

Insights and Recommendations

Introduction :

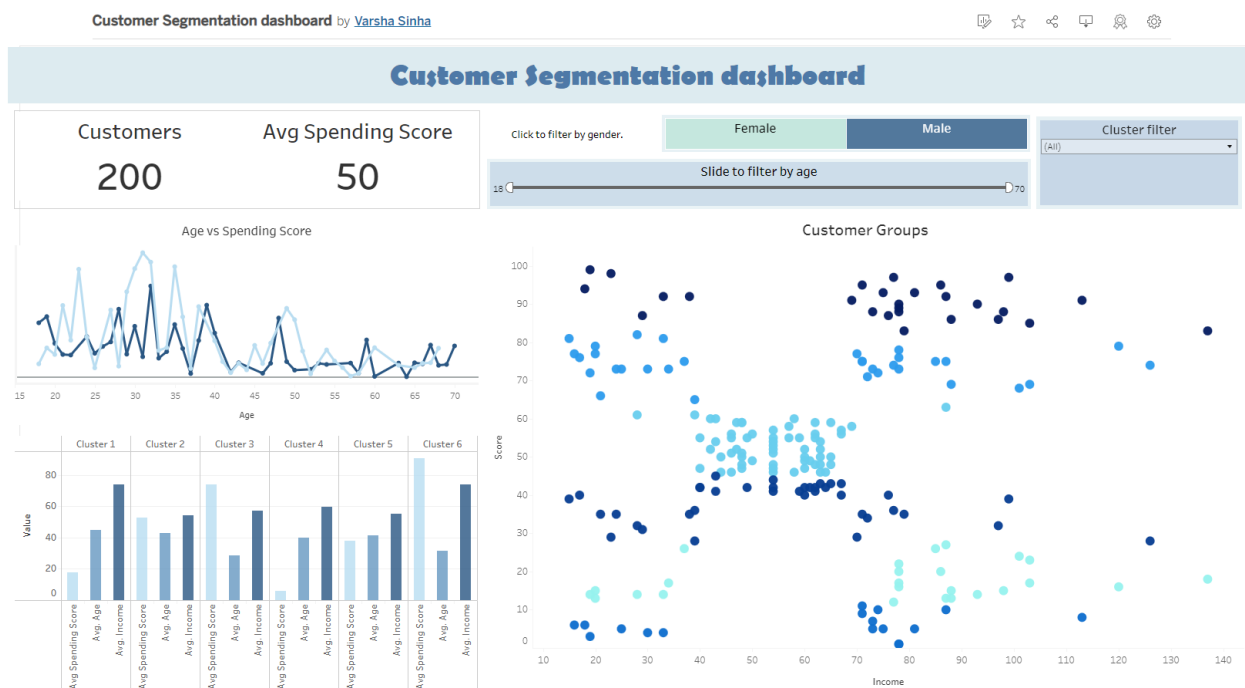
Presenting the insights and recommendations based of clustering and analysis of mall customers data.

Interactive visualization:

The Customer Segmentation Dashboard helps to interpret the insights effectively by filtering the desired data.

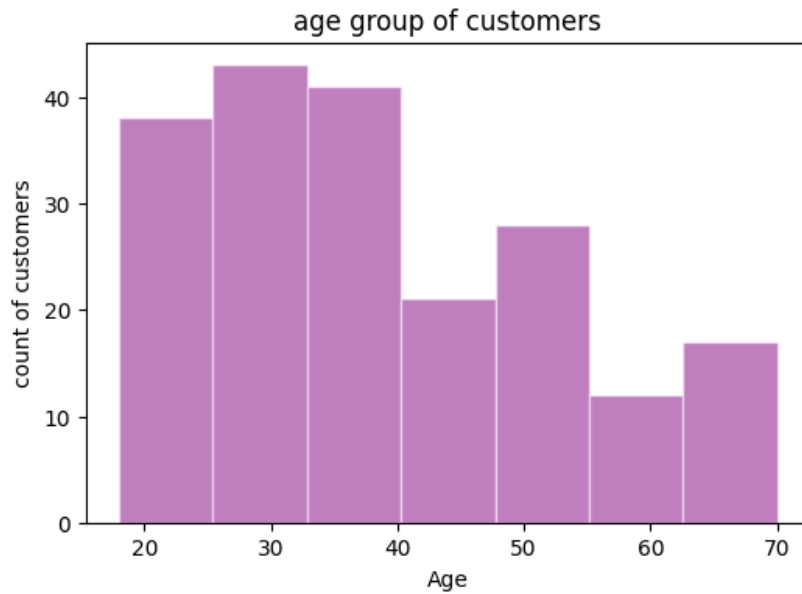
Dashboard Link:

https://public.tableau.com/app/profile/varsha.sinha/viz/CustomerSegmentationdashboard_17212998480490/Dashboard1

