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# *Report to Showcase My Abilities:*

*Creating Clusters to Guide Business Strategies*

**Valentin DE BALTHASAR**

Create a  
SQL data frame

Microsoft  
**SQL Server**

 python

## Create clusters

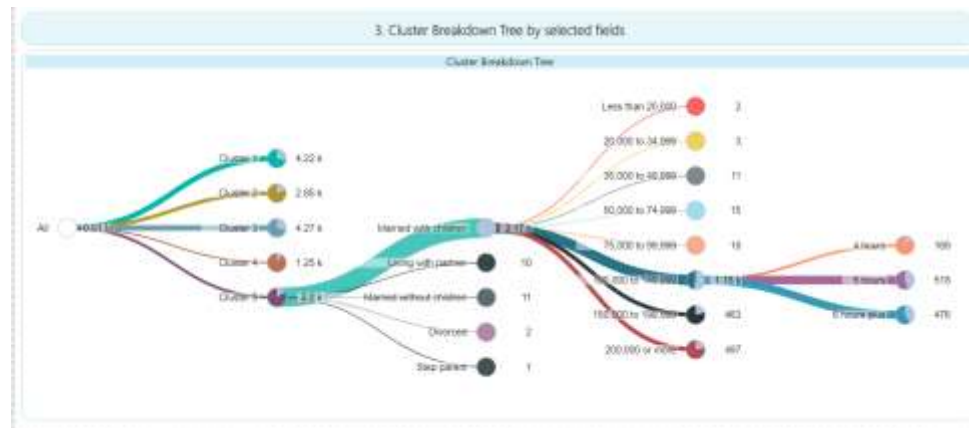
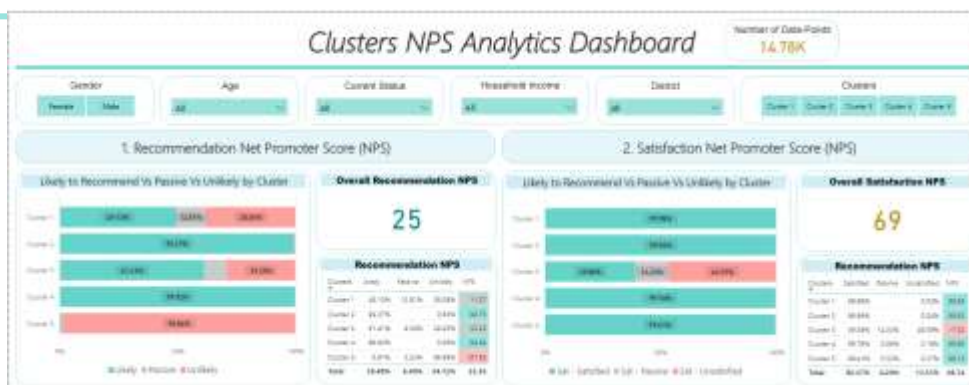
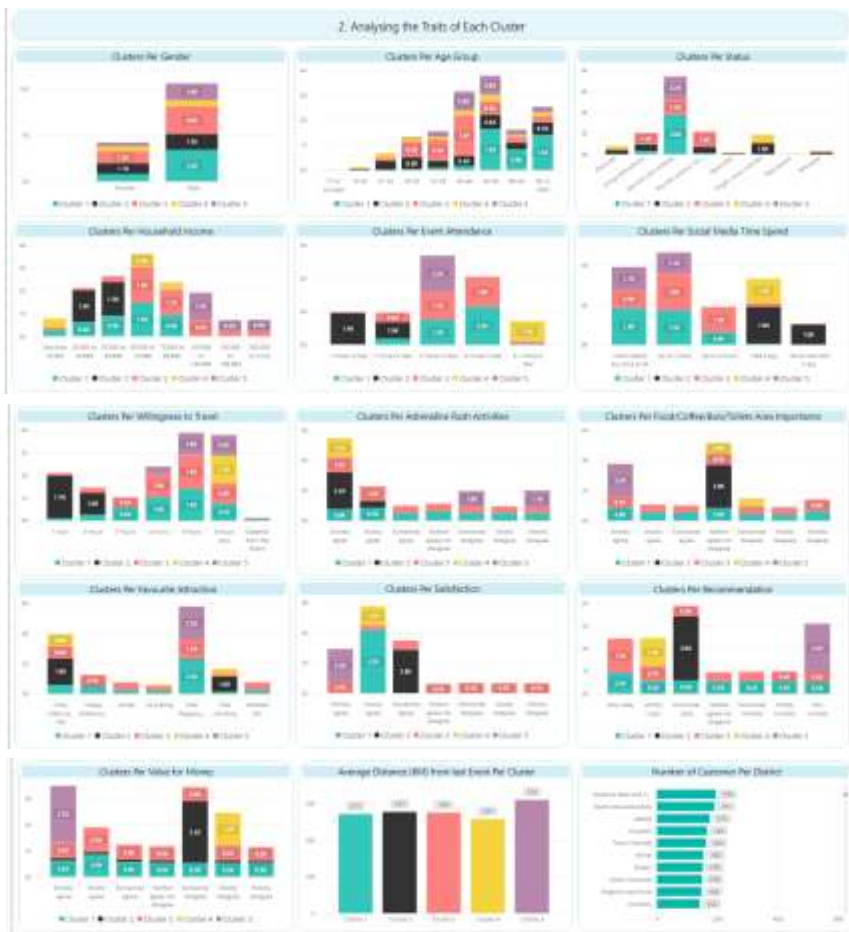
Microsoft  
SQL Server



Power BI

Save results into  
a new SQL data  
frame

Create dashboards + actionable insights



Creating clusters' traits to guide business strategies and save budget



Example: Potential customers in **cluster 1** and **cluster 5** are mostly going to events that has "kid playgrounds".

➔ IF the coming event does not have kids playgrounds, THEN do not target customers in cluster 1 and 5 during the marketing campaign.

