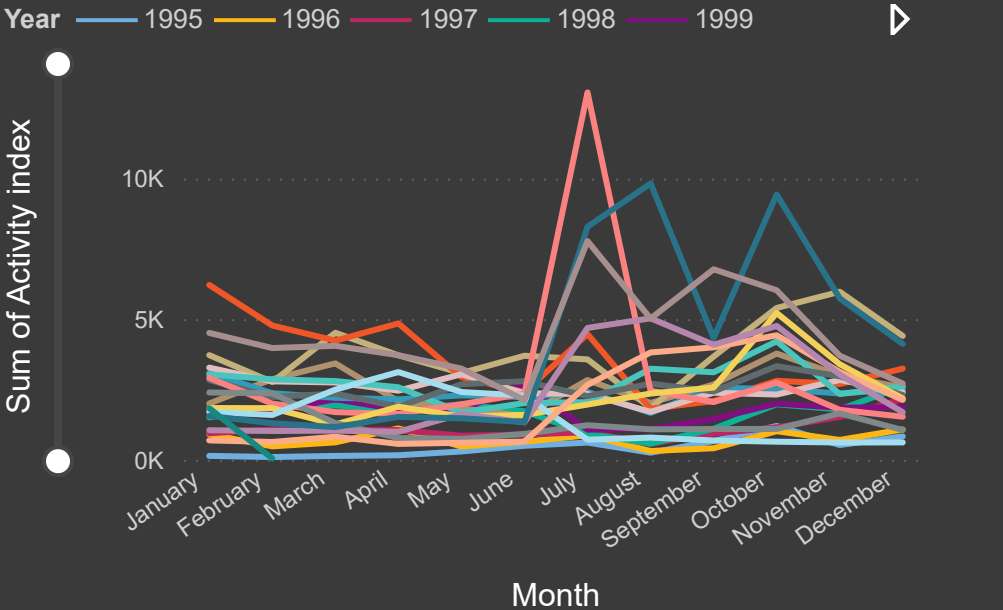
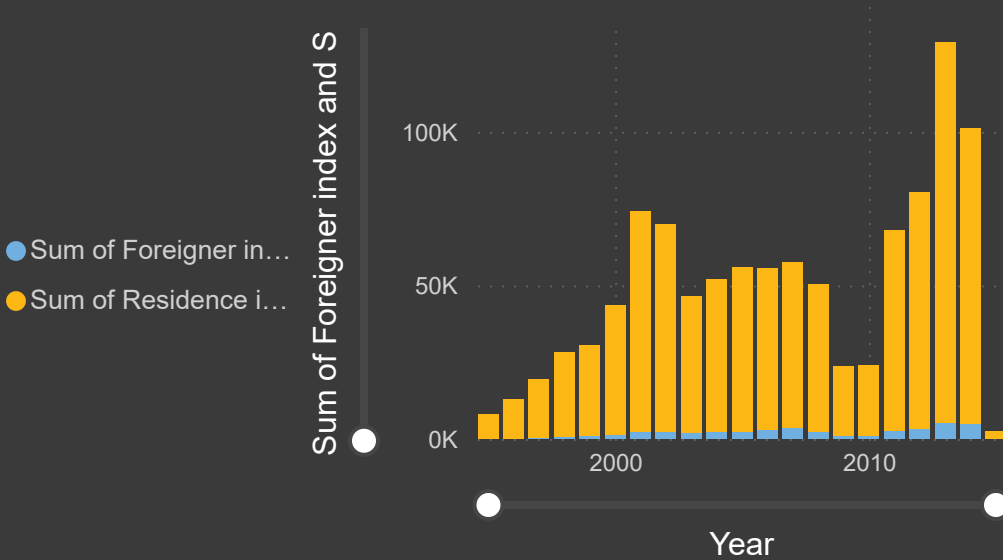
