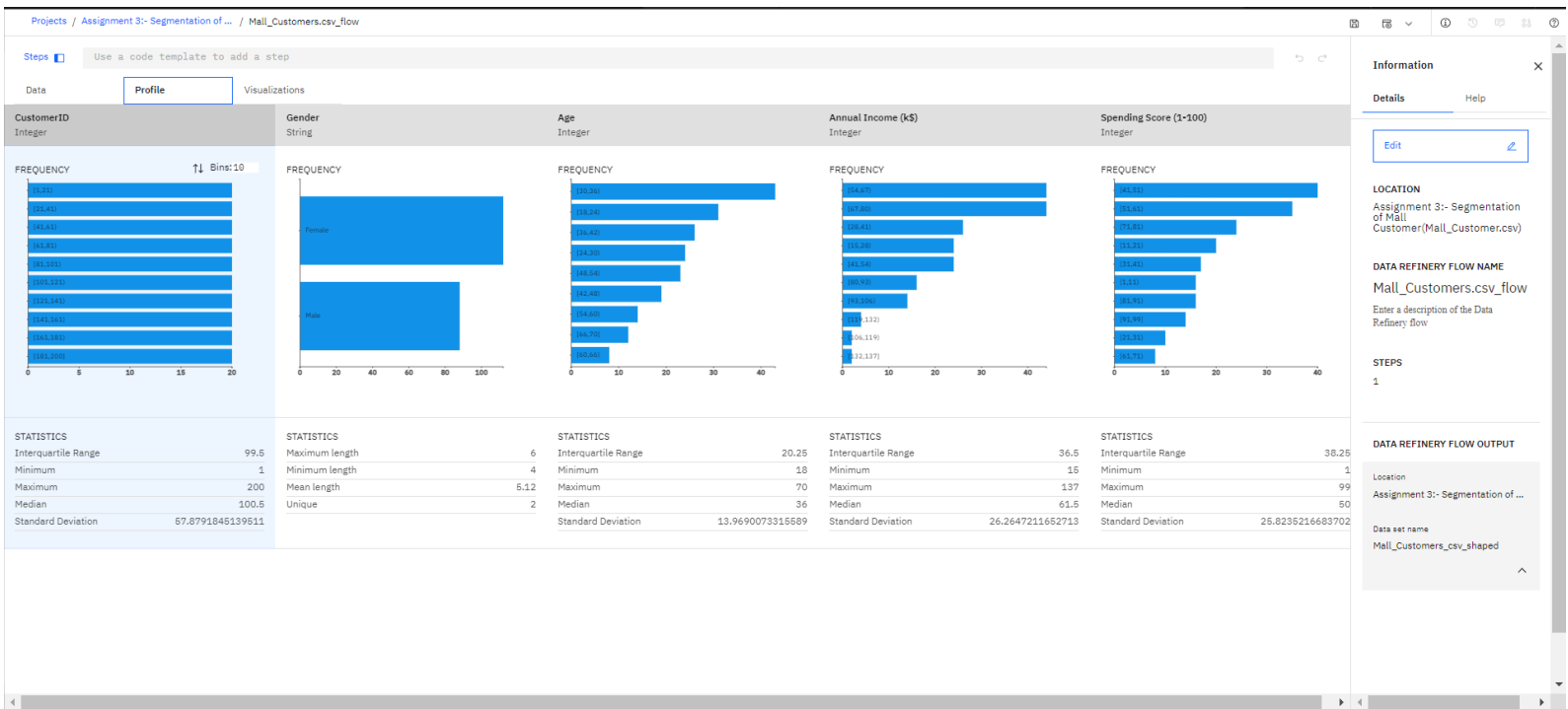