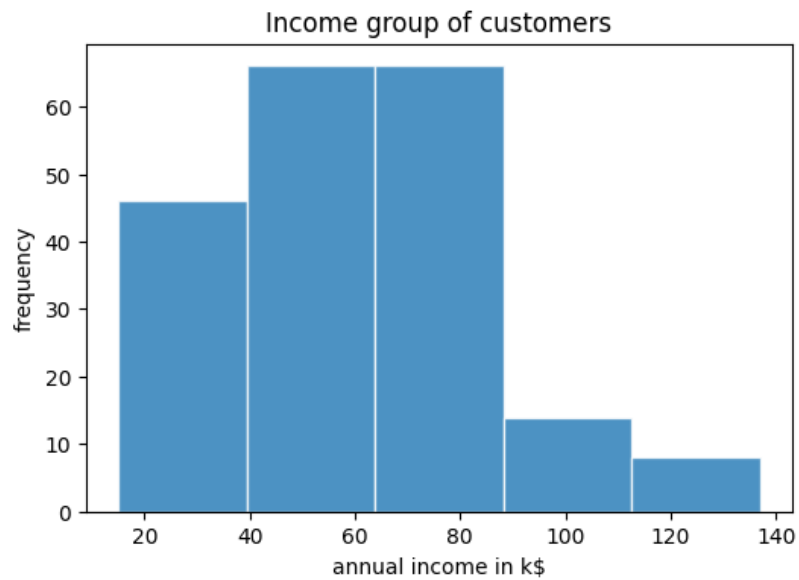


Insights:

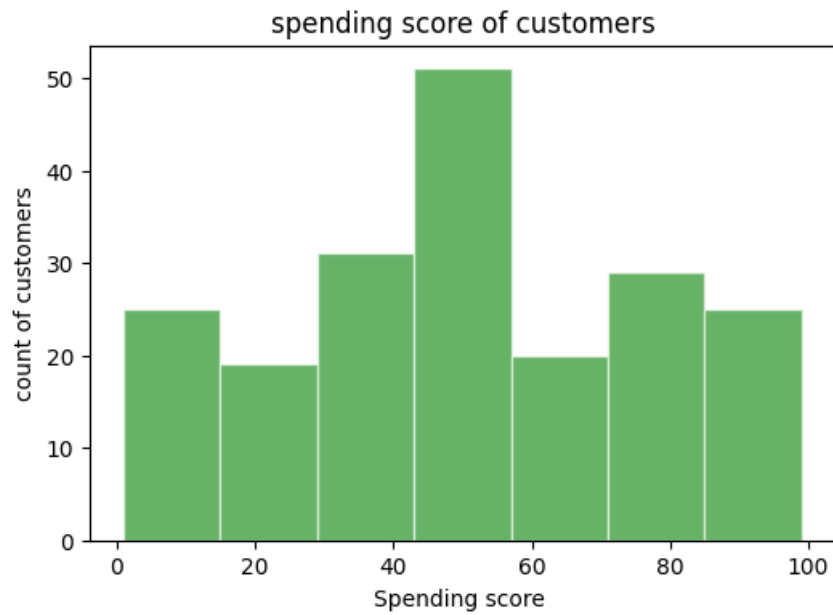
1. Young and middle age customers are in majority among those who visit.