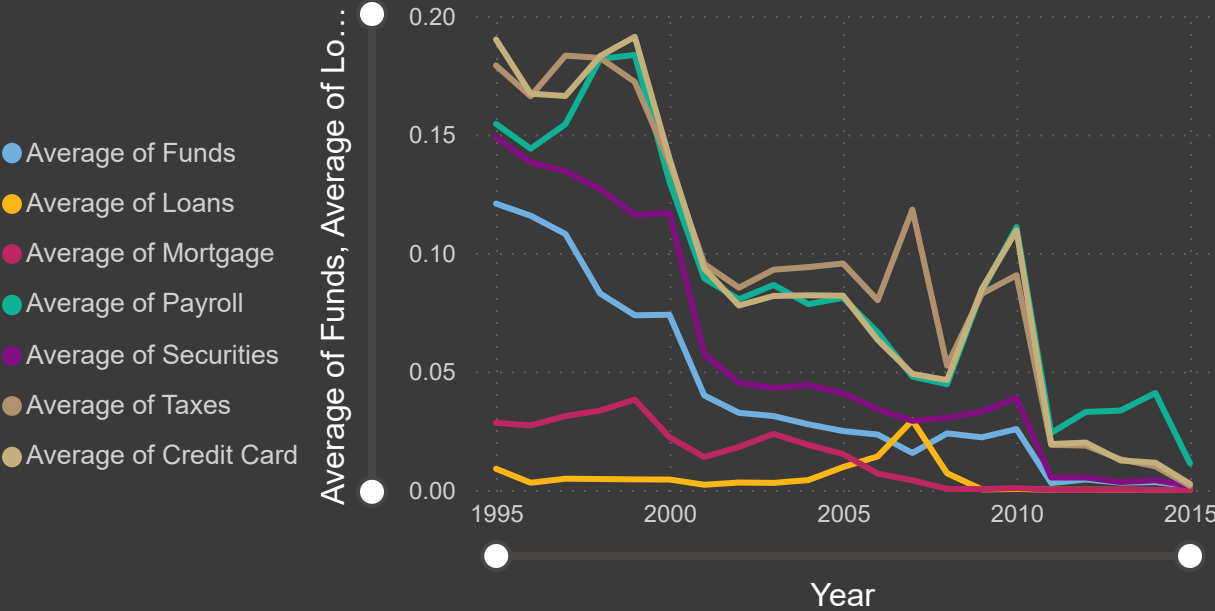
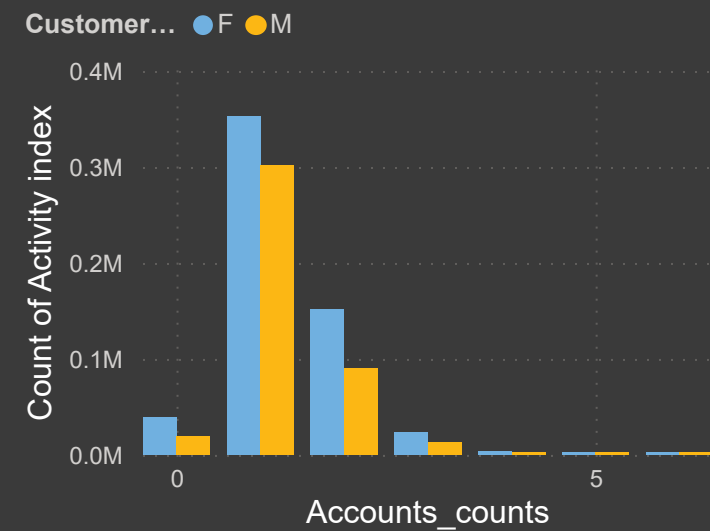
