

# Customer Profiling

Based on West Side Market Survey Instrument

## 0. System Setup & Cleaning

## A. Demographic Based

### Age Groups

- Under 18
- 18–20
- 21–24
- 25–40
- 41–59
- 60+

### Zip Code Segments

- Near Market (within ~5 miles)
- Greater Cleveland residents
- Suburban residents
- Out-of-town visitors / tourists

### Income Segments

- Less than \$25,000
- \$25,000–\$49,999
- \$50,000–\$99,999
- \$100,000–\$149,999
- \$150,000–\$199,999
- \$200,000–\$249,999
- \$250,000+

### Household Size

- 1-person household
- 2-person household
- 3-person household
- 4-person household
- 5-person household
- 6-person household

- 7+ household

## Gender Segments

- Male
- Female
- Other / Nonbinary
- Prefer not to say

## Race/Ethnicity Segments

- African American
- White / Caucasian
- Hispanic
- Asian
- Pacific Islander
- Multiracial/Other

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## SECTION A: DEMOGRAPHIC-BASED SEGMENTATION

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Total respondents: 684

Missing values per demographic variable:

```
Q5      0
Q4     27
Q34    186
Q33    180
Q35    186
Q36    182
dtype: int64
```

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### 1. AGE GROUPS DISTRIBUTION

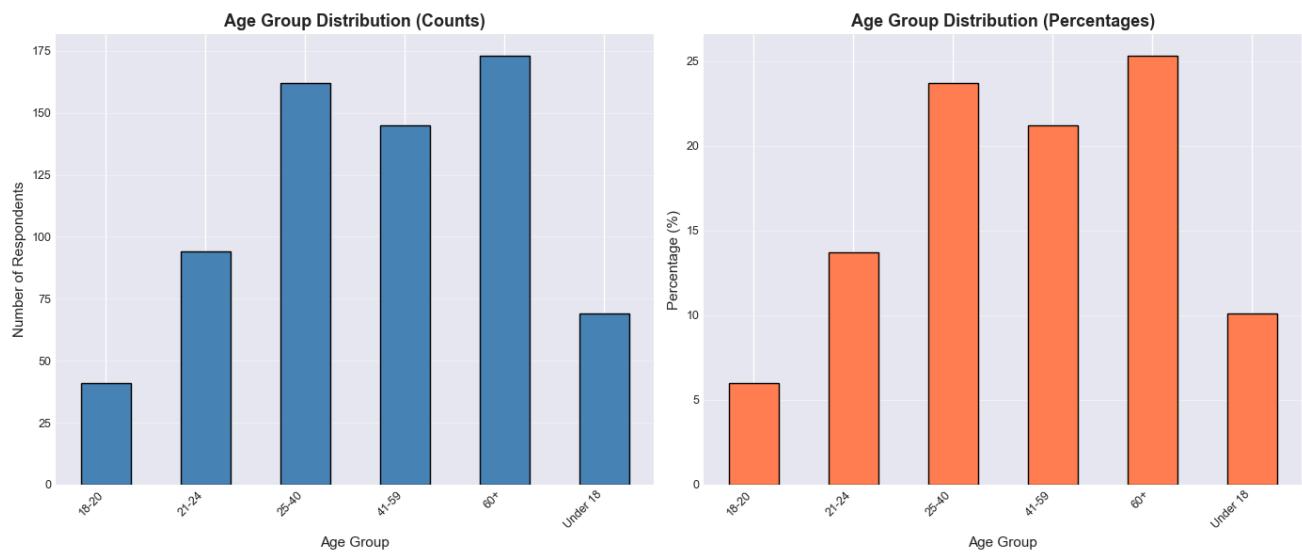
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Counts:

```
Age_Group
18–20        41
21–24        94
25–40       162
41–59       145
60+         173
Under 18     69
Name: count, dtype: int64
```

Percentages:

```
Age_Group
18–20        6.0
21–24       13.7
25–40       23.7
41–59       21.2
60+         25.3
Under 18     10.1
Name: count, dtype: float64
```



## 2. ZIP CODE SEGMENTS

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Counts:

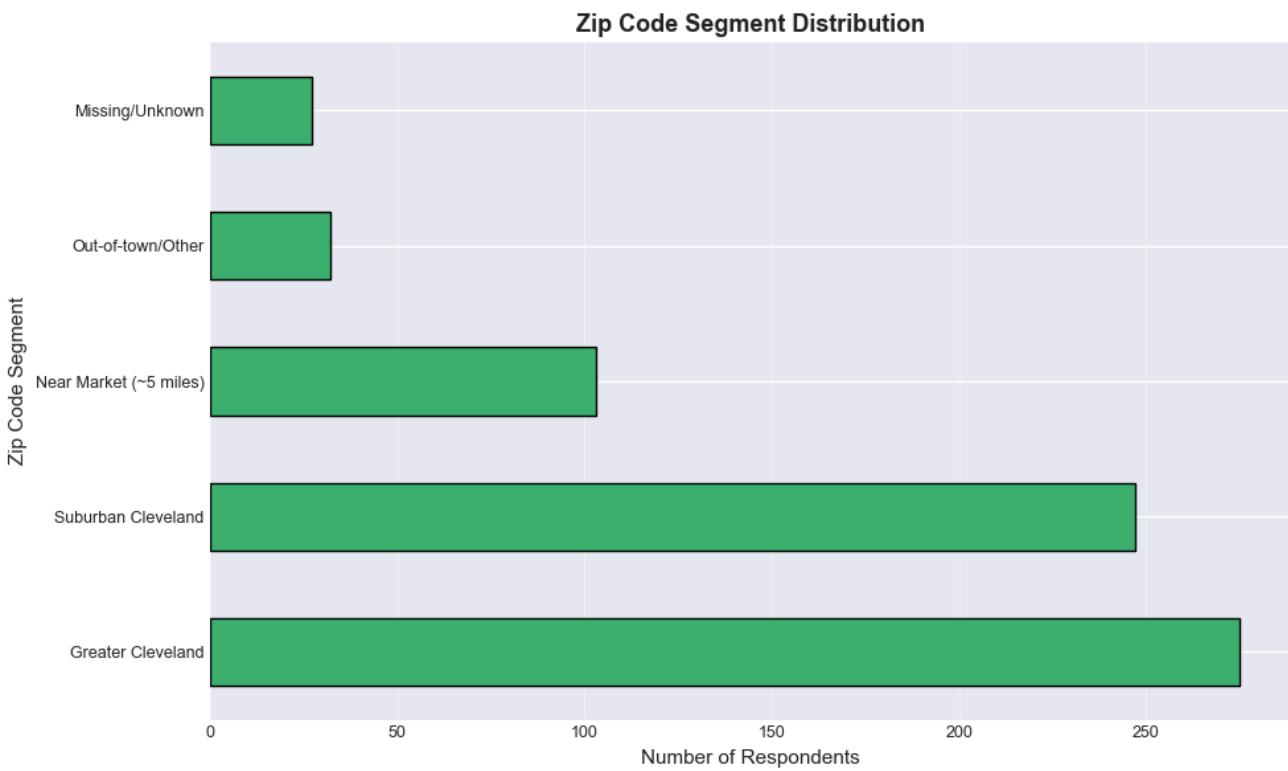
Zip_Segment	
Greater Cleveland	275
Suburban Cleveland	247
Near Market (~5 miles)	103
Out-of-town/Other	32
Missing/Unknown	27

Name: count, dtype: int64

Percentages:

Zip_Segment	
Greater Cleveland	40.2
Suburban Cleveland	36.1
Near Market (~5 miles)	15.1
Out-of-town/Other	4.7
Missing/Unknown	3.9