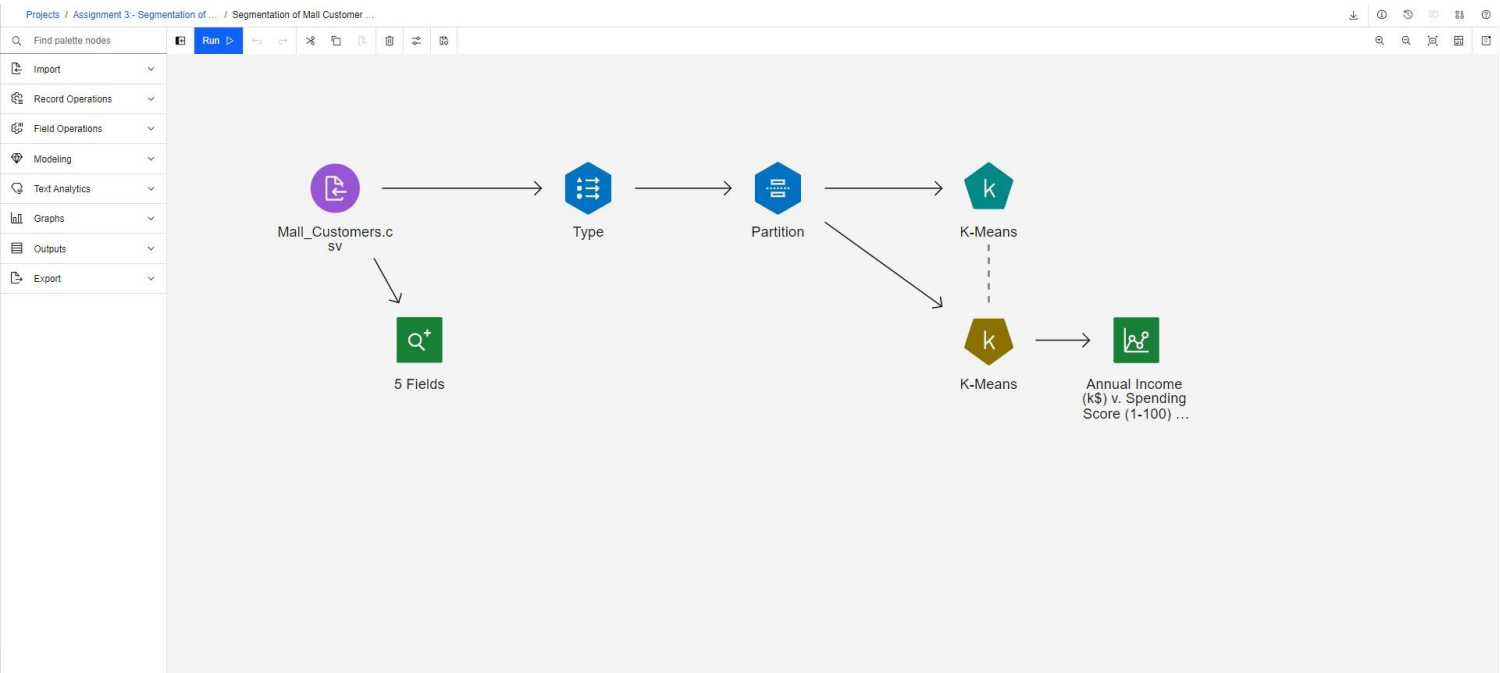