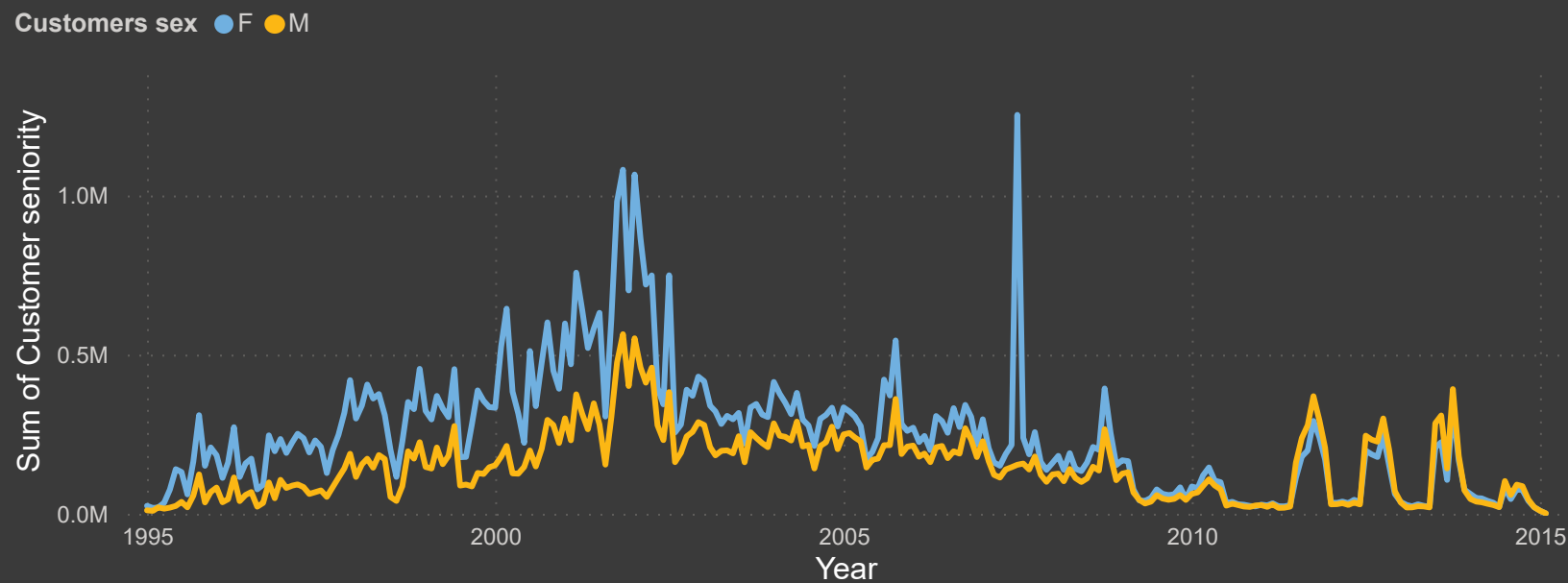