Name: count, dtype: float64



### 3. INCOME SEGMENTS

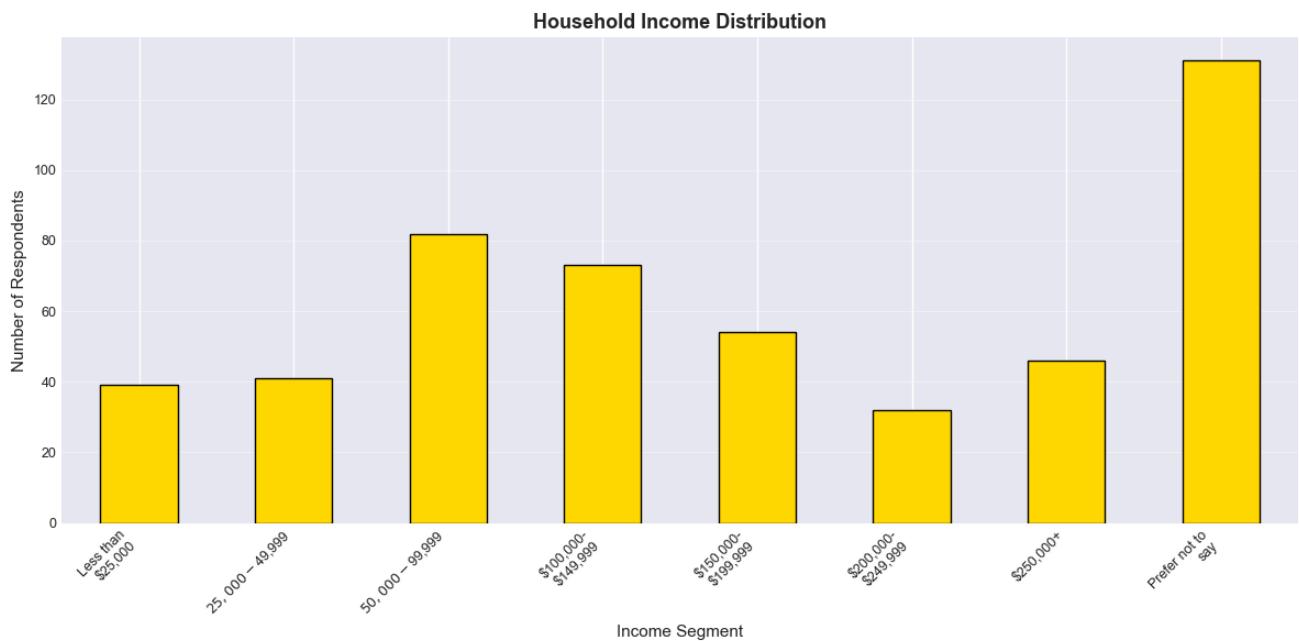
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Counts:

```
Income_Segment
Less than $25,000      39
$25,000-$49,999       41
$50,000-$99,999       82
$100,000-$149,999     73
$150,000-$199,999     54
$200,000-$249,999     32
$250,000+              46
Prefer not to say      131
Name: count, dtype: int64
```

Percentages:

```
Income_Segment
Less than $25,000      5.7
$25,000-$49,999       6.0
$50,000-$99,999       12.0
$100,000-$149,999     10.7
$150,000-$199,999     7.9
$200,000-$249,999     4.7
$250,000+              6.7
Prefer not to say      19.2
Name: count, dtype: float64
```




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#### 4. HOUSEHOLD SIZE

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Counts:

Household\_Size

1	92
2	158
3	64
4	104
5	45
6	13
7+	9
Prefer not to say	19

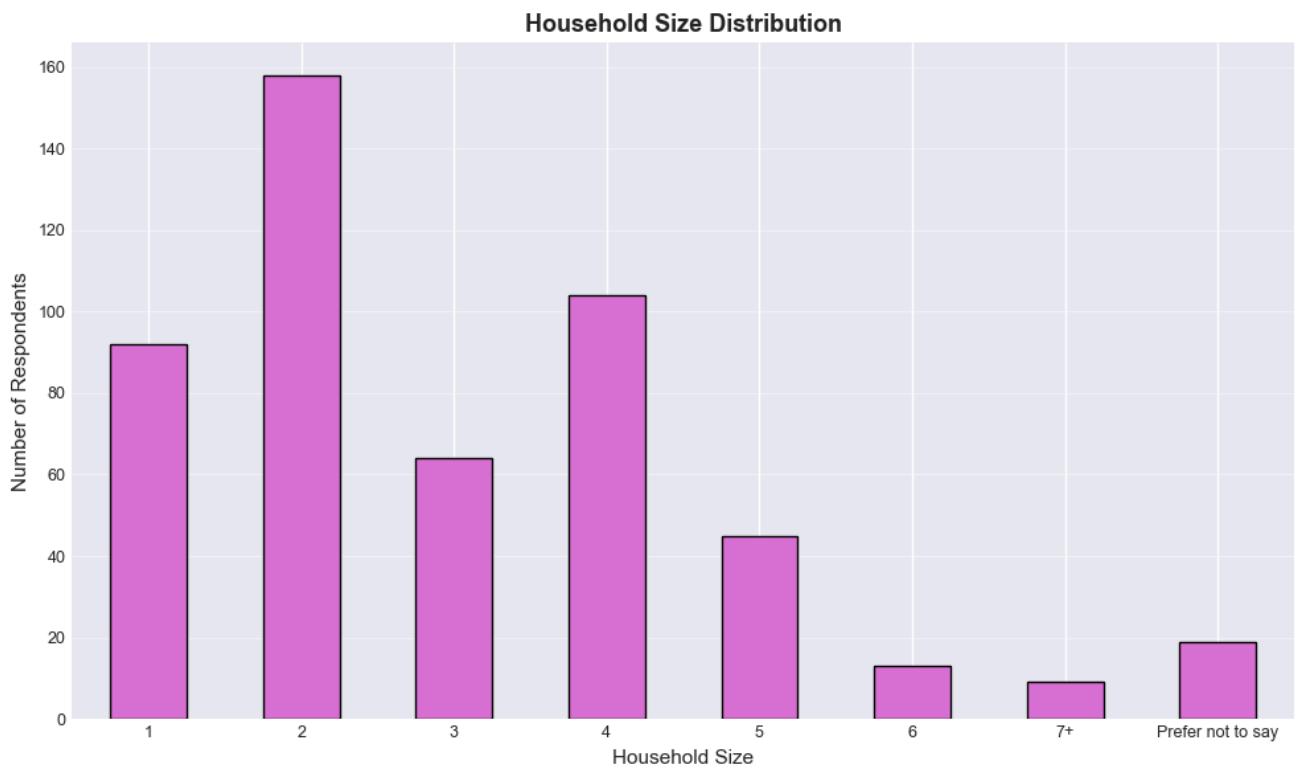
Name: count, dtype: int64

Percentages:

Household\_Size

1	13.5
2	23.1
3	9.4
4	15.2
5	6.6
6	1.9
7+	1.3
Prefer not to say	2.8

Name: count, dtype: float64



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## 5. GENDER SEGMENTS

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Counts:

Gender	Count
Female	271
Male	210
Missing/Unknown	186
Prefer not to say	12
Other	5

