A Hierarchical cluster, with the following variables, was generated: Restaurant,

Web\_Purchase\_YN, Webstore\_Spend, Age, Married\_YN, and Income. When performing the cluster there are more than one notable clusters that showed face. Along with the age , income, and marriage status, these are clusters of interest(s) but there are also a facet of factors that could increase the restaurant visitations.

Diagram, schematic

Description automatically generated

Chart, radar chart

Description automatically generated

A picture containing text

Description automatically generated

Above is the Webstore\_Spend this is a dependent variable (y) where it is compared against

The Income (x). The purchases online totaled up to $59.846 when rounded up to $60,000 this would mean that the webstore is averaging around $40.00 purchases per visit. This shows the increase in value for the demographic where there is a $60K income in order to drive up sales

Graphical user interface, application

Description automatically generated

The model above is used to predict purchases made from the internet, based on the number of internet visits, this also shows the more popular site where there was a 50% probability that the customer will make a purchase in at least 2 of the sites, this can also be used to develop a great marketing campaign in-order to increase traffic to the website.