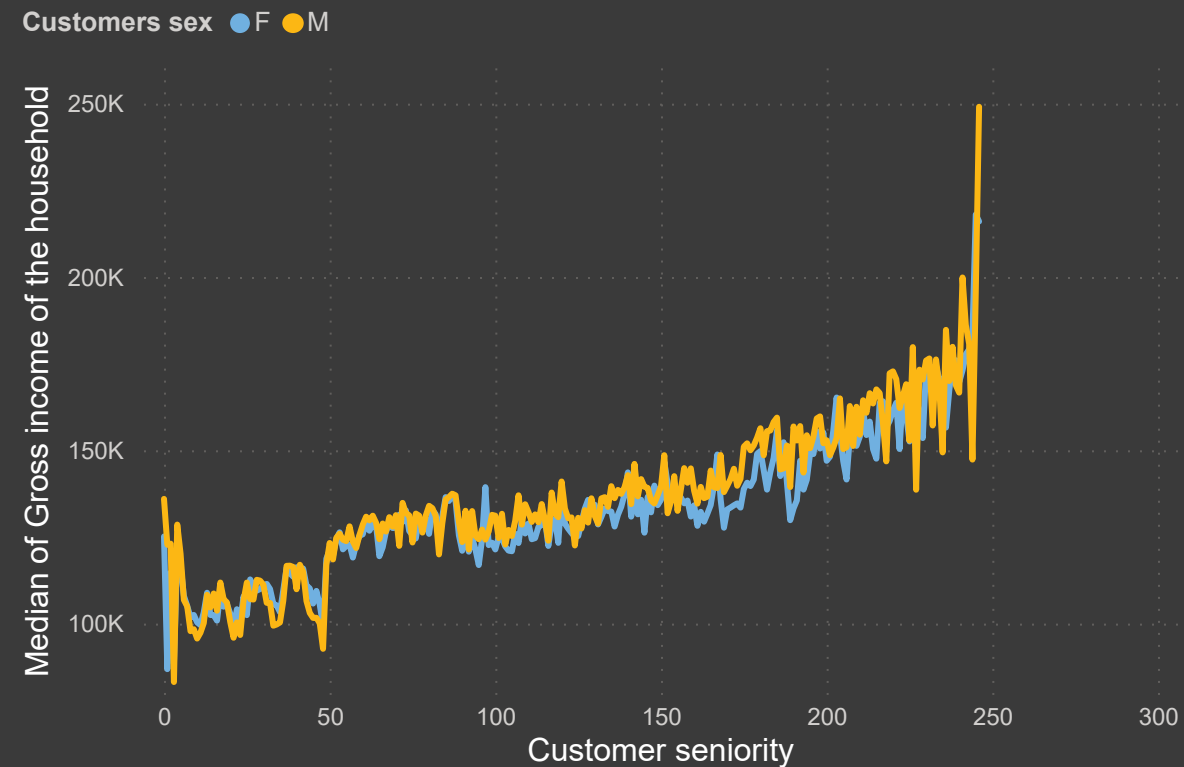
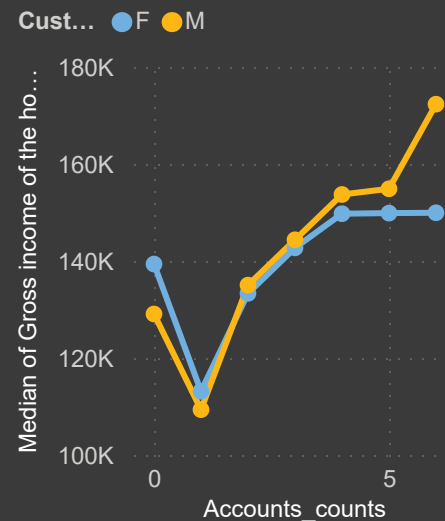