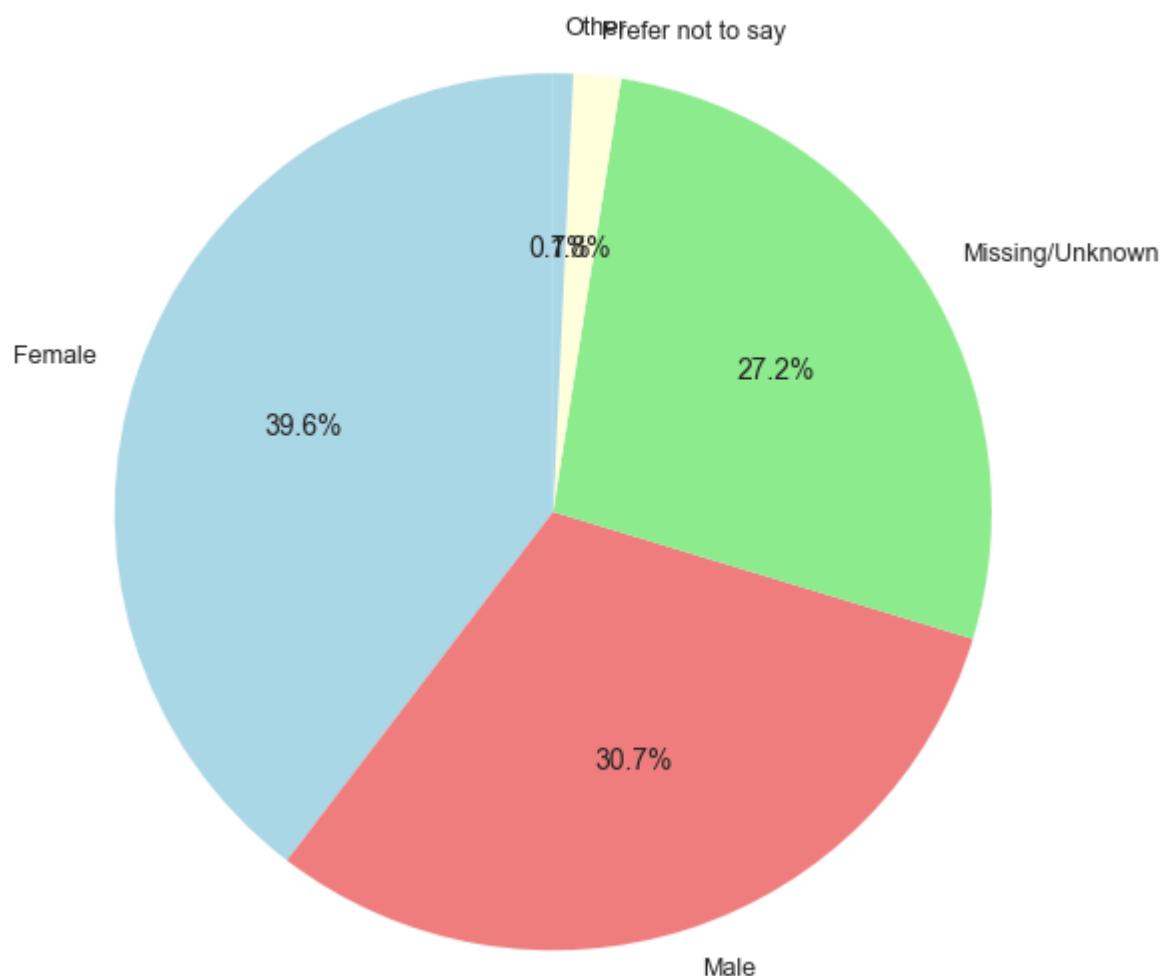
Name: count, dtype: int64

Percentages:

Gender	Percentage
Female	39.6
Male	30.7
Missing/Unknown	27.2
Prefer not to say	1.8
Other	0.7

Name: count, dtype: float64

## Gender Distribution



## 6. RACE/ETHNICITY SEGMENTS

Counts:

Race_Ethnicity	count
White/Caucasian	406
Missing/Unknown	182
Prefer not to say	29
Asian	28
African American	15
Other	12
Hispanic	9
Pacific Islander	3

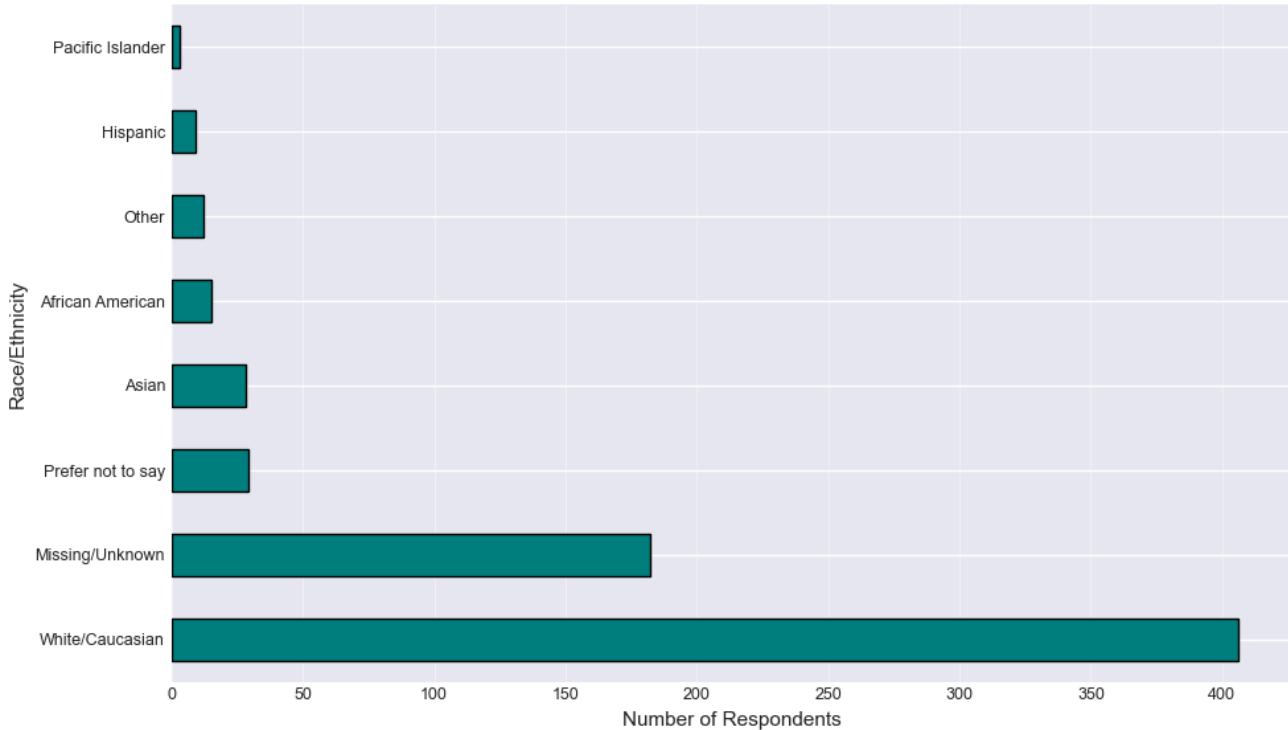
Name: count, dtype: int64

Percentages:

Race_Ethnicity	percent
White/Caucasian	59.4
Missing/Unknown	26.6
Prefer not to say	4.2
Asian	4.1
African American	2.2
Other	1.8
Hispanic	1.3
Pacific Islander	0.4

Name: count, dtype: float64

Race/Ethnicity Distribution



## DEMOGRAPHIC SUMMARY STATISTICS

Variable	Missing Values	Total Responses	Response Rate (%)
Age Group	0	684	100.0
Zip Code Segment	27	657	96.1
Income Segment	186	498	72.8
Household Size	180	504	73.7
Gender	186	498	72.8
Race/Ethnicity	182	502	73.4