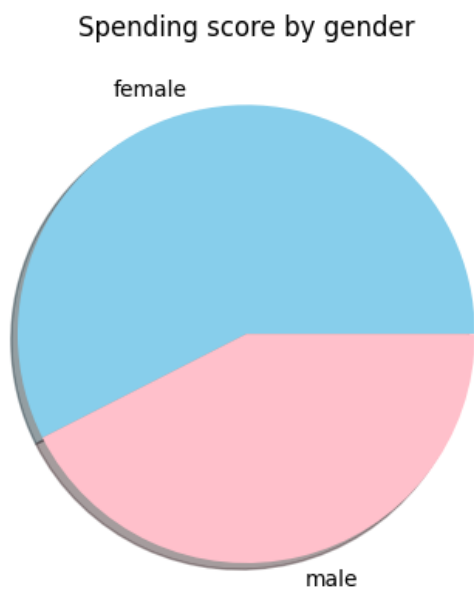
2. Most customers have low to moderate annual income.



3. Moderately spending customers are slightly more than others.

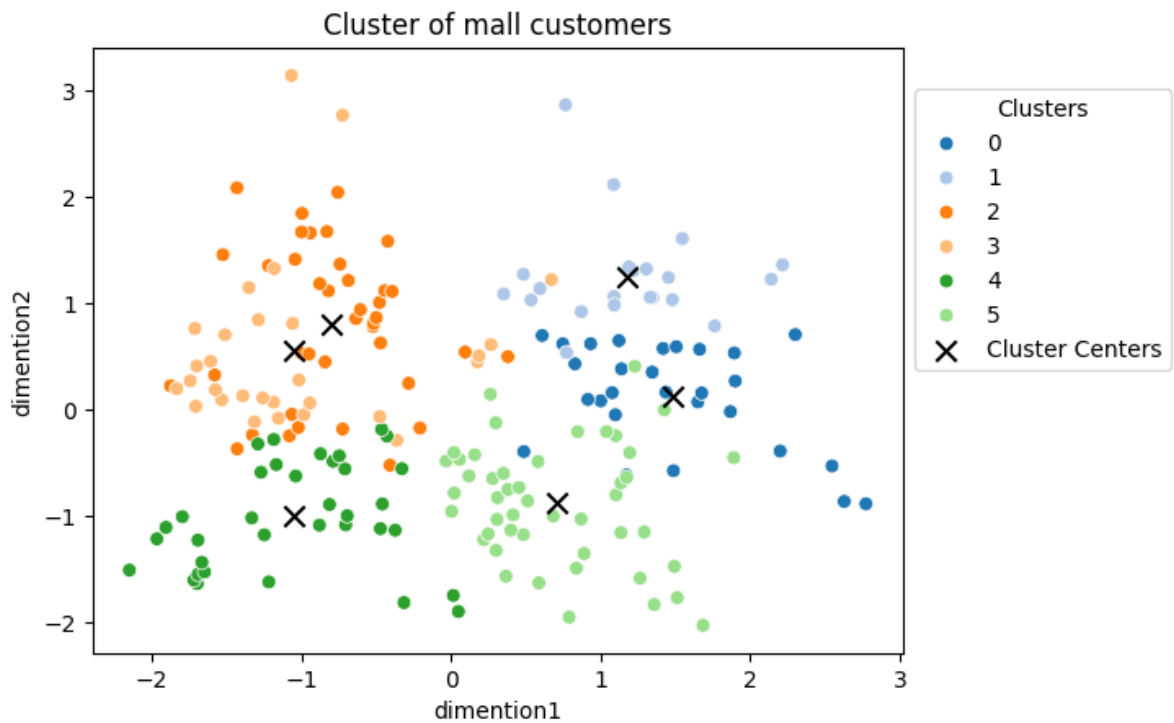
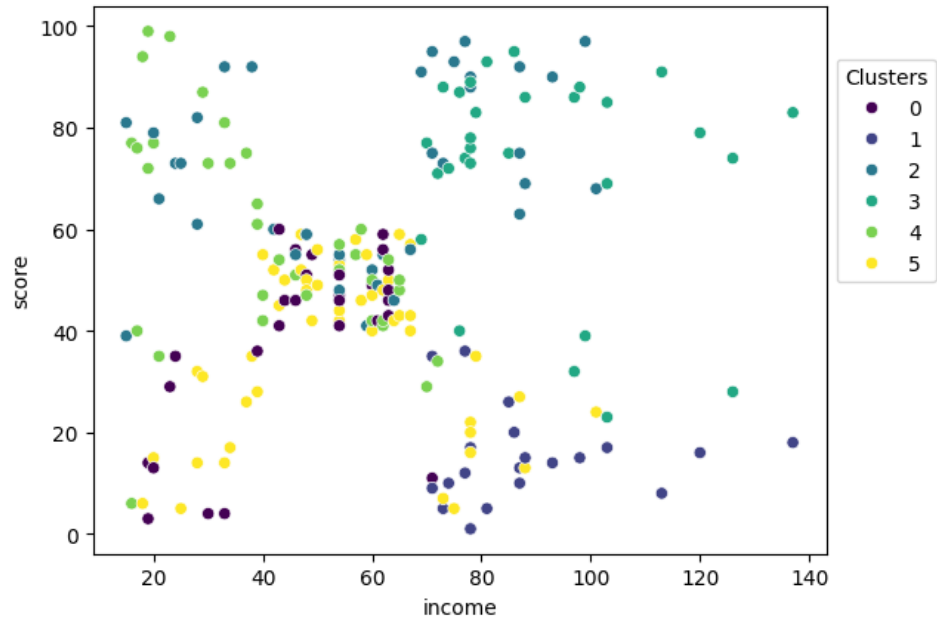