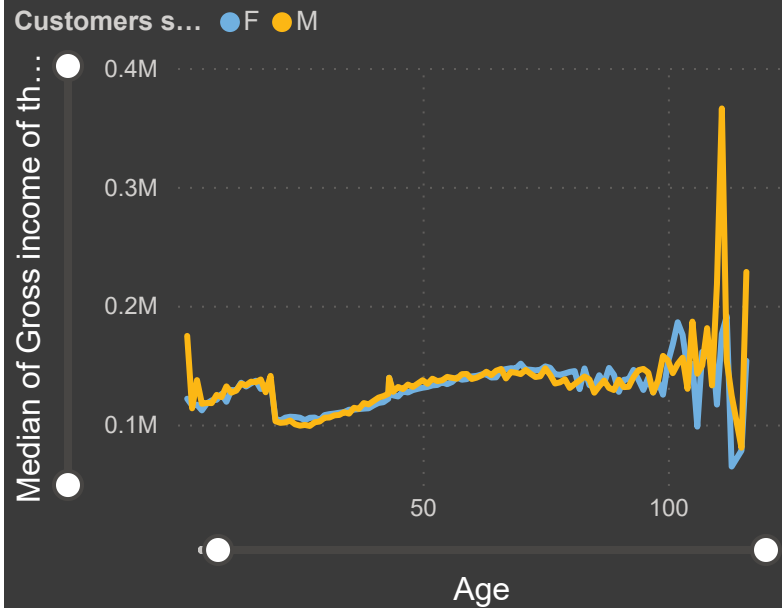
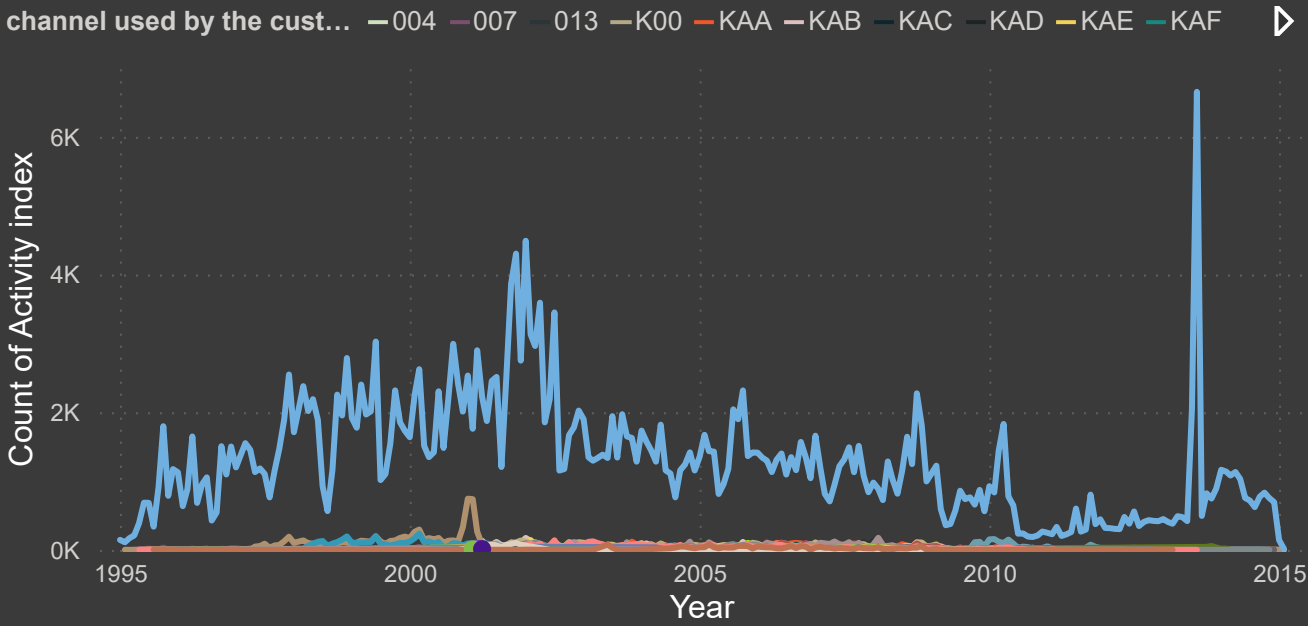