Data Refinery Flow



SPSS Modular Flow



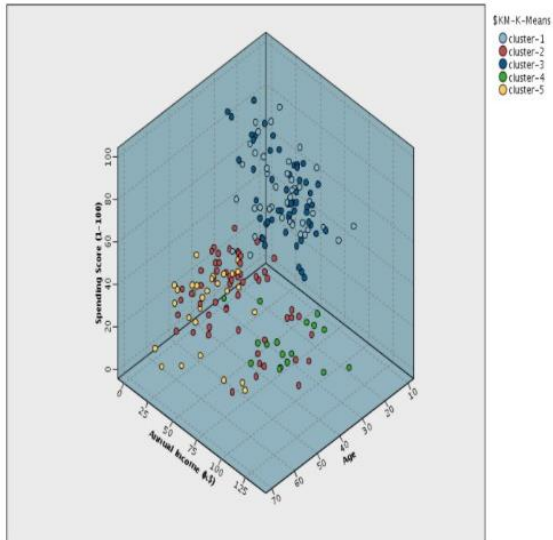
View Output: Data Audit of [CustomerID Gender Age Annual Income (k\$) Spending Score (1-100)]

Field	Graph	Measurement	Min	Max	Mean	Std. Dev	Skewness	Unique	Valid
1 CustomerID		Continuous	1	200	100.500	57.879	0	--	200
2 Gender		Categorical	--	--	--	--	--	2	200
3 Age		Continuous	18	70	38.850	13.969	0.486	--	200
4 Annual Income (k\$)		Continuous	15	137	60.560	26.265	0.322	--	200
5 Spending Score (1-100)		Continuous	1	99	50.200	25.924	-0.047	--	200