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## SECTION B: AWARENESS & FAMILIARITY SEGMENTATION

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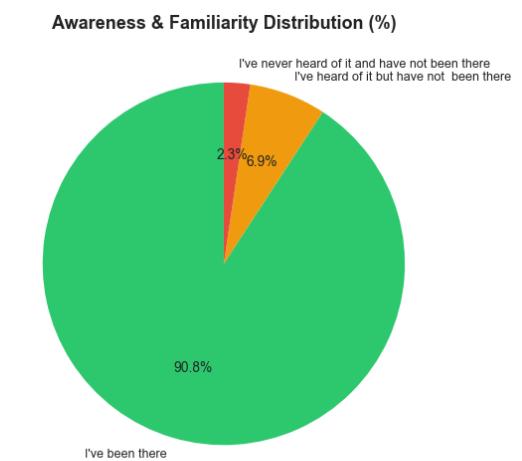
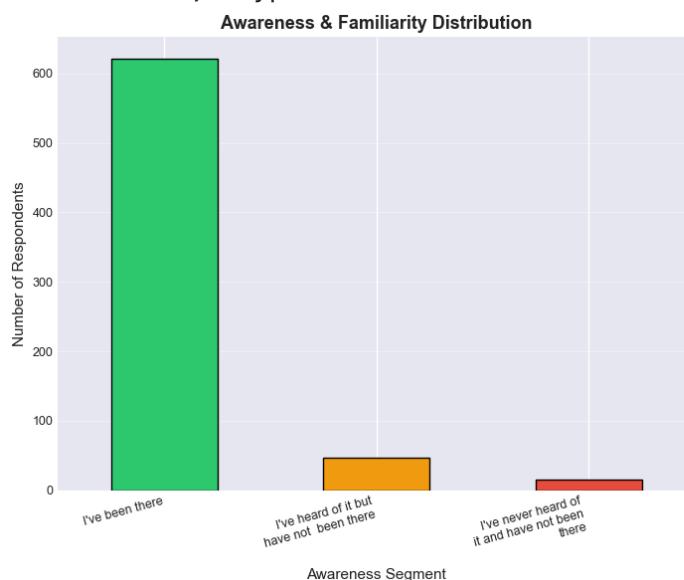
Awareness Segment Distribution:

Counts:

Awareness\_Segment  
I've been there 621  
I've heard of it but have not been there 47  
I've never heard of it and have not been there 16  
Name: count, dtype: int64

Percentages:

Awareness\_Segment  
I've been there 90.8  
I've heard of it but have not been there 6.9  
I've never heard of it and have not been there 2.3  
Name: count, dtype: float64



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**IMPRESSIONS: 'Heard of it but never been' segment**

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Number of respondents who heard of it but never been: 47

Number with impressions provided: 38

Sample impressions:

1. Very nice...
2. On must visit list!...
3. It seems like a fun place with lots of options to choose from....
4. A place that has a little bit of everything grocery wise....
5. Cool place to try fresh produce/artisanal goods, famous Cleveland spot...

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**COMMUNICATION CHANNELS: 'Never heard of it' segment**

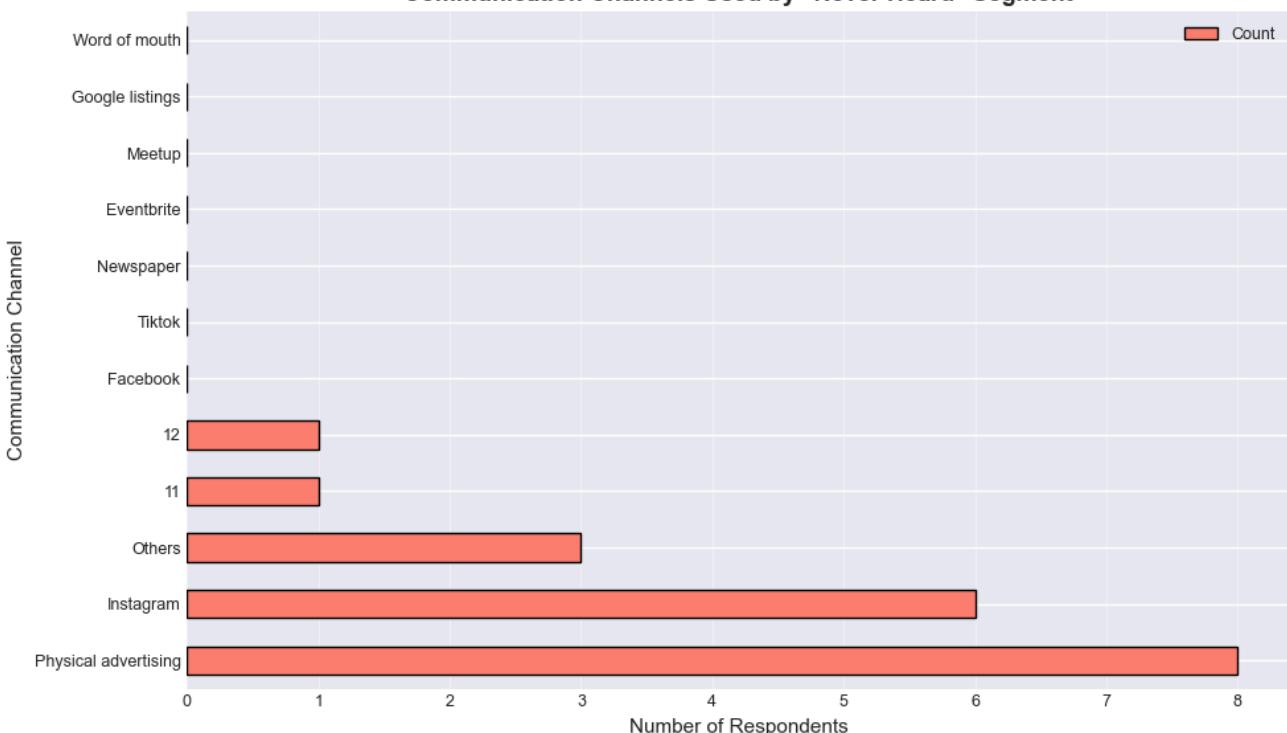
---

Number of respondents who never heard of it: 16

Communication channels used by 'Never heard' segment:

Channel	Count
Physical advertising	8
Instagram	6
Others	3
11	1
12	1
Facebook	0
Tiktok	0
Newspaper	0
Eventbrite	0
Meetup	0
Google listings	0
Word of mouth	0

Communication Channels Used by "Never Heard" Segment



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CROSS-TABULATION: Awareness × Age Group

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Age_Group	18-20	21-24	25-40	41-59	\
Awareness_Segment					
I've been there	33	83	160	143	
I've heard of it but have not been there	8	9	1	2	
I've never heard of it and have not been there	0	2	1	0	
All	41	94	162	145	

Age_Group	60+	Under 18	All
Awareness_Segment			
I've been there	163	39	621
I've heard of it but have not been there	8	19	47
I've never heard of it and have not been there	2	11	16
All	173	69	684

Row percentages (within each awareness segment):

Age_Group	18-20	21-24	25-40	41-59	\
Awareness_Segment					
I've been there	5.3	13.4	25.8	23.0	
I've heard of it but have not been there	17.0	19.1	2.1	4.3	
I've never heard of it and have not been there	0.0	12.5	6.2	0.0	
Age_Group	60+	Under 18			
Awareness_Segment					
I've been there	26.2	6.3			
I've heard of it but have not been there	17.0	40.4			
I've never heard of it and have not been there	12.5	68.8			

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CROSS-TABULATION: Awareness × Income Segment

