

Events Clusters Dashboard

Number of Data
14.78K

Gender

Female Male

Age

All

Current Status

All

Household Income

All

District

All

Clusters

Cluster 1

Cluster 2

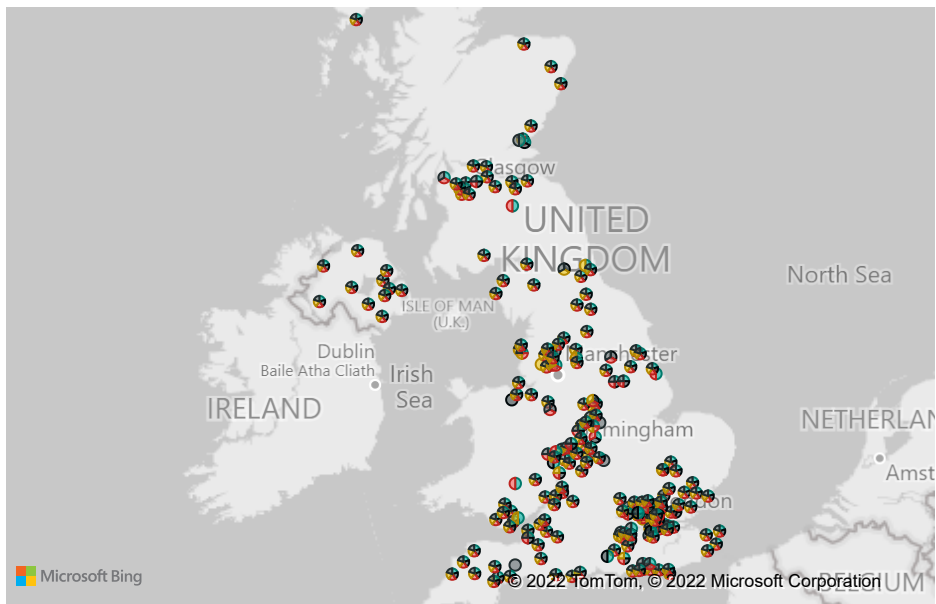
Cluster 3

Cluster 4

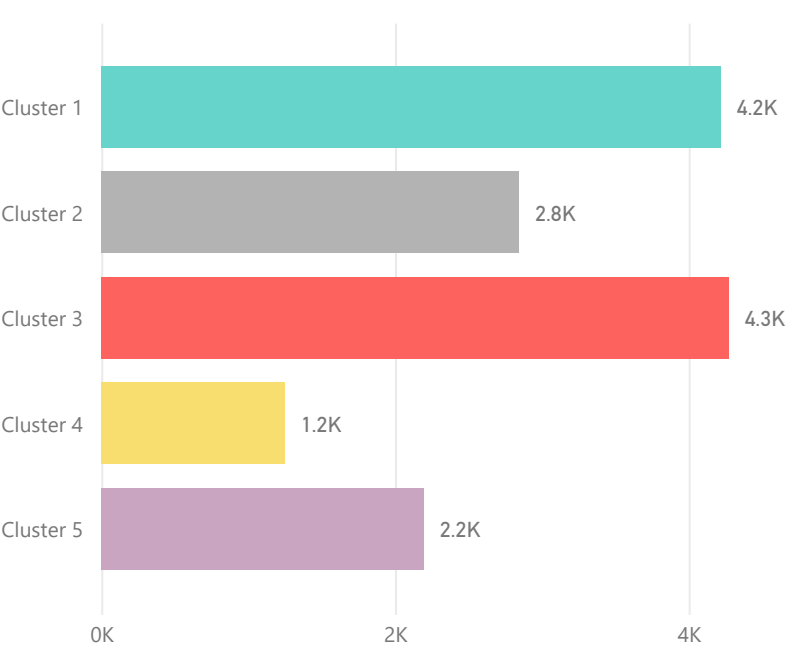
Cluster 5

Summary by District and County

Number of Customers Per District



Customers Per Cluster

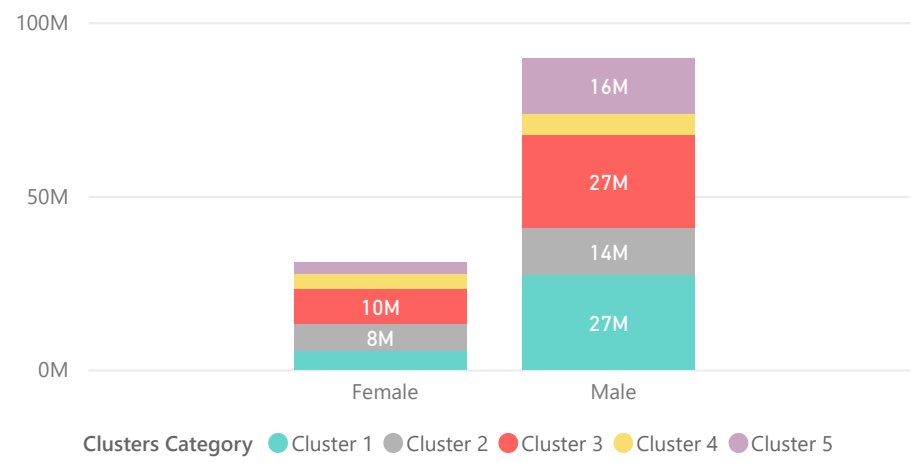


District Breakdown per Cluster

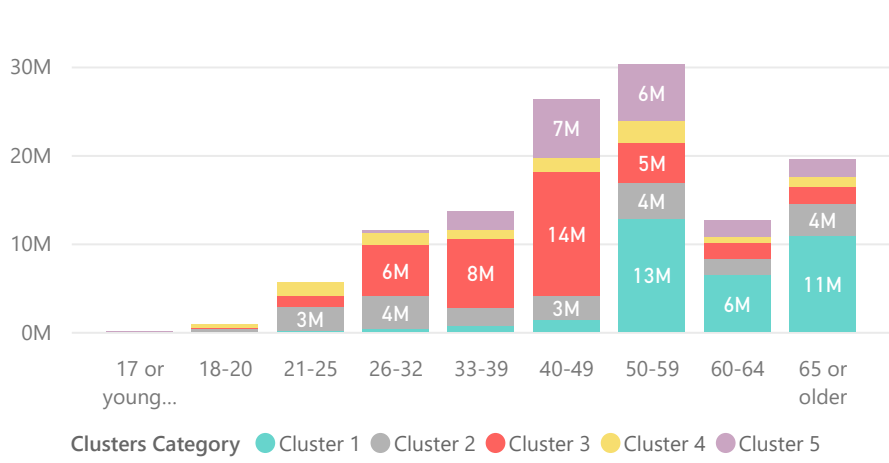
District	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Total
0	18	15	20	3	17	73
Aberdeen City	61	26	64	15	44	210
Aberdeenshire	82	61	68	25	60	296
Adur	12	8	11	1	6	38
Allerdale	21	17	25	7	8	78
Amber Valley	20	12	30	11	7	80
Angus	17	14	17	3	11	62
Antrim and Newtownabbey	12	14	14	3	12	55
Ards and North Down	20	18	25	8	15	86
Argyll and Bute	9		8		4	21
Armagh City, Banbridge and Craigavon	24	26	22	17	15	104
Arun	9	7	15	7	7	45
Aylesbury Vale	17	18	13	6	1	55
Total	4217	2845	4271	1249	2196	14778

