

Gender

All

Age

All

Martial Status

All

House Hold Income

All

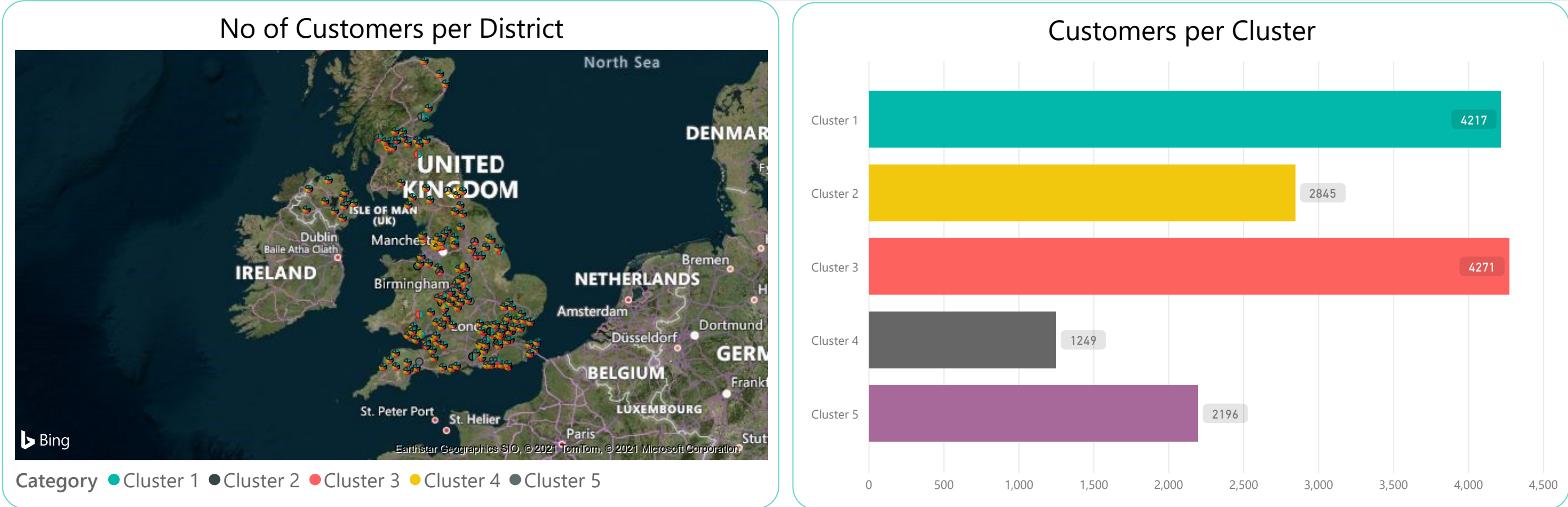
District

All

Cluster Category

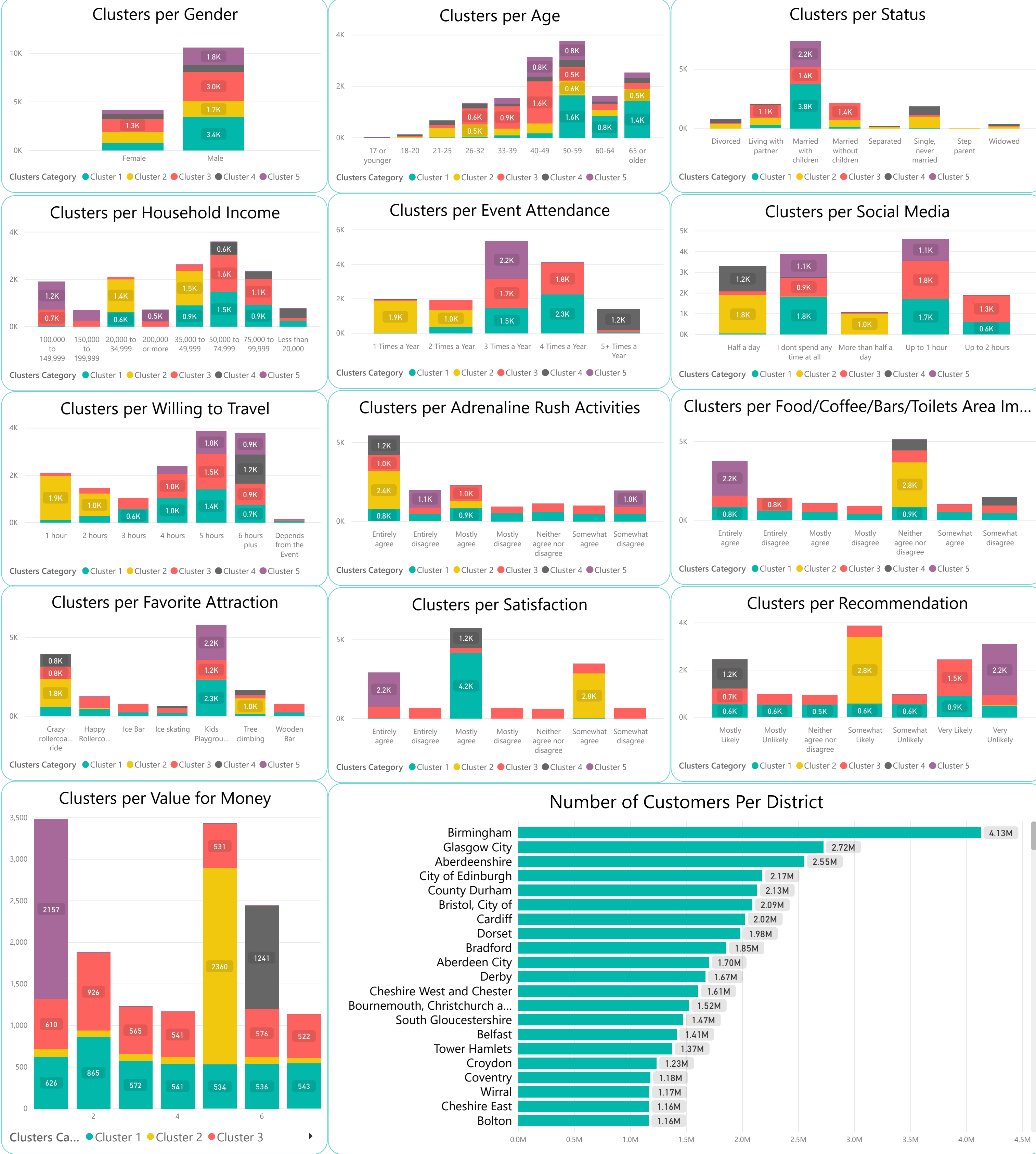
All

1.Summary by District and Country



District	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total
Birmingham	141	98	144	46	76	505
Glasgow City	101	61	117	23	56	358
Aberdeenshire	82	61	68	25	60	296
City of Edinburgh	89	49	76	16	43	273
County Durham	73	55	65	30	47	270
Bristol, City of	59	45	74	20	46	244
Cardiff	66	51	70	11	44	242
Dorset	61	48	75	17	39	240
Bradford	67	32	55	21	44	219
Aberdeen City	61	26	64	15	44	210
Bournemouth, Christchurch and Poole	62	39	55	14	31	201
Derby	64	47	45	21	24	201
Cheshire West and Chester	56	44	55	15	25	195
Total	4217	2845	4271	1249	2196	14778

2. Analyzing the Traits of Each Cluster



Cluster 1 Traits

- Mostly people with age being 50+
- Mostly married with children
- Household income ranges from 25k to 100k
- Attend events 3 to 4 times a year
- Dont spend too much time on social media
- Willing to travel 4-6 hours
- Kids playground is there favourit attraction
- Very satisfied with last event

Cluster 2 Traits

- People who dont have kids - mostly single
- Earn between 20k and 50k
- Attend events mostly once or twice a year
- Spend a lot of time on social media
- Willing to travel 1 to 2 hours
- Love adrenaline rush activities
- Somewhat satisfied with the last event
- Somewhat likely recomment to others.

Cluster 3 Traits

- Mostly with age range 26-50
- Married people who have kids or living with partners
- Earn between 50k to 150k
- Attend events 3 to 4 times in year
- Spend 1 to 2 hours on social media
- Travel 4 to 6 hours
- Like a bit everything in the attractions
- Very likely recommend their last event

Cluster 4 Traits

- People who are seperated, divorces and widowed
- Income range 50k to 100k
- Attend lot of event per year
- Spend half day on social media
- Willing to travel more than 6 hours daily
- Not bothered with food,bars,coffee and toilet areas
- Mostly satisfied with last events
- They do not think the last even worth money spent on it

Cluster 5 Traits

- Age between 40 to 60
- Married with children
- Do not spend much time on social media
- Attend events 3 times in a year
- Not adrenaline people
- Food/coffee/bars/Toilets are more important
- Kids playground are essential
- Very satisfied with last event But unlikely to recommend others
- Last event was value for money