4. Female customers are slightly more than males.



Customer groups :

Customers have been segmented into 6 different clusters.



Plot: Cluster representation including all four features in 2-dimensions.
(This plot helps in evaluating cluster quality.)

Cluster 0: Low to moderate spending middle class males

Gender: Predominantly Male

Age Range: 35 - 71
Income Range: \$19k - \$71k
Spending Score Range: 4 – 60

Description: This cluster consists of mature males with diverse ages and incomes. Their spending habits range from conservative to moderate.

Cluster 1: *Low spending rich males*

Gender: Predominantly Male
Age Range: 19 - 59
Income Range: \$71k - \$137k
Spending Score Range: 1 – 36

Description: This cluster includes males with high incomes but exhibit low to moderate spending. They prioritize value and long-term investments.

Cluster 2: *High spending young males*

Gender: Predominantly Male
Age Range: 18 - 40
Income Range: \$15k - \$101k
Spending Score Range: 39 – 97

Description: This cluster consists of young males with varying incomes but consistently high spending scores, indicating a propensity for discretionary spending.

Cluster 3: *Moderate to high spending rich adults*

Gender: Predominantly Female
Age Range: 27 - 45
Income Range: \$69k - \$137k
Spending Score Range: 23 – 95

Description: This cluster comprises females with high incomes and moderate to high spending scores. They are inclined towards luxury and premium products.

Cluster 4: *Young middle-class females with moderate to high spending*

Gender: Predominantly Female
Age Range: 18 - 35
Income Range: \$16k - \$72k
Spending Score Range: 29 – 99

Description: This cluster includes young females with moderate to high incomes and spending scores, indicating a preference for trendy and lifestyle products.

Cluster 5: *low to moderate spending old females*

Gender: Predominantly Female

Age Range: 34 - 68

Income Range: \$18k - \$101k

Spending Score Range: 5 – 59

Description: This cluster consists of older females with varied incomes and cautious spending habits, preferring essential and value-driven purchases.

Recommendations:

Cluster 0: *Low to moderate spending middle class males*

Tailor marketing strategies based on age and income segments. Offer a variety of products and services to accommodate different spending behaviors. Implement targeted loyalty programs and consider financial advisory services.

Cluster 1: *Low spending rich males*

Focus on savings and investment products. Offer premium products emphasizing value for money. Develop exclusive memberships and educational content on financial planning.

Cluster 2: *High spending young males*

Market trendy and lifestyle products. Offer subscription services and exclusive experiences. Utilize influencer marketing and engage through social media for effective outreach.

Cluster 3: *Moderate to high spending rich adults*

Highlight luxury and premium offerings. Develop exclusive memberships and VIP programs. Focus on personalized marketing and health and wellness products.

Cluster 4: *Young middle-class females with moderate to high spending*

Market affordable luxury and subscription services. Offer student and young professional discounts. Engage through social media and influencers for targeted outreach.

Cluster 5: *low to moderate spending old females*

Focus on essential products and services. Offer value-for-money options and senior discounts. Provide financial planning and health-related products and services.