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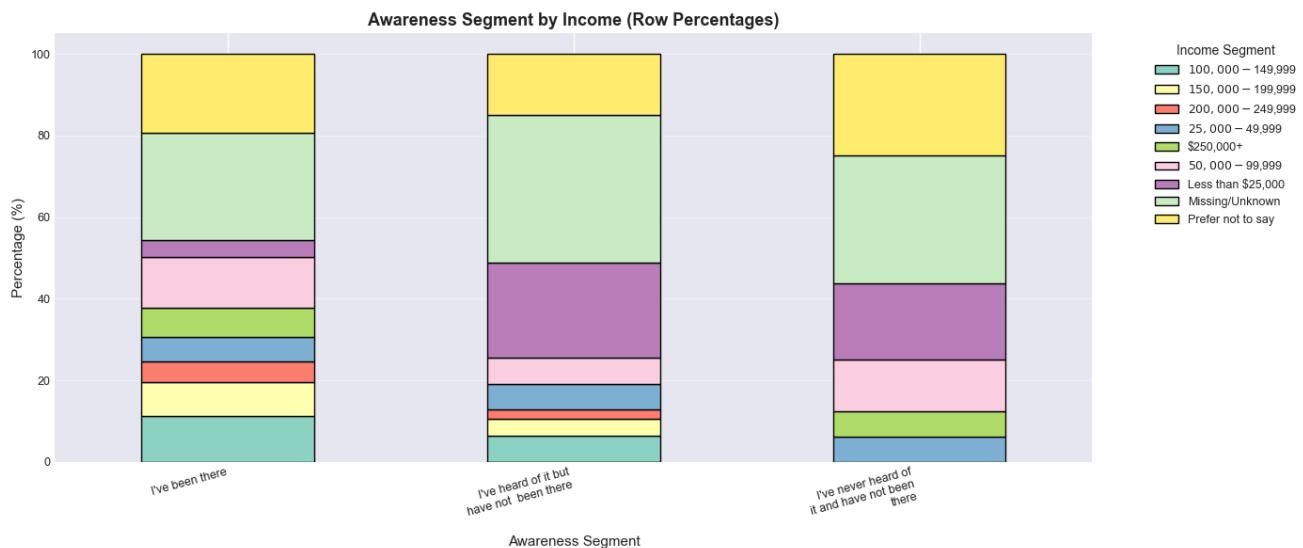
Income_Segment	\$100,000-\$149,999	\
Awareness_Segment		
I've been there	70	
I've heard of it but have not been there	3	
I've never heard of it and have not been there	0	
All	73	

Income_Segment	\$150,000-\$199,999	\
Awareness_Segment		
I've been there	52	
I've heard of it but have not been there	2	
I've never heard of it and have not been there	0	
All	54	

Income_Segment	\$200,000-\$249,999	\
Awareness_Segment		
I've been there	31	
I've heard of it but have not been there	1	
I've never heard of it and have not been there	0	
All	32	

Income_Segment	\$25,000-\$49,999	\$250,000+	\
Awareness_Segment			
I've been there	37	45	
I've heard of it but have not been there	3	0	
I've never heard of it and have not been there	1	1	
All	41	46	

Income_Segment	\$50,000-\$99,999	\
Awareness_Segment		
I've been there	77	
I've heard of it but have not been there	3	
I've never heard of it and have not been there	2	
All	82	
Income_Segment	Less than \$25,000	\
Awareness_Segment		
I've been there	25	
I've heard of it but have not been there	11	
I've never heard of it and have not been there	3	
All	39	
Income_Segment	Missing/Unknown	\
Awareness_Segment		
I've been there	164	
I've heard of it but have not been there	17	
I've never heard of it and have not been there	5	
All	186	
Income_Segment	Prefer not to say	All
Awareness_Segment		
I've been there	120	621
I've heard of it but have not been there	7	47
I've never heard of it and have not been there	4	16
All	131	684



## B. Awareness & Familiarity Segments

### Never Heard of the West Side Market

- No previous awareness
- Analyze channels for outreach opportunities

### Heard of It but Never Been

- Has impressions but no experience
- Identify barriers to first visit

## Has Been There

- Full behavioral segmentation possible
- Compare frequency, spend, satisfaction

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### SECTION C: BEHAVIORAL SEGMENTATION (VISITORS ONLY)

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Total visitors (have been to market): 621

Percentage of total respondents: 90.8%

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#### 1. VISIT FREQUENCY

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Counts:

Visit\_Frequency

Once a year or less 66  
A few times a year 115

Monthly 296  
Weekly or more 104

Name: count, dtype: int64

Percentages:

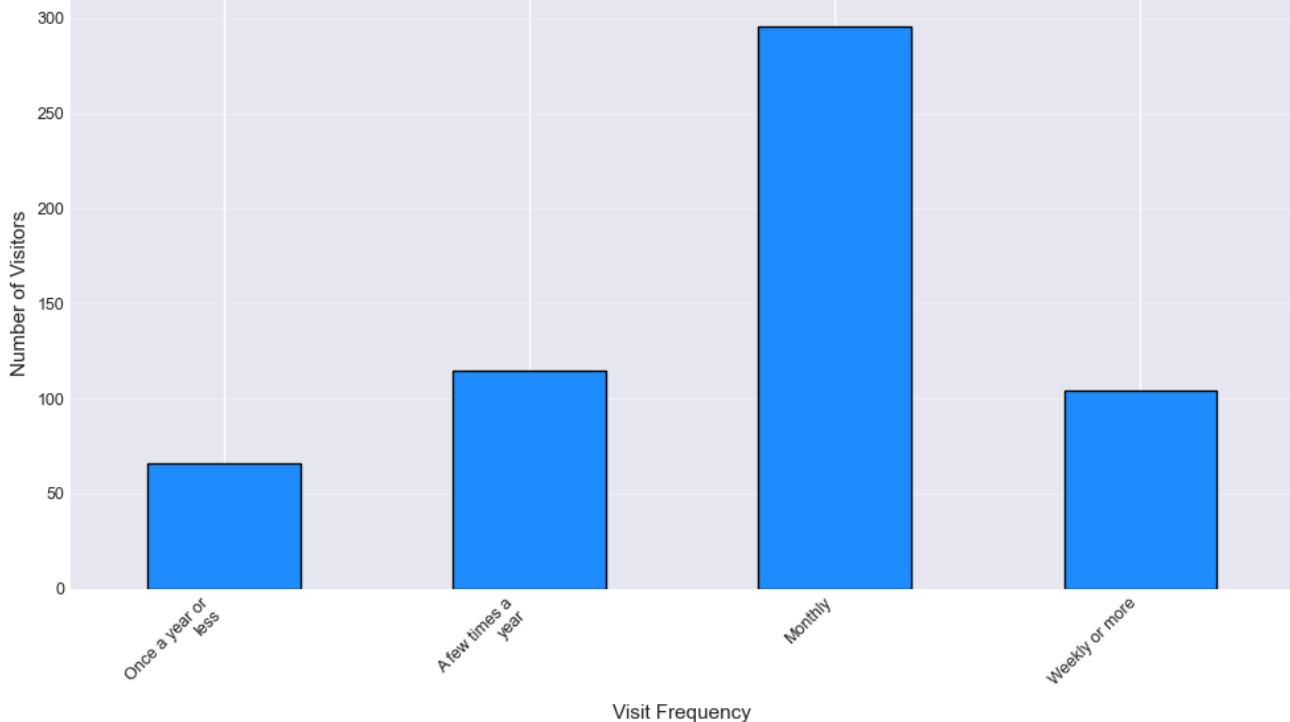
Visit\_Frequency

Once a year or less 10.6  
A few times a year 18.5

Monthly 47.7  
Weekly or more 16.7

Name: count, dtype: float64

Visit Frequency Distribution (Visitors Only)