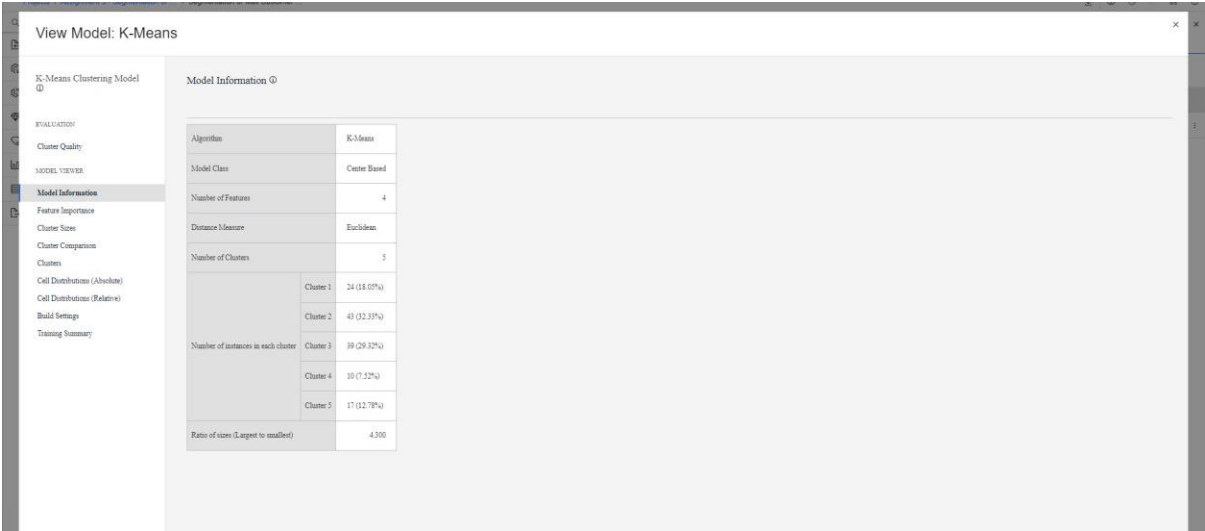
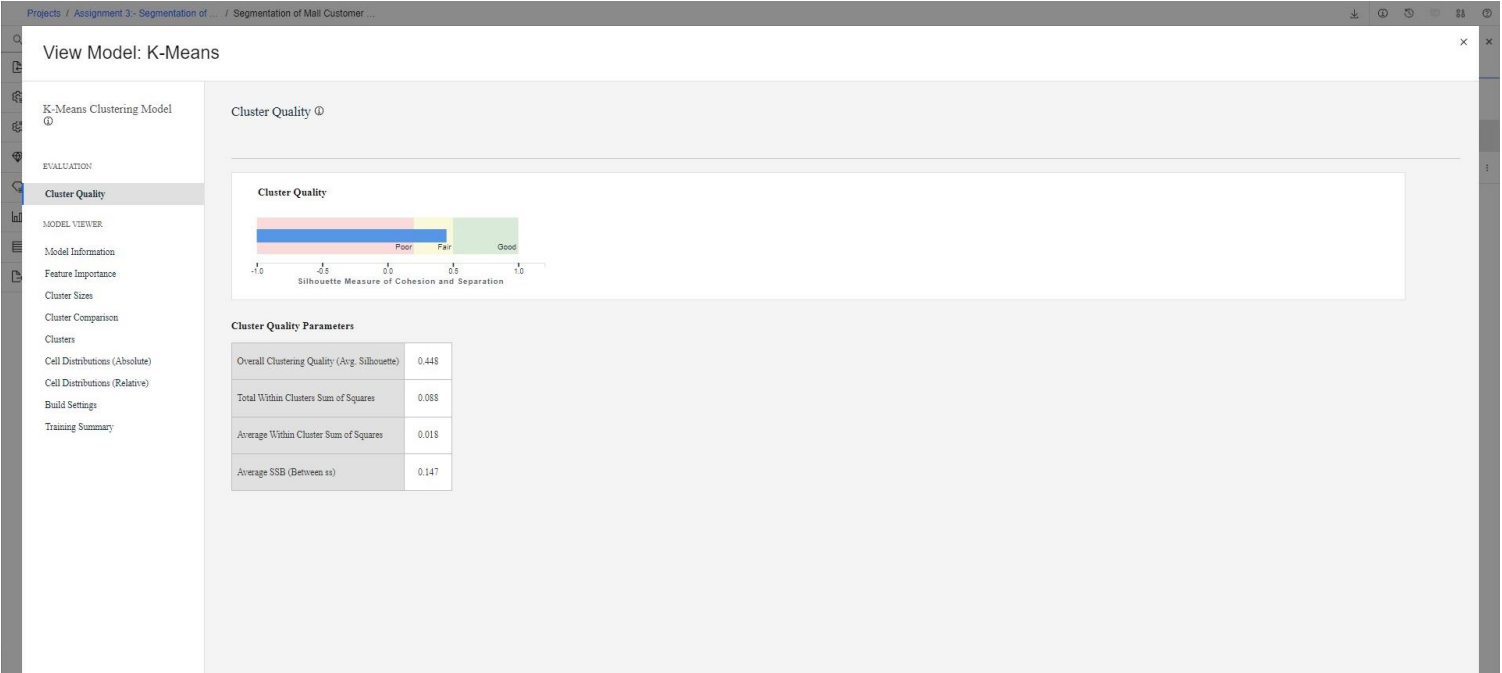
Field	Measurement	Outliers	Extremes	Action	Impute Missing	Method	% Complete	Valid Records	Null Value	Empty String	White Space	Blank Value
1 CustomerID	Continuous	0	0	None	Never	Fixed	100.000	200	0	0	0	0
2 Gender	Categorical	--	--	--	Never	Fixed	100.000	200	0	0	0	0
3 Age	Continuous	0	0	None	Never	Fixed	100.000	200	0	0	0	0
4 Annual Income (k\$)	Continuous	0	0	None	Never	Fixed	100.000	200	0	0	0	0
5 Spending Score (1-100)	Continuous	0	0	None	Never	Fixed	100.000	200	0	0	0	0