Analyzing the Traits of Each Cluster

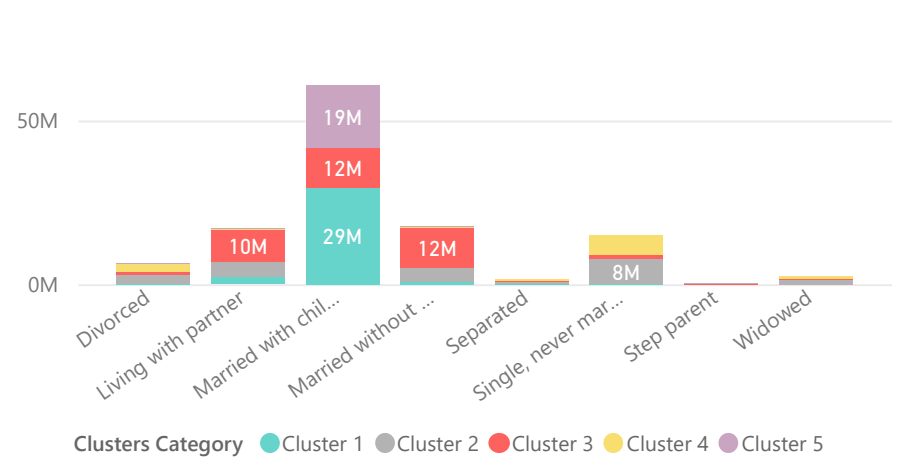
Clusters per Gender



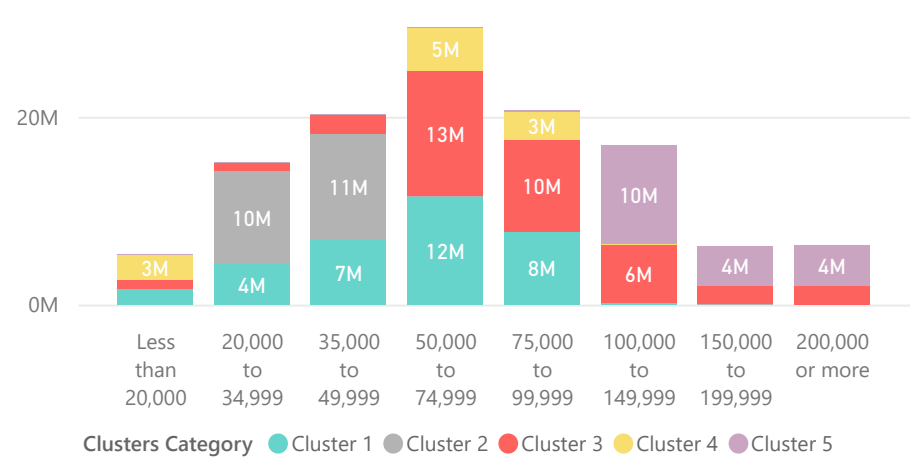
Clusters per Age Group



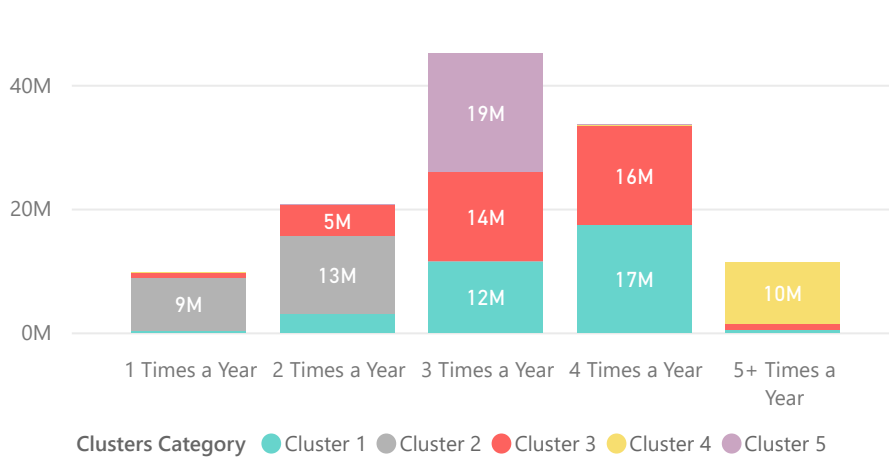
Clusters per Status