## 2. SPENDING LEVELS

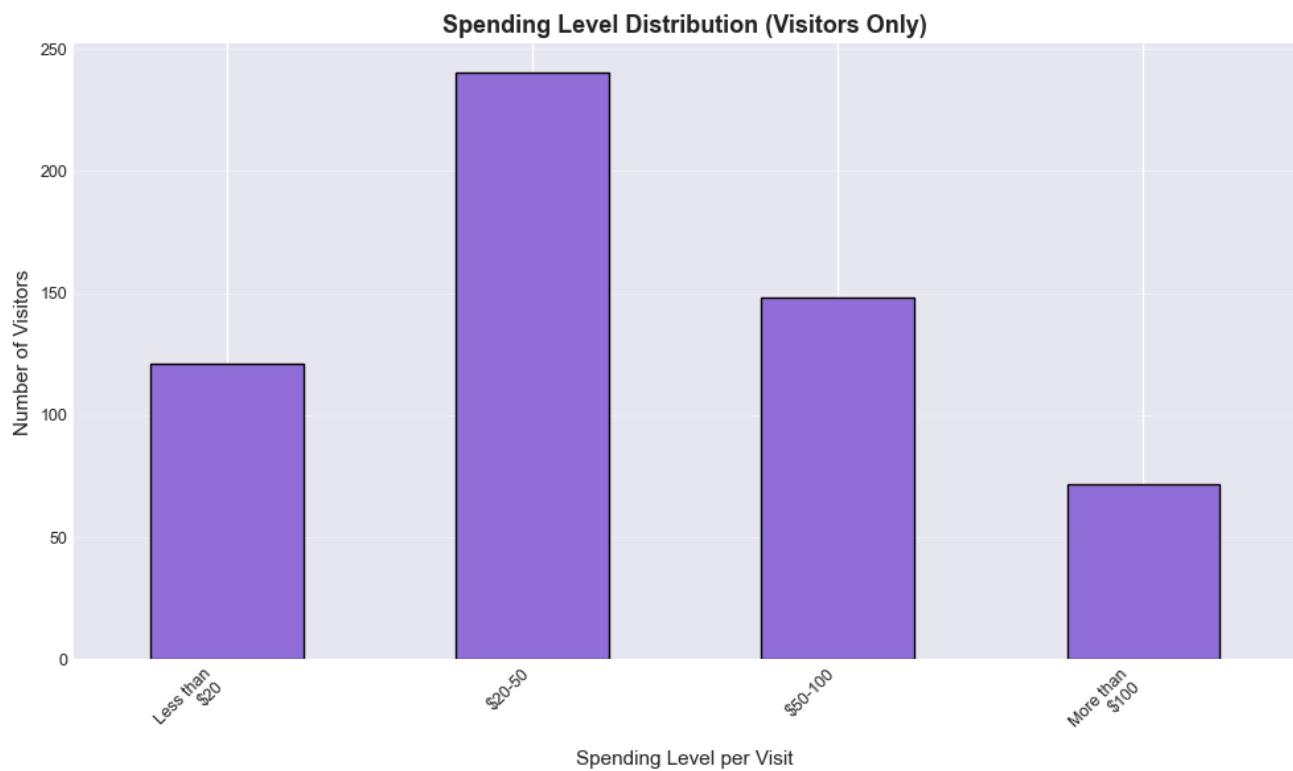
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Counts:

```
Spending_Level
Less than $20      121
$20-50            240
$50-100           148
More than $100    72
Name: count, dtype: int64
```

Percentages:

```
Spending_Level
Less than $20      19.5
$20-50            38.6
$50-100           23.8
More than $100    11.6
Name: count, dtype: float64
```



### 3. SHOPPING STYLE

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Counts:

Shopping_Style	
Both	284
Explore different stalls	234
Specific Vendors only	63
Missing/Unknown	40

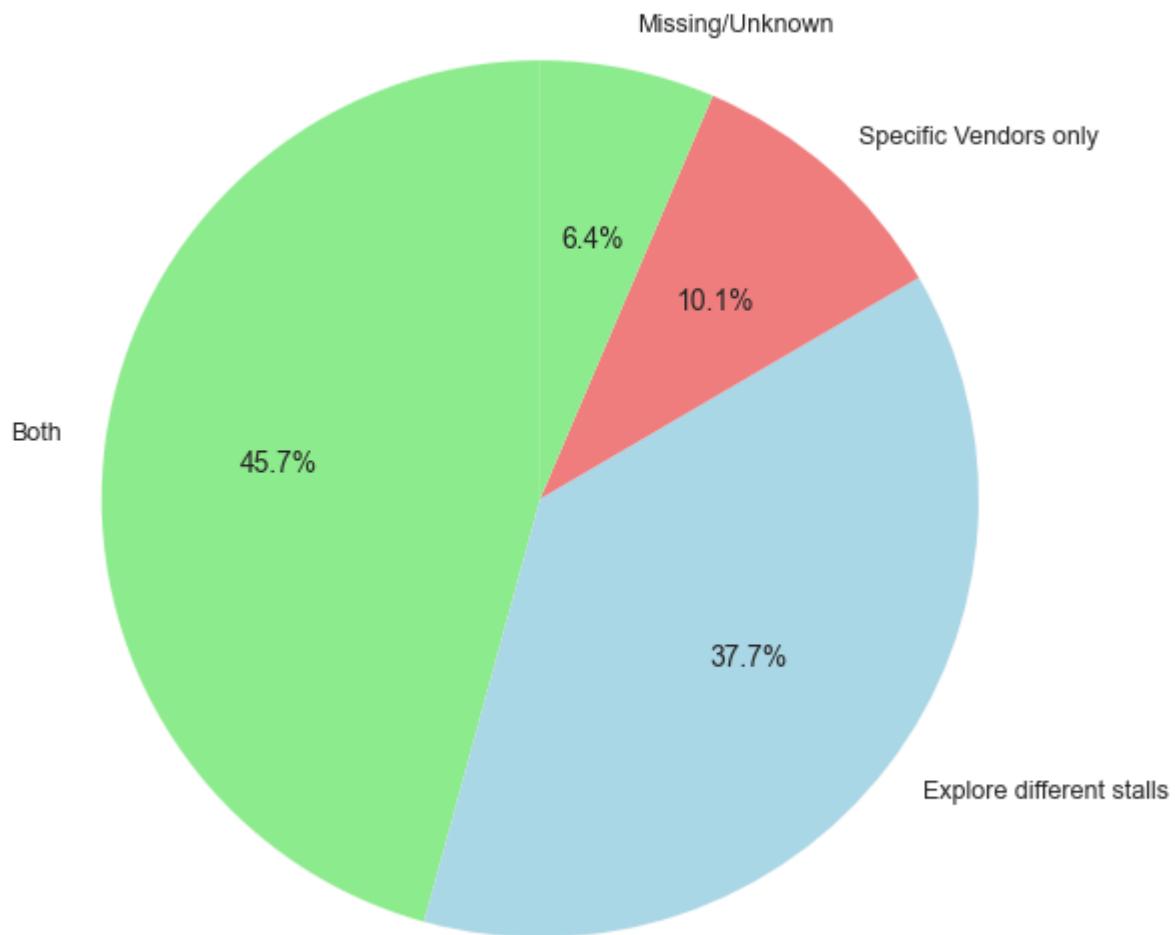
Name: count, dtype: int64

Percentages:

Shopping_Style	
Both	45.7
Explore different stalls	37.7
Specific Vendors only	10.1
Missing/Unknown	6.4

Name: count, dtype: float64

**Shopping Style Distribution (Visitors Only)**



#### 4. TRAVEL MODE

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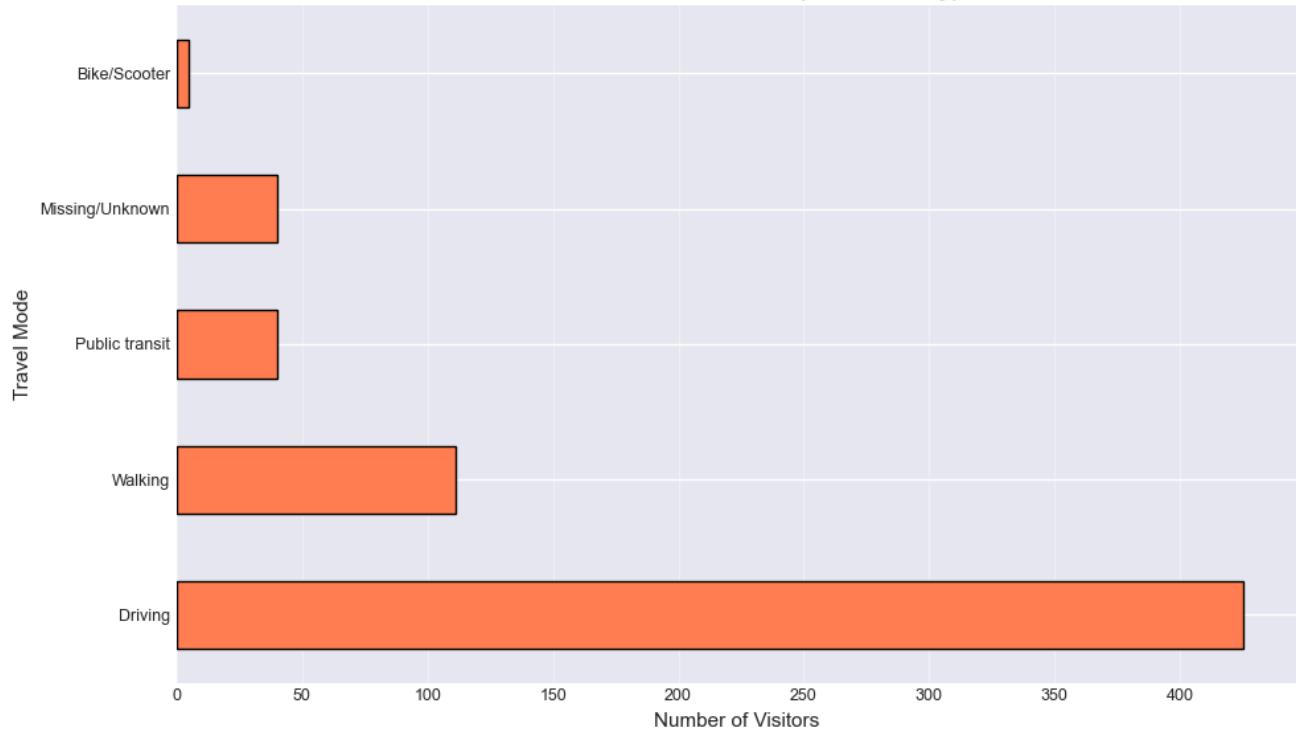
Counts:

```
Travel_Mode
Driving          425
Walking          111
Public transit    40
Missing/Unknown   40
Bike/Scooter      5
Name: count, dtype: int64
```

Percentages:

```
Travel_Mode
Driving          68.4
Walking          17.9
Public transit    6.4
Missing/Unknown   6.4
Bike/Scooter      0.8
Name: count, dtype: float64
```

Travel Mode Distribution (Visitors Only)



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## 5. TIME SINCE LAST VISIT

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Counts:

Last\_Visit

Within the last week	107
Within the last month	186
Within the last year	239
More than a year ago	49

Name: count, dtype: int64

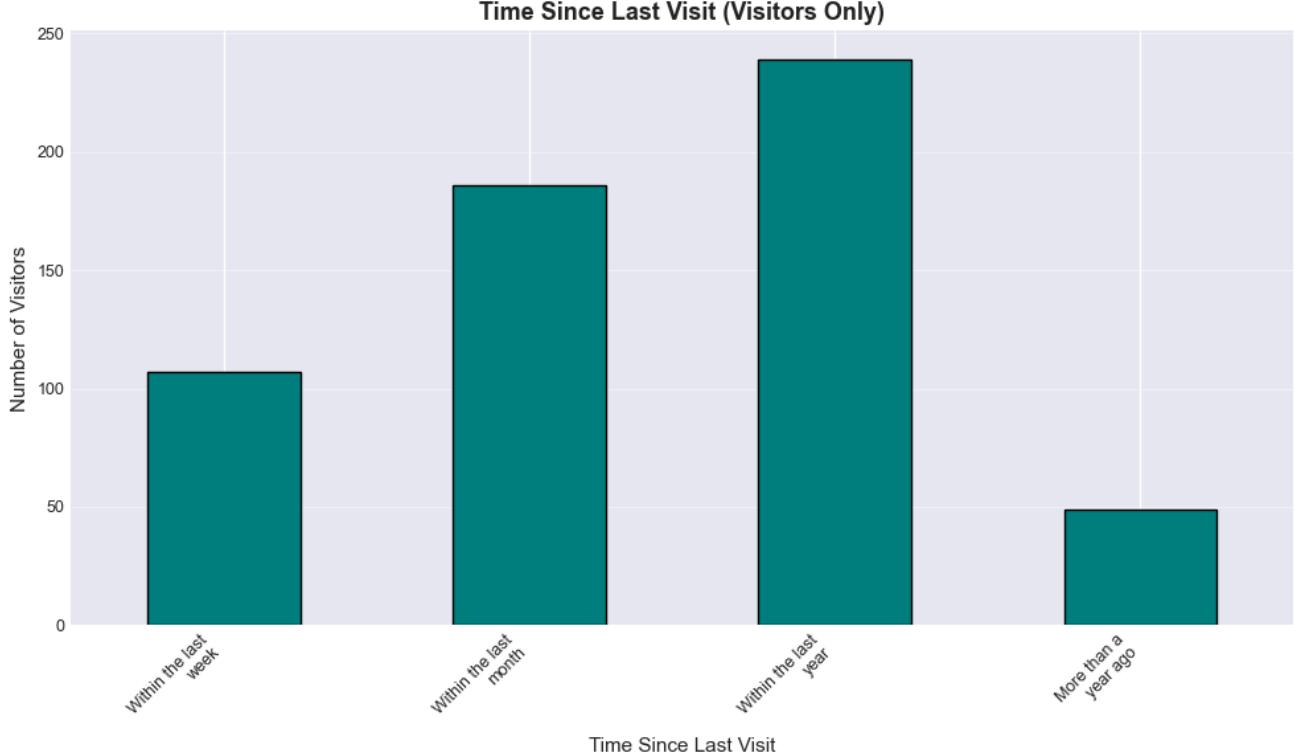
Percentages:

Last\_Visit

Within the last week	17.2
Within the last month	30.0
Within the last year	38.5
More than a year ago	7.9