## ASSIGNMENT-3--SEGMENTATION-OF-MALL-CUSTOMER(MALL\_CUSTOMER.CSV)

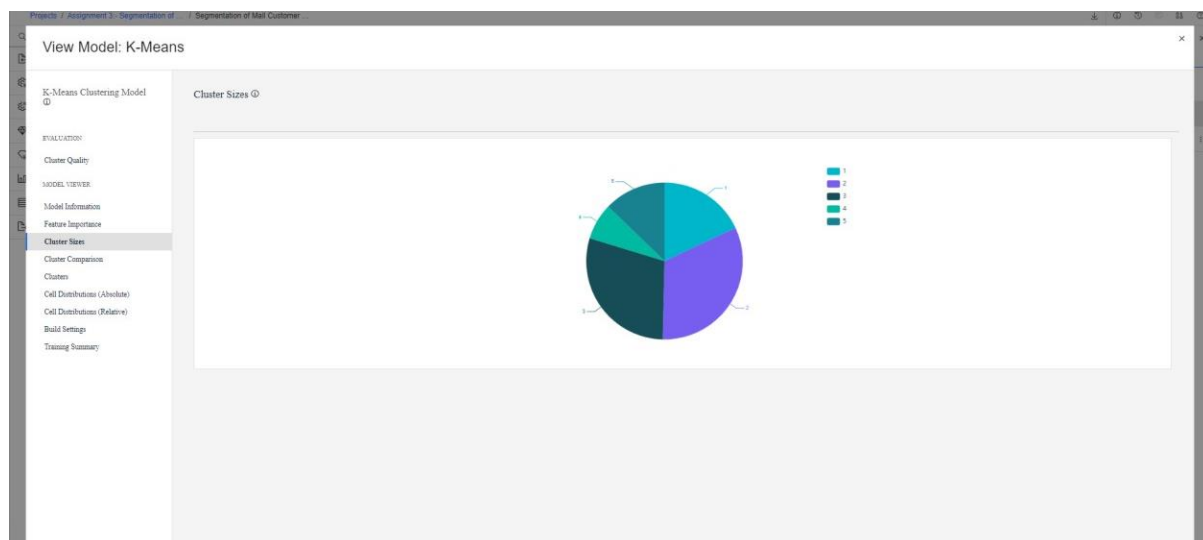
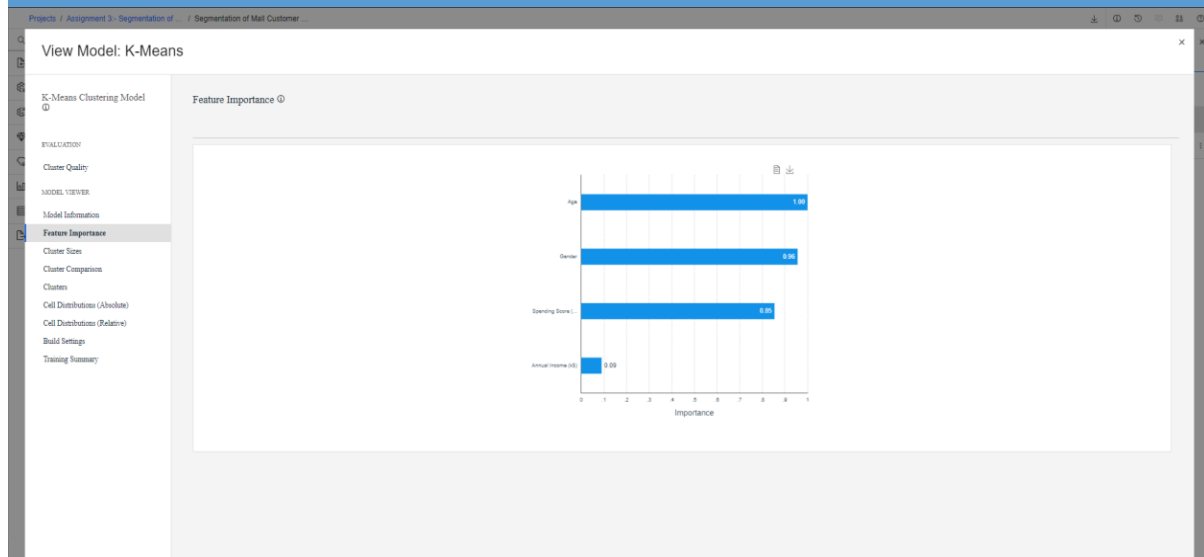
View Output: Annual Income (k\$) v. Spending Score (1-100) v. Age



View-Model



## ASSIGNMENT-3\_\_SEGMENTATION-OF-MALL-CUSTOMER(MALL\_CUSTOMER.CSV)



## ASSIGNMENT-3--SEGMENTATION-OF-MALL-CUSTOMER(MALL\_CUSTOMER.CSV)