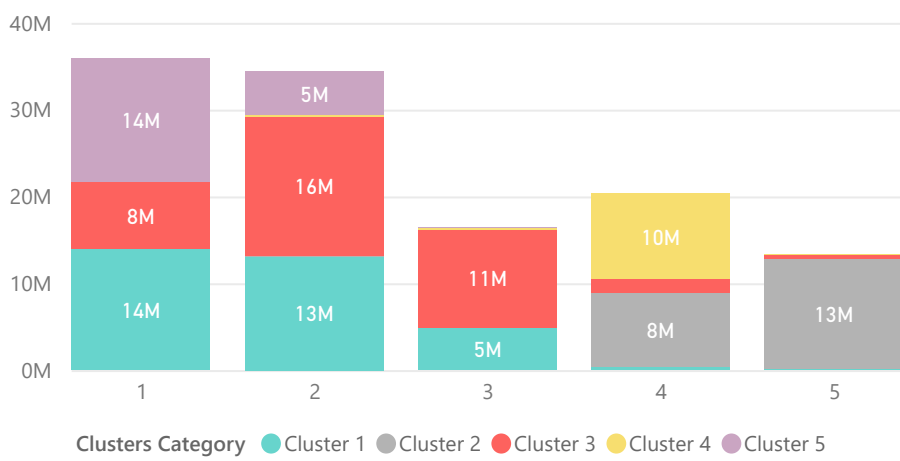
Clusters per Household Income



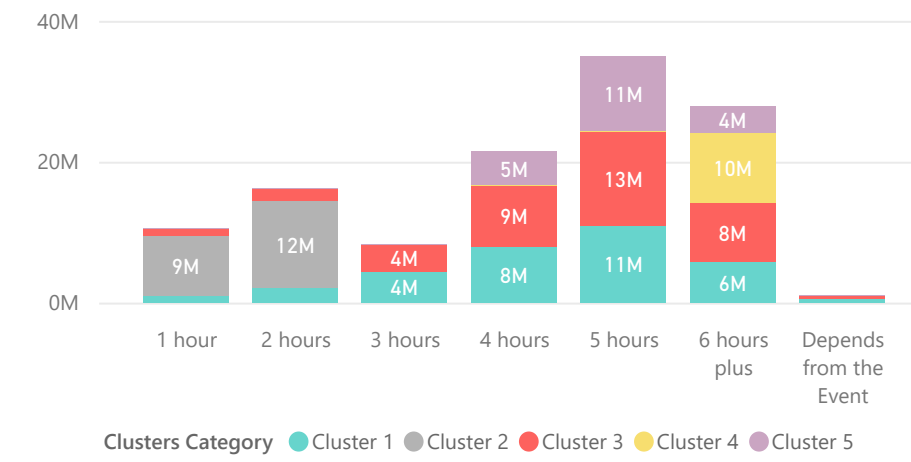
Clusters per Event Attendance



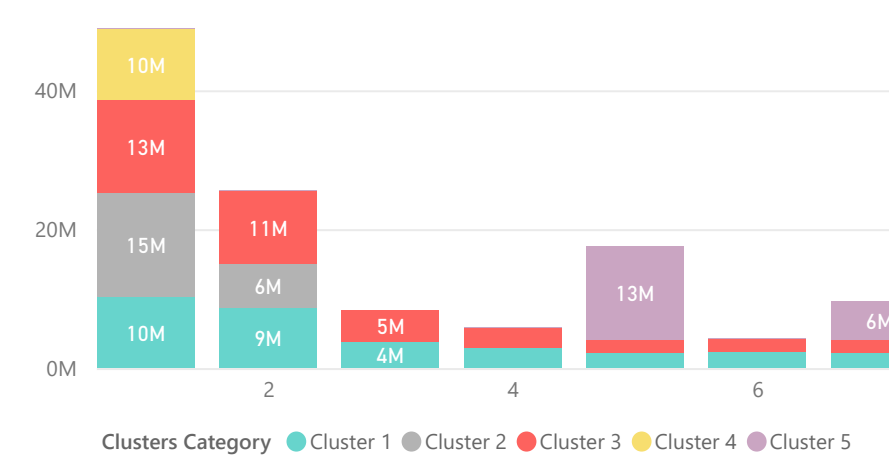
Clusters per Social Media Time Spend



