
Report to Showcase My Abilities:

Creating Clusters to Guide Business Strategies

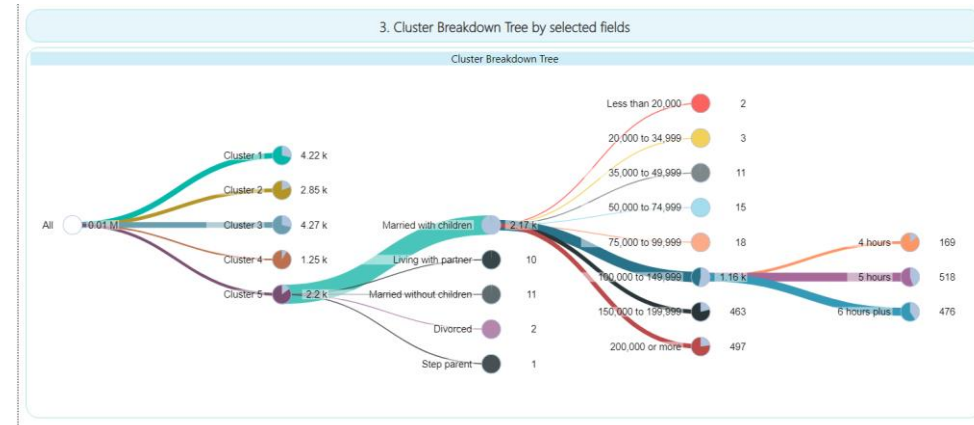
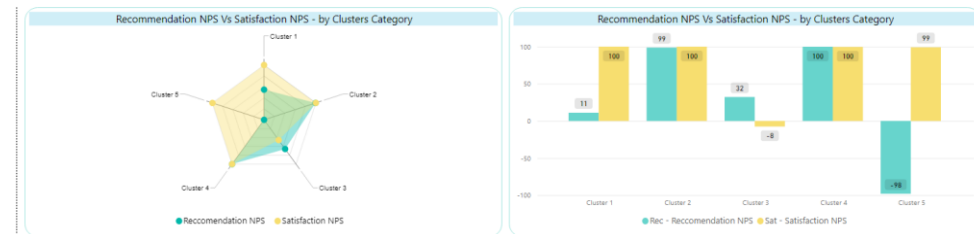
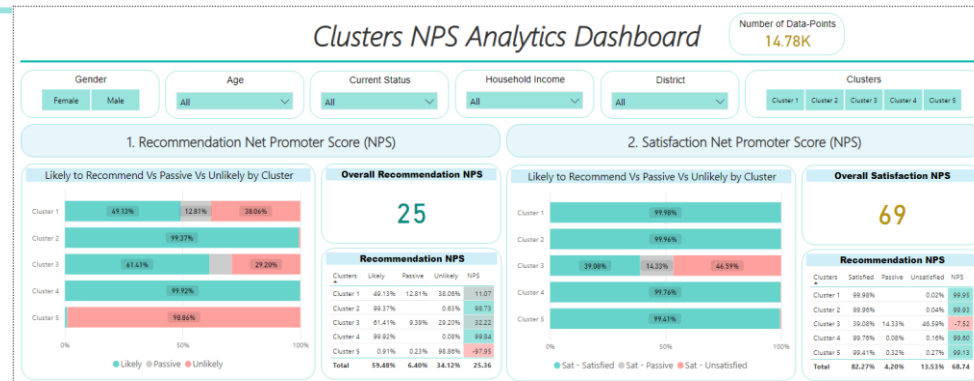
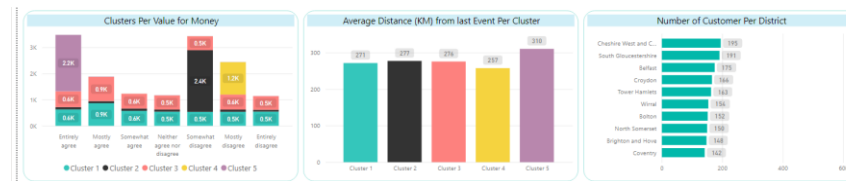
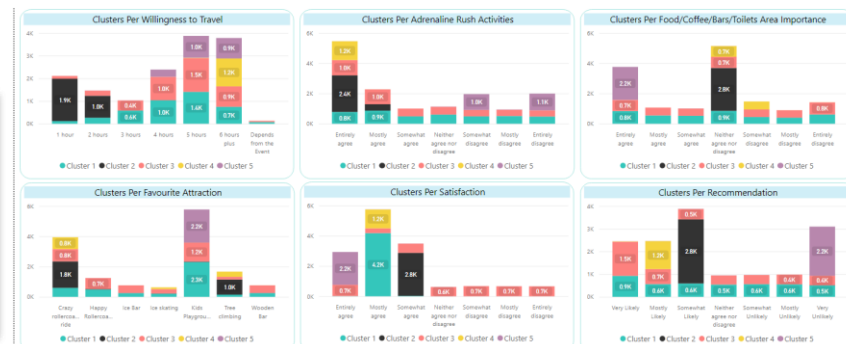
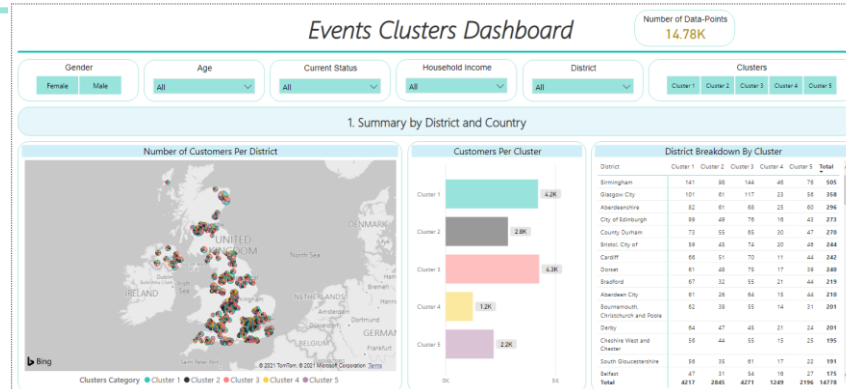
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1. Create Interactive Dashboards

Raw Excel files

Create a
SQL data frame

Create clusters

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.