Customer Segmentation Project



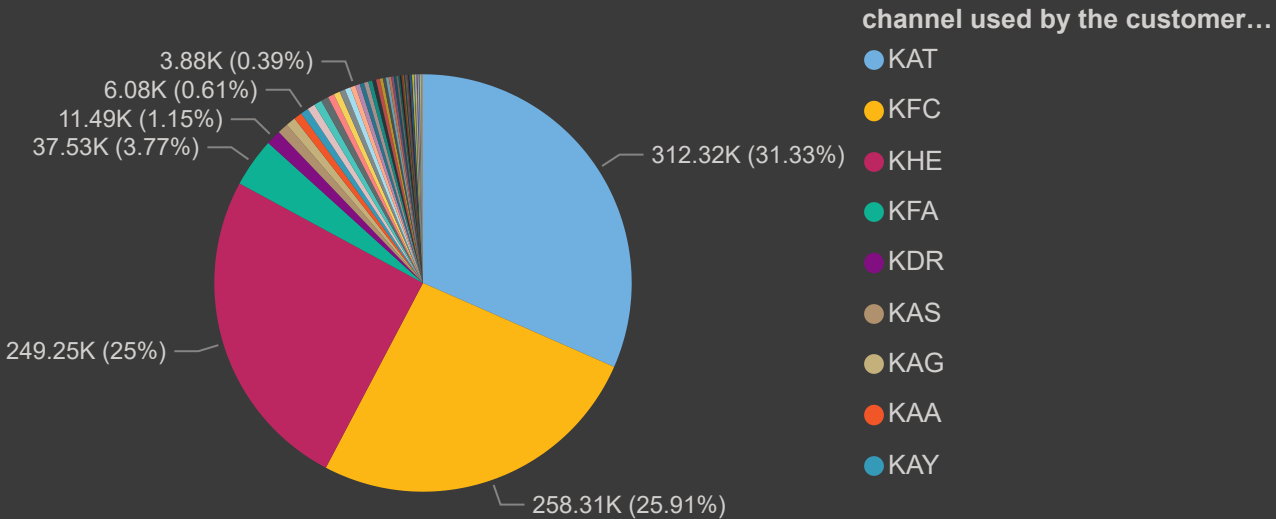




Deposit Terms ● 0 ● 1 ● 2 ● 3 ● 4 ● 5 ● 6



Count of Customer code by channel used by the customer to join



Key influencers Top segments



What influences Customer seniority to ?

When...

....the average of Customer seniority decreases by

Average of Age goes down 16.82



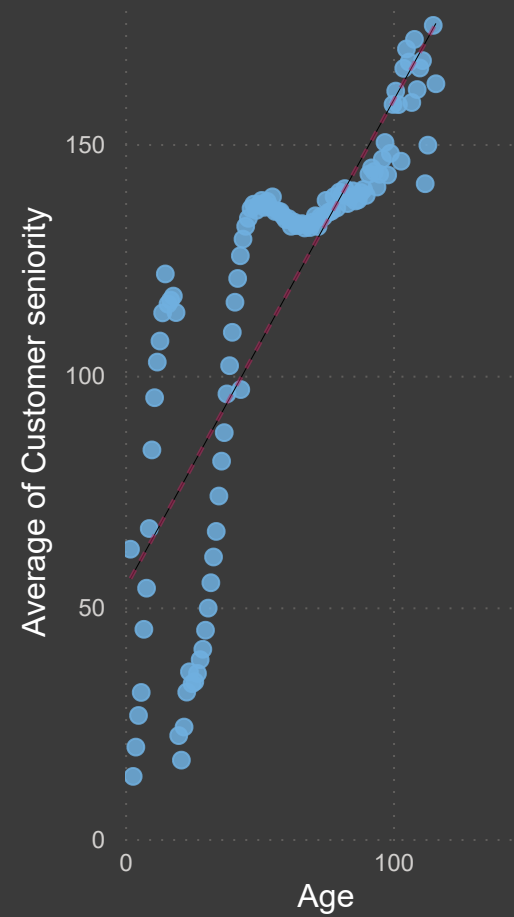
Average of Gross income of the household is 104593.65 - 121426.43



Average of Gross income of the household is 104593.65 or less



← On average when Average of Age decreases, Customer seniority also decreases.



Key influencers Top segments



What influences Activity index to be ?

When...

