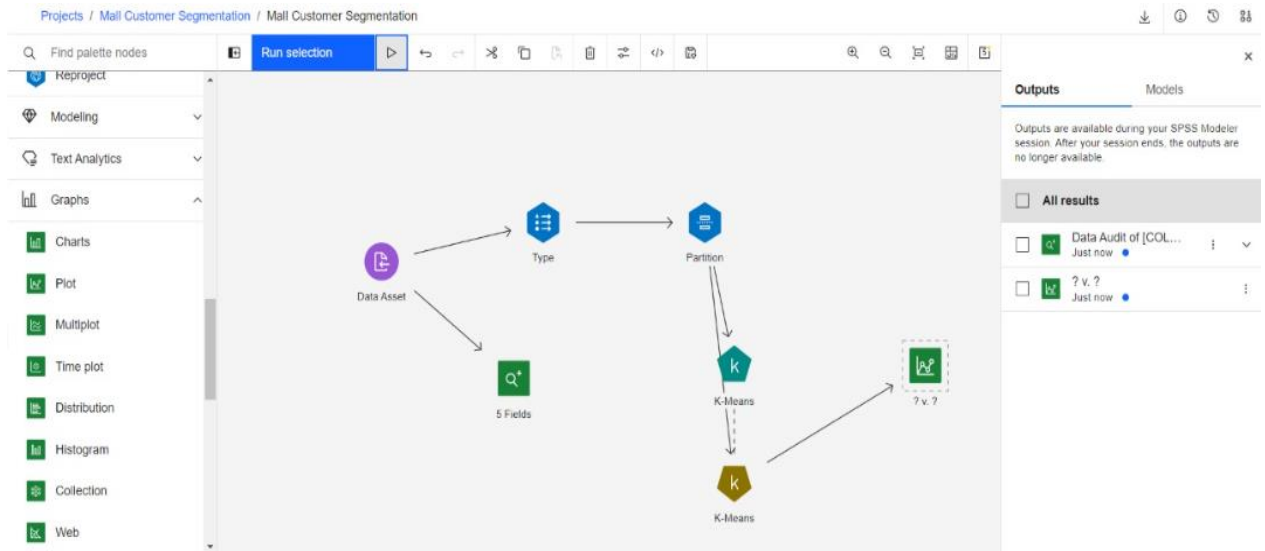
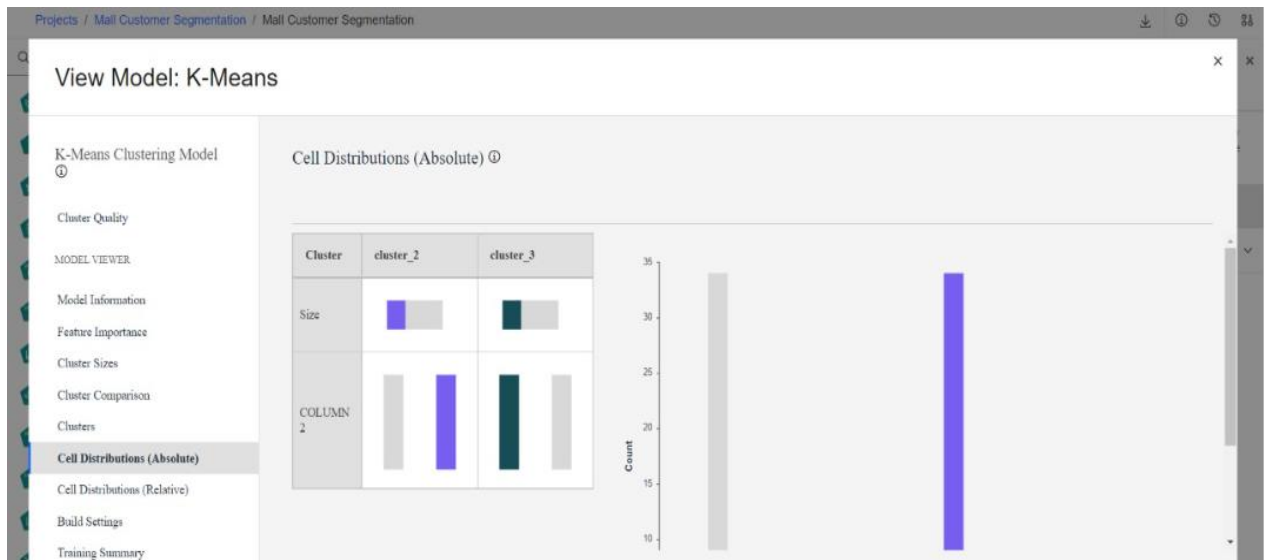
4	COLUMN4		Categorical	--	--	--	--	--	65	201
5	COLUMN5		Categorical	--	--	--	--	--	85	201

	Field	Measurement	Outliers	Extremes	Action	Impute Missing	Method	% Complete	Valid Records	Null Value	Empty String
1	COLUMN1	Categorical	--	--	--	Never	Fixed	100.000	201	0	0
2	COLUMN2	Categorical	--	--	--	Never	Fixed	100.000	201	0	0
3	COLUMN3	Categorical	--	--	--	Never	Fixed	100.000	201	0	0
4	COLUMN4	Categorical	--	--	--	Never	Fixed	100.000	201	0	0
5	COLUMN5	Categorical	--	--	--	Never	Fixed	100.000	201	0	0









Projects / Mail Customer Segmentation / Mail Customer Segmentation

Find palette nodes

Run selection

Reproject

Modeling

Text Analytics

Graphs

Charts

Plot

Multiplot

Time plot

Distribution

Histogram

Collection

Web

Preview: ? v. ?

Refresh

Compare

×

	COLUMN1	COLUMN2	COLUMN3	COLUMN4	COLUMN5	Partition	\$KM-K-Means
1	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)	1_Training	cluster-1
2	1	Male	19	15	39	1_Training	cluster-2
3	2	Male	21	15	81	1_Training	cluster-2
4	3	Female	20	16	6	2_Testing	cluster-3
5	4	Female	23	16	77	1_Training	cluster-3
6	5	Female	31	17	40	1_Training	cluster-3
7	6	Female	22	17	76	1_Training	cluster-3
8	7	Female	35	18	6	1_Training	cluster-3
9	8	Female	23	18	94	1_Training	cluster-3
10	9	Male	64	19	3	1_Training	cluster-2

Outputs

Models

Outputs are available during your SPSS Modeler session. After your session ends, the outputs are no longer available.

☐ All results

☐ (7 fields, 10 records) Just now

☐ Data Audit of [COL... 2 minutes ago

☒ ? v. ? 2 minutes ago