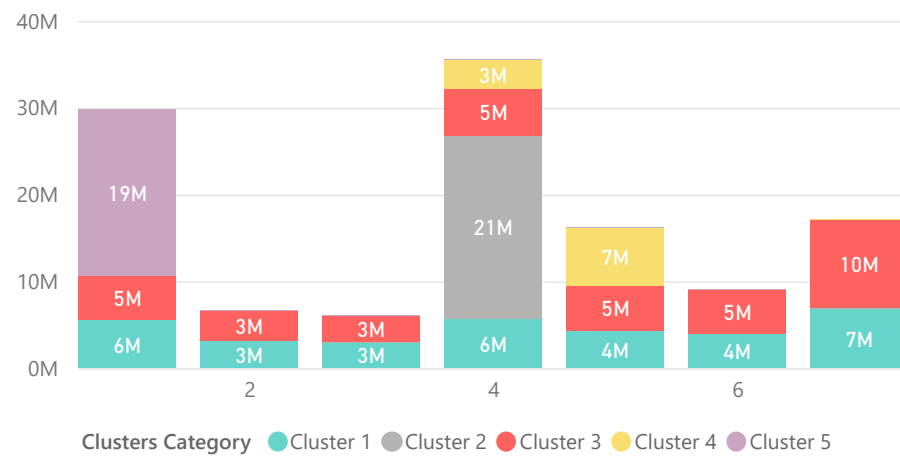
Clusters per Willingness to Travel



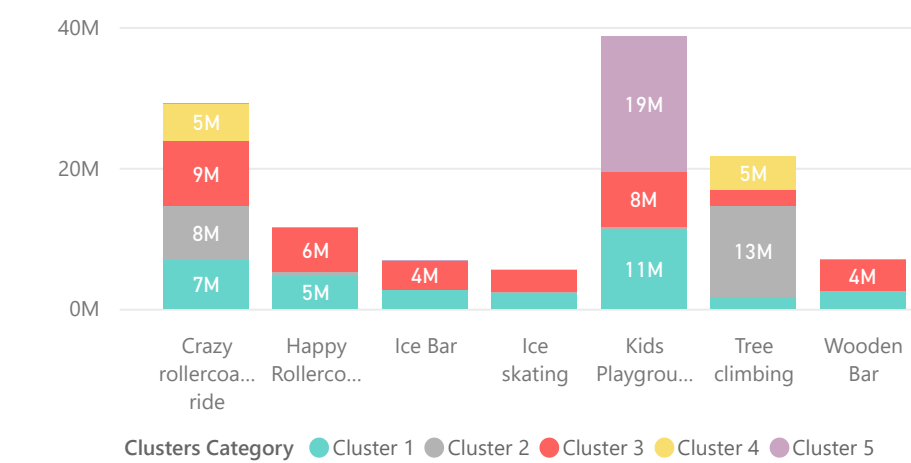
Clusters per Adrenaline Rush Activities



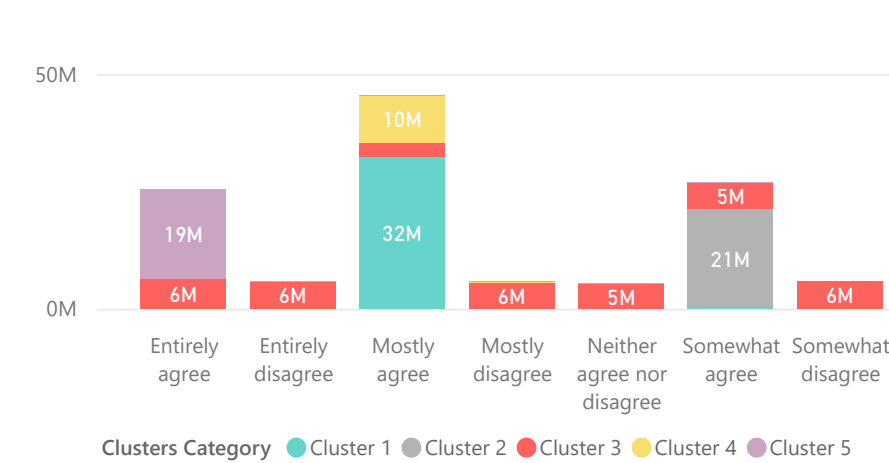
Clusters per Food/Coffee/Bars/Toilets Importance