Events Cluster Dashboard

Number of Data Points
14.78K

Gender

All

Age

All

Martial Status

All

House Hold Income

All

District

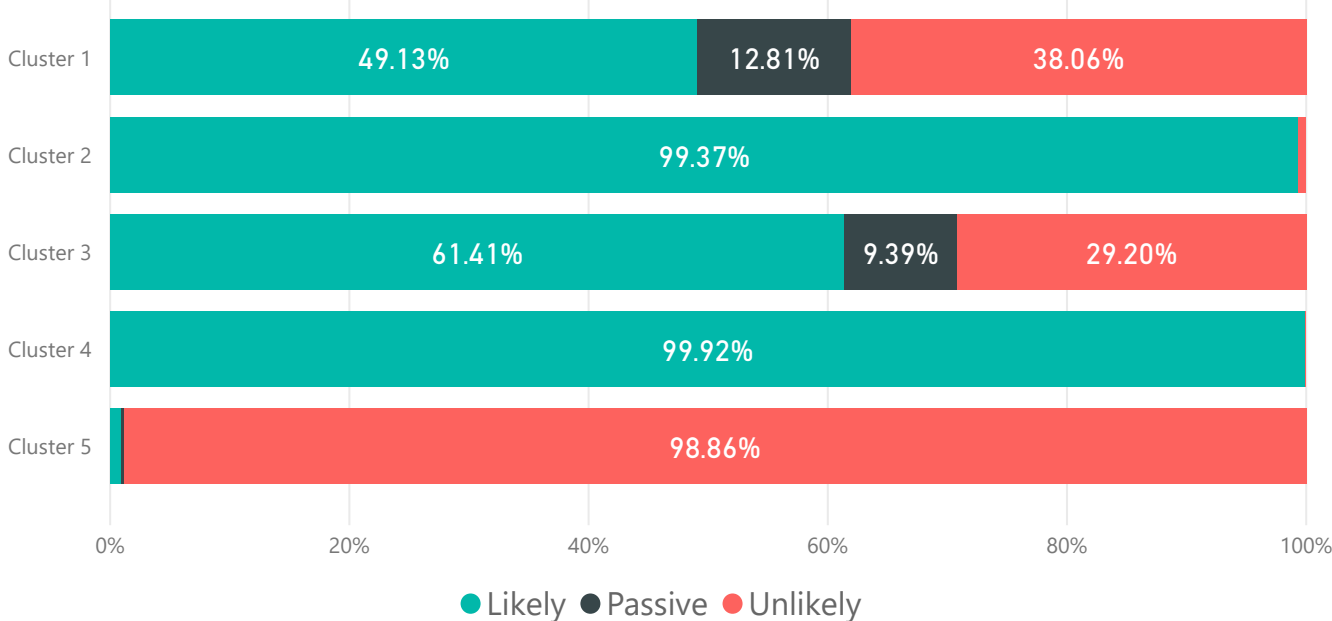
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Cluster Category

All

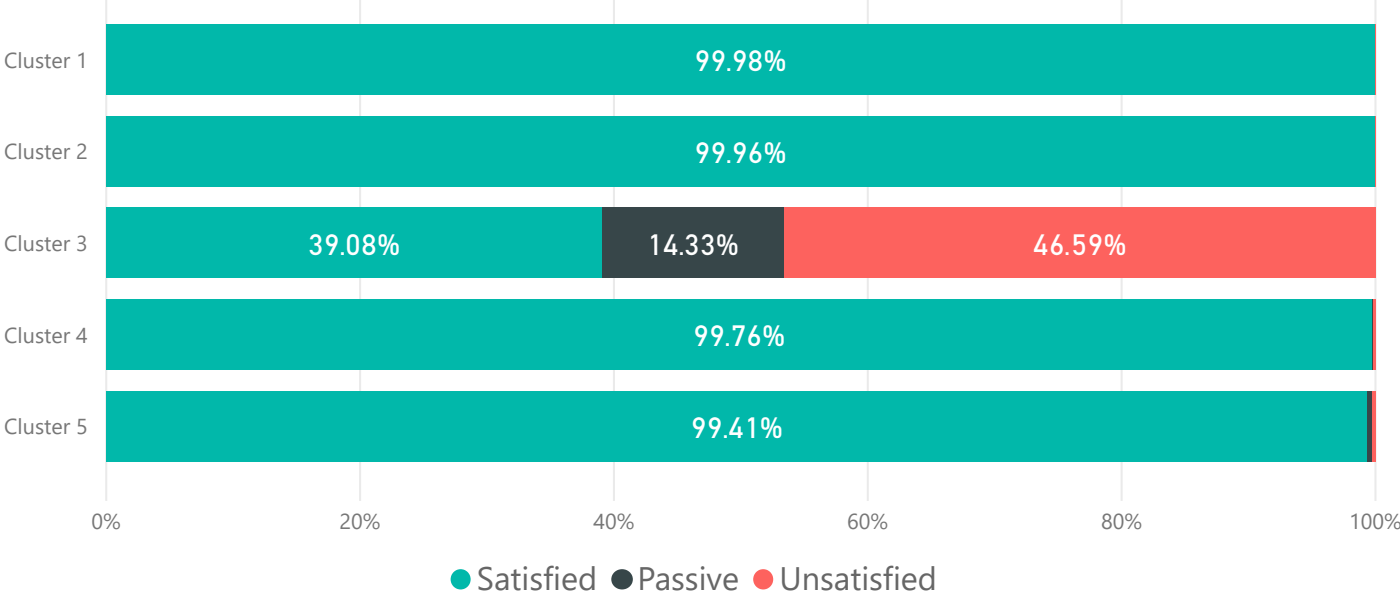
1.Recommendation Net Promoter Score(NPS)