Name: count, dtype: float64

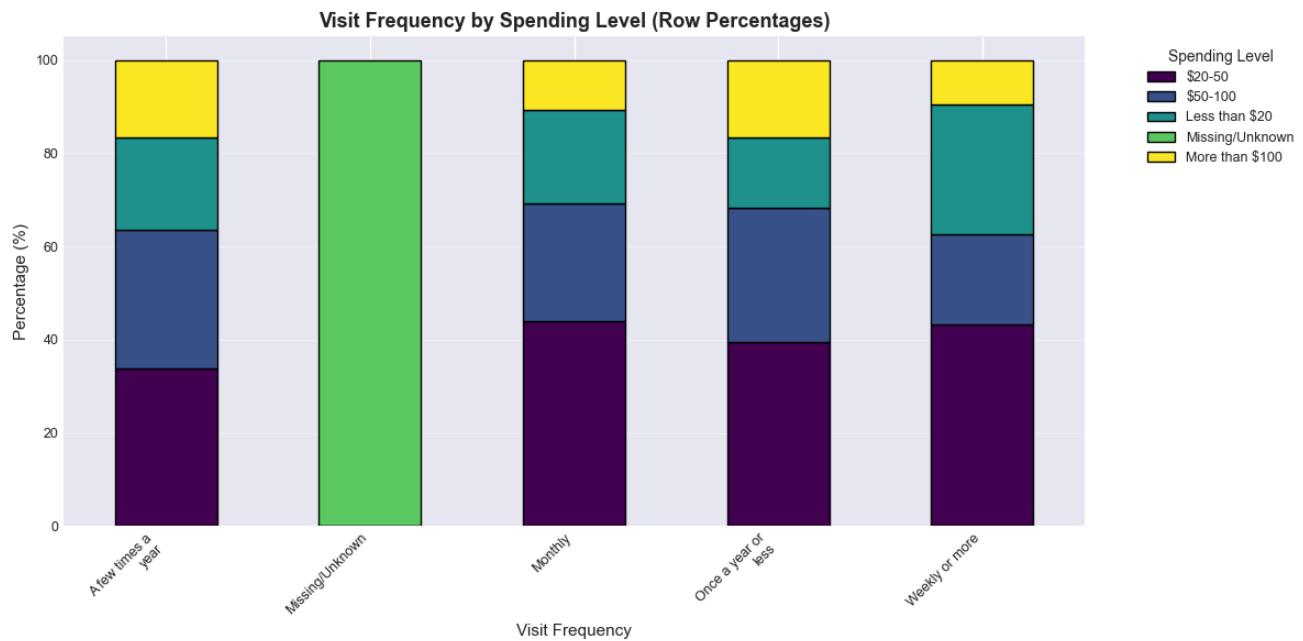
Lapsed visitors (last visit >1 year ago): 49 (7.9%)



CROSS-TABULATION: Visit Frequency × Spending Level

Spending_Level	\$20-50	\$50-100	Less than \$20	Missing/Unknown	\
Visit_Frequency					
A few times a year	39	34	23	0	
Missing/Unknown	0	0	0	40	
Monthly	130	75	59	0	
Once a year or less	26	19	10	0	
Weekly or more	45	20	29	0	
All	240	148	121	40	

Spending_Level	More than \$100	All
Visit_Frequency		
A few times a year	19	115
Missing/Unknown	0	40
Monthly	32	296
Once a year or less	11	66
Weekly or more	10	104
All	72	621



CROSS-TABULATION: Shopping Style x Travel Mode

Travel_Mode Shopping_Style	Bike/Scooter	Driving	Missing/Unknown	\
Both	4	211	0	
Explore different stalls	0	168	0	
Missing/Unknown	0	0	40	
Specific Vendors only	1	46	0	
All	5	425	40	

Travel_Mode Shopping_Style	Public transit	Walking	All
Both	19	50	284
Explore different stalls	19	47	234
Missing/Unknown	0	0	40
Specific Vendors only	2	14	63
All	40	111	621

BEHAVIORAL SEGMENTATION SUMMARY

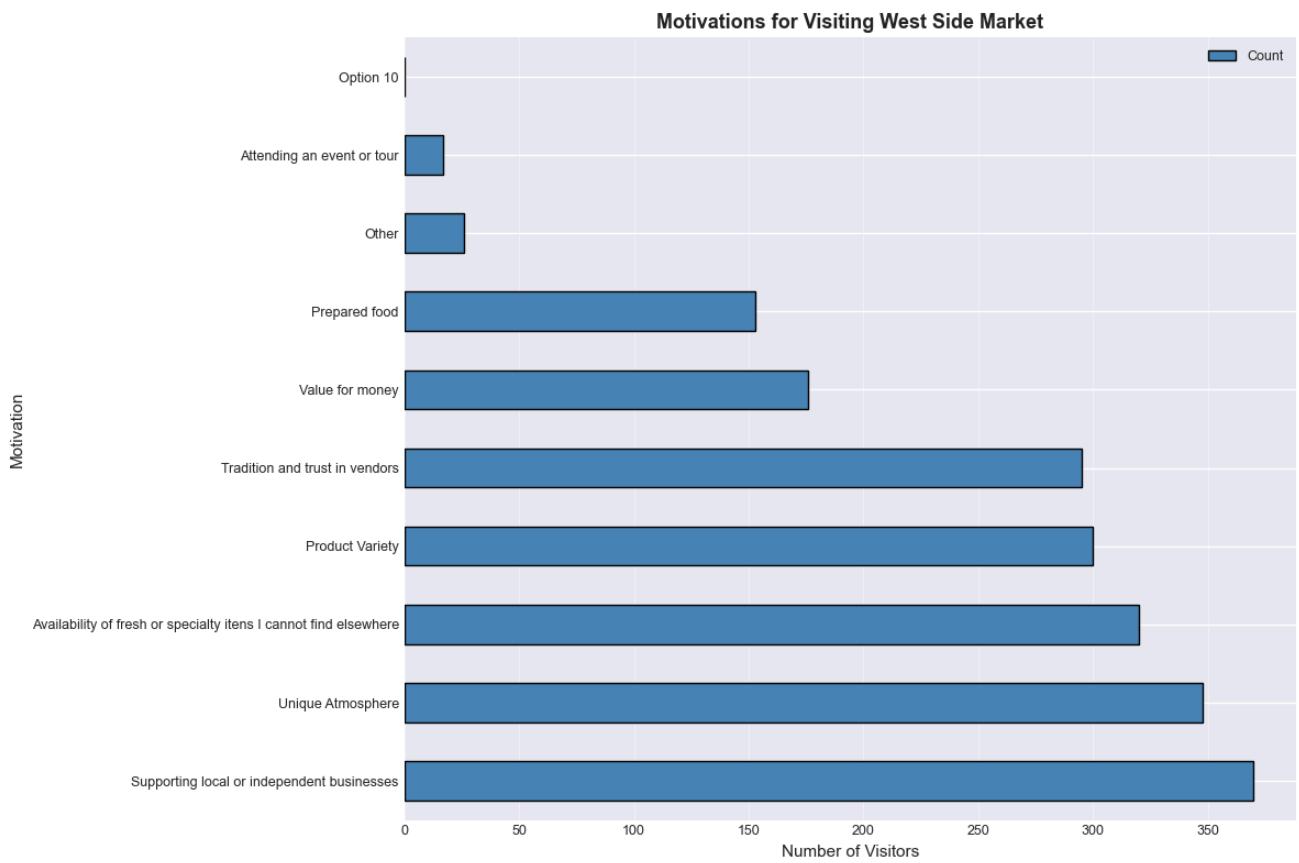
Behavioral Variable	Missing Values	Total Responses	Response Rate (%)
Visit Frequency	40	581	93.6
Spending Level	40	581	93.6
Shopping Style	40	581	93.6
Travel Mode	40	581	93.6
Time Since Last Visit	40