....the likelihood of Activity index being 1 increases by

Customer relation type at the beginning of the month is active



Sum of Credit Card is 1



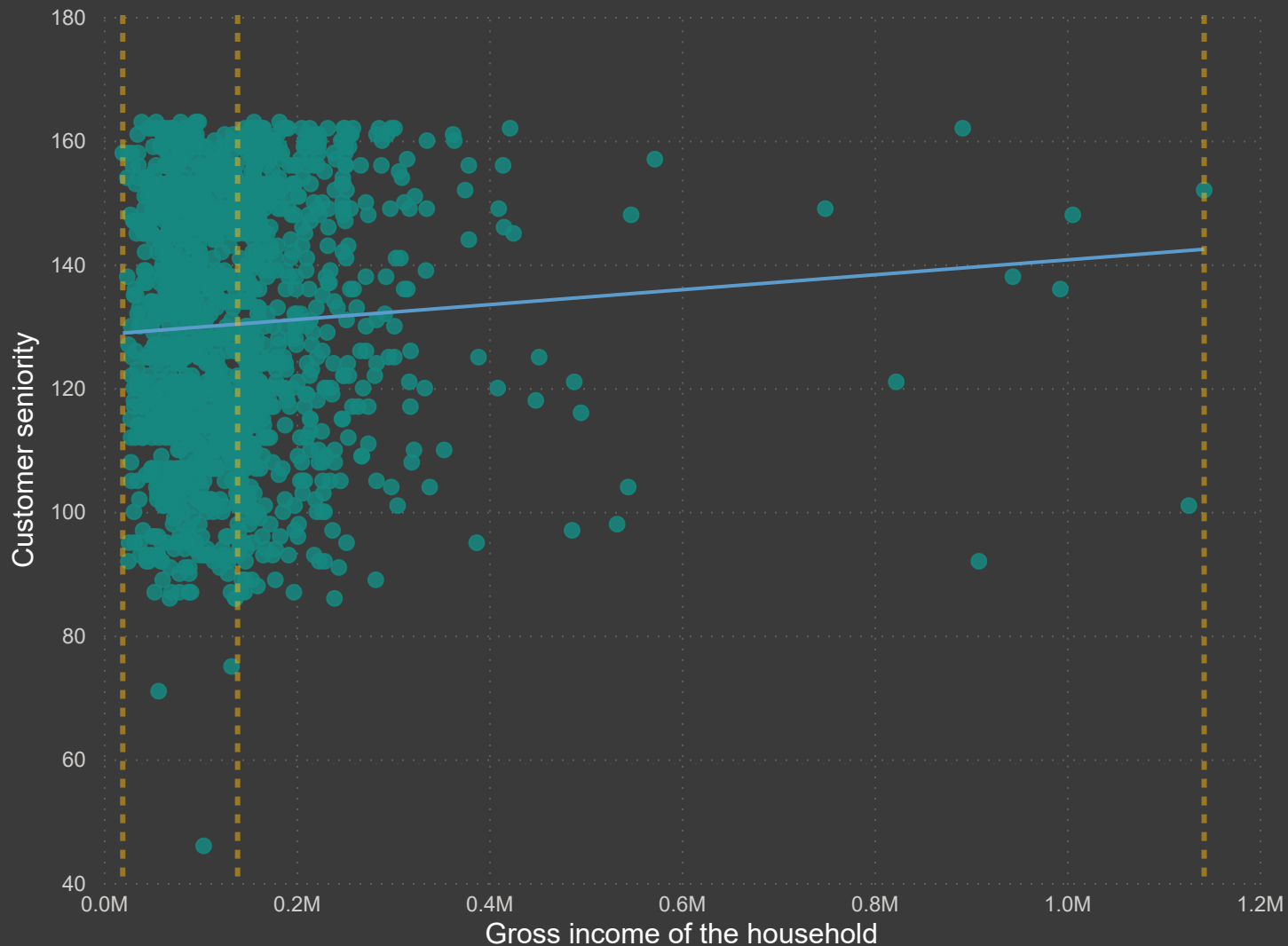
Customers sex is F





channel used by the customer to join, Gross income of the household and Customer seniority

channel used by the custome... ● KAF



channel used by t... ▼

- ✓ ○ 004
- ✓ ○ 007
- ✓ ○ 013
- ✓ ○ K00
- ✓ ○ KAA
- ✓ ○ KAB
- ✓ ○ KAC
- ✓ ○ KAD
- ✓ ○ KAE
- ✓ ● KAF
- ✓ ○ KAG
- ✓ ○ KAH

Median of Gross income of the household by Customers sex, Activity index and Accounts_counts

