**Dataset Information of Wholesale Customers**

**Source**: <https://archive.ics.uci.edu/dataset/292/wholesale+customers>

**Citation**: Cardoso, Margarida. (2014). Wholesale customers. UCI Machine Learning Repository. <https://doi.org/10.24432/C5030X>.

**Summary**: This dataset refers to clients of a wholesale distributor, including the annual spending in monetary units (m.u.) on diverse product categories from different channels and regions, 8 features, 440 records in total.

**Attributes**:

1. *Channel*: Horeca (Hotel/Restaurant/Café) or Retail channel – Nominal
2. *Region*: Lisbon, Oporto or Other – Nominal
3. *Fresh*: Annual spending (m.u.) on fresh products – Continuous
4. *Milk*: Annual spending (m.u.) on milk products – Continuous
5. *Grocery*: Annual spending (m.u.) on grocery products – Continuous
6. *Frozen*: Annual spending (m.u.) on frozen products – Continuous
7. *Detergents\_Paper*: Annual spending (m.u.) on detergents and paper products – Continuous
8. *Delicatessen*: Annual spending (m.u.) on and delicatessen products – Continuous

**Exploration Ideas**:

1. For each cluster, analyze the properties of each cluster in details;
2. Develop marketing strategies for each cluster and specify the reason.