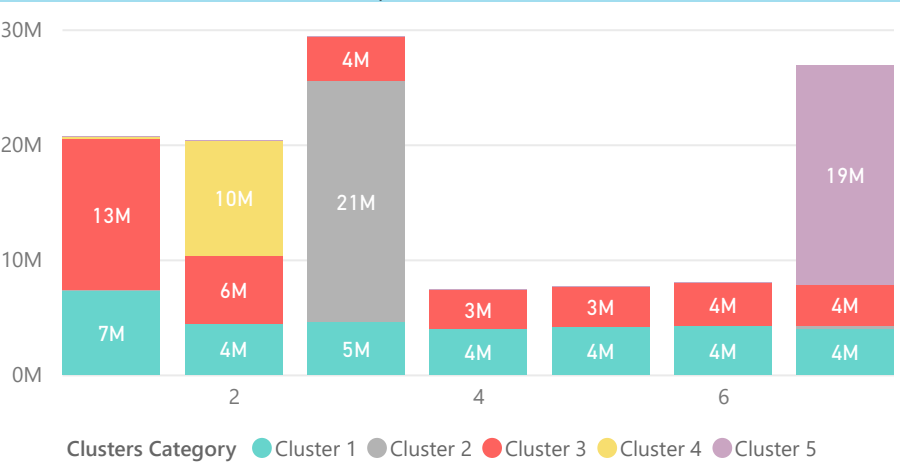
Clusters per Favourite Attraction



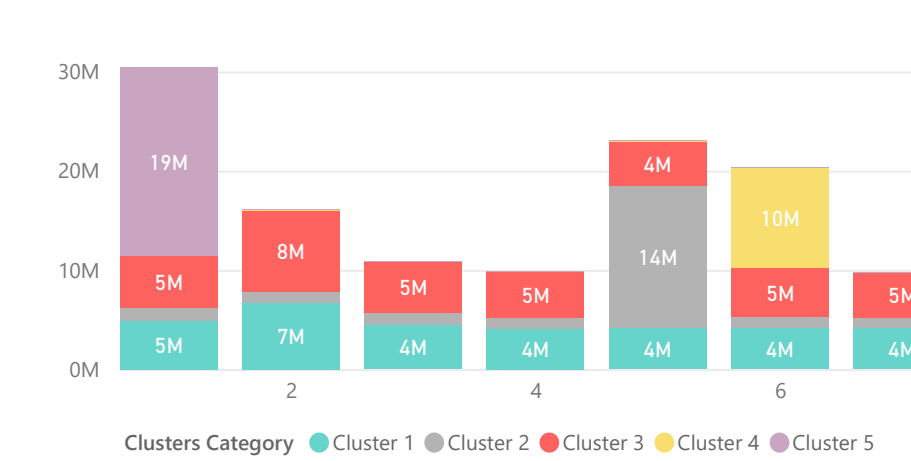
Clusters per Satisfaction



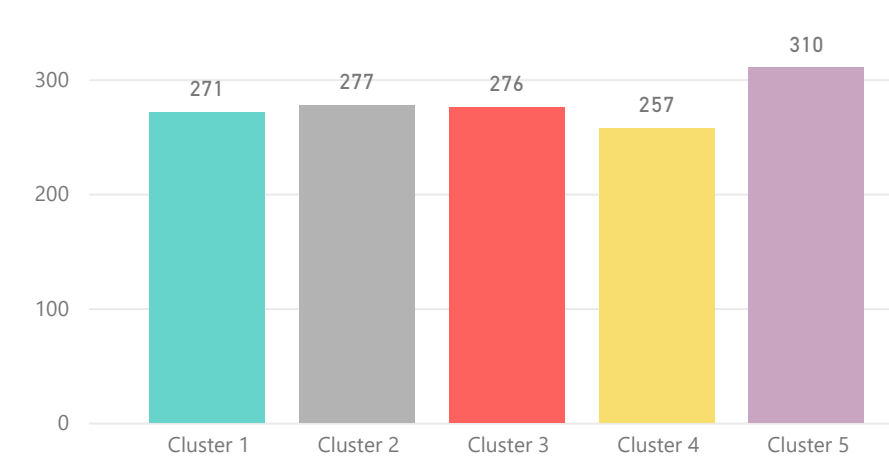
Clusters per Recommendation



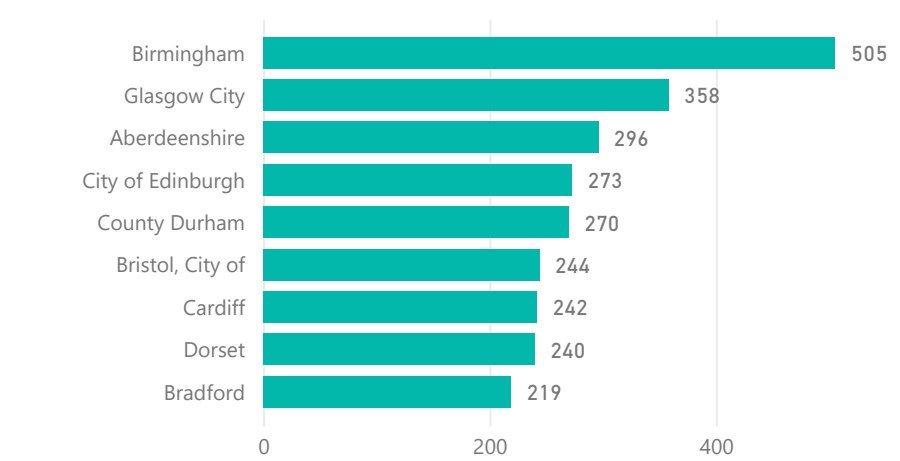
Clusters per Value for Money



Average Distance (KM) from last Event Per Cluster



Number of Customer per District



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
- Don't spend too much time on Social media (<1 hour)
- Willing to travel 4-6 hours
- Kids playgrounds its their favorite attraction
- Very satisfied with last event

Cluster 2 Traits

- People who don't have kids - mostly single
- Earn between 20k to 50k
- Attend events mostly once or a twice year
- Spend a lot of time in social media (half a day)
- Willing to travel 1 to 2 hours
- Love adrenaline rush activities
- Not bothered with food/coffee/bars/toilet areas
- Somewhat satisfied with last event
- Somewhat likely to recommend it to others

Cluster 3 Traits

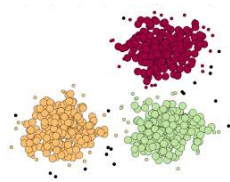
- Mostly people with age range between 26 to 50
- Married people who have kids or living partners(+2)
- Earn between 50k to 150k
- Attend events 3 to 4 times a year
- Spend mostly 1 to 2 hours in social media
- Mostly willing to travel 4 to 6 hours
- Like a bit of every in the attractions
- Very likely to recommend their last event
- Very 'general' group of people maybe willing to try new things

Cluster 4 Traits

- People who are single, separated, divorced or widowed
- Household income ranges between 50k to 100k or less than 20k
- Attend a lot of events per year (5+)
- Spend half a day in social media
- Willing to travel up to 6 hours and they love adrenaline rush activities
- Not bothered with food/coffee/bars/toilet areas
- Mostly satisfied with their last event and willing to recommend
- They do not think the last event was value for money