Likely to Recommend vs Passive vs Unlikely by Cluster



2.Satisfaction Net Promoter Score(NPS)

Satisfied Vs Passive Vs Unsatisfied by Cluster



Overall recommendation NPS

25.36%

Recommendation NPS

Clusters	Likely	Passive	Unlikely	NPS
Cluster 1	49.13%	12.81%	38.06%	11.07%
Cluster 2	99.37%		0.63%	98.73%
Cluster 3	61.41%	9.39%	29.20%	32.22%
Cluster 4	99.92%		0.08%	99.84%
Cluster 5	0.91%	0.23%	98.86%	-97.95%
Total	59.48%	6.40%	34.12%	25.36%

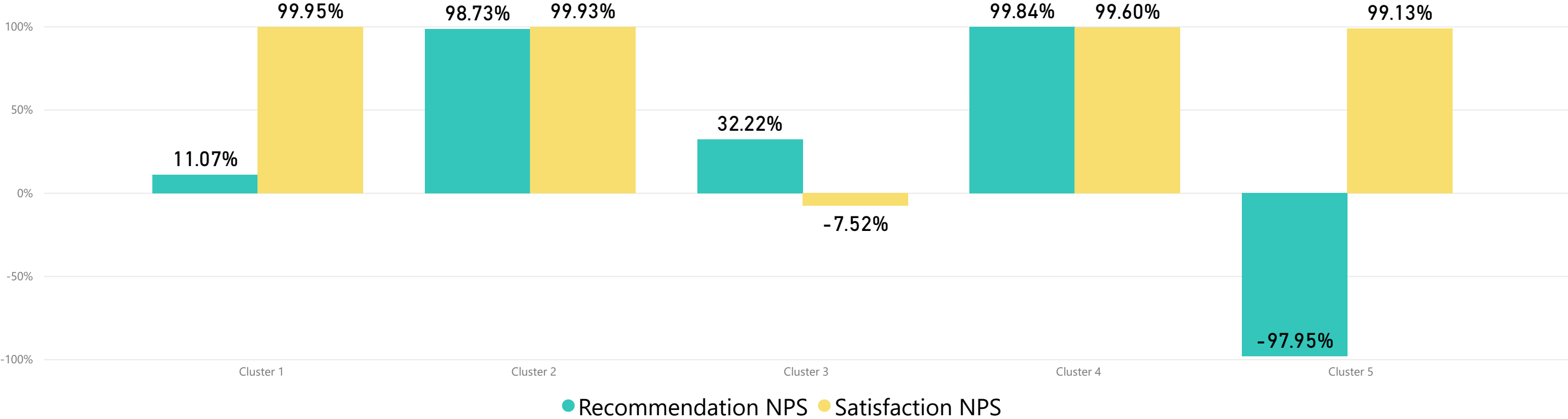
Overall Satisfaction NPS

68.74%

Recommendation NPS

Clusters	Satisfied	Passive	Unsatisfied	NPS
Cluster 1	99.98%		0.02%	99.95%
Cluster 2	99.96%		0.04%	99.93%
Cluster 4	99.76%	0.08%	0.16%	99.60%
Cluster 5	99.41%	0.32%	0.27%	99.13%
Cluster 3	39.08%	14.33%	46.59%	-7.52%
Total	82.27%	4.20%	13.53%	68.74%

Recommendation NPS Vs Satisfaction NPS - By Cluster Category



3. Cluster Breakdown Tree by Selected Fields

Clusters Breakdown Tree