Cluster 5 Traits

- Mostly people between 40 to 60 age
- Married and with children
- High earnings +100k
- Attend events 3 times a year
- Do not spend much time on social media (<1)
- Willing to travel 4-6 hours for the event
- Not adrenaline people
- Food/coffee/bars/toilet areas are very important
- Kids playgrounds are essential
- Very satisfied with last event but unlikely to recommend



Events Clusters Dashboard

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Gender

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Age

All

Current Status

All

Household Income

All

District

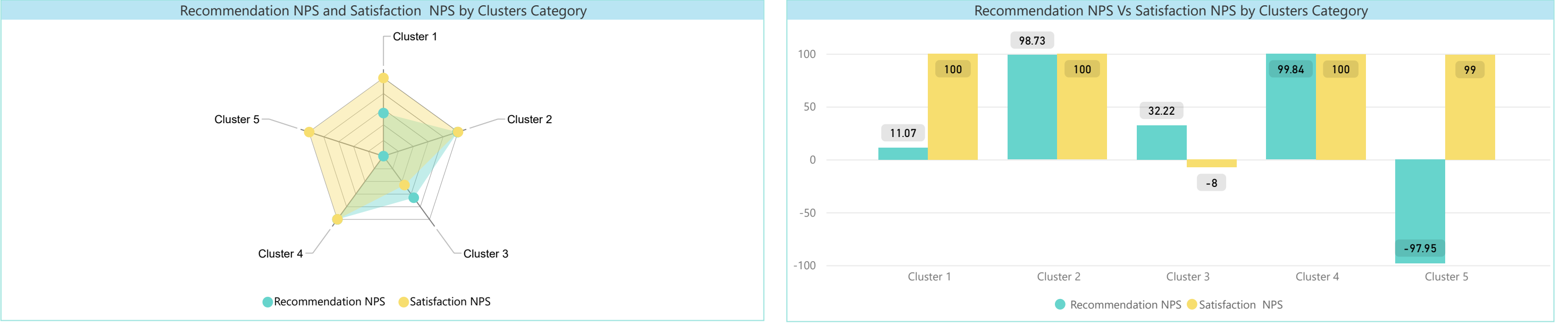
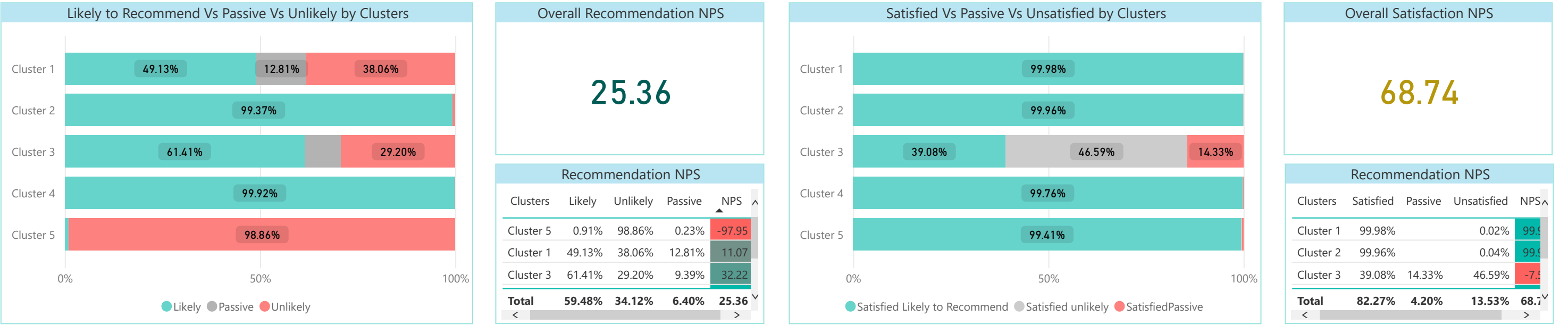
All

Clusters

Cluster 1Cluster 2Cluster 3Cluster 4Cluster 5

Recommendation Net Promoter Score (NPS)

Satisfaction Net Promoter Score (NPS)



Cluster Breakdown Tree by Selected Fields

Count of customer by Clusters Category, current_status, total_household_income and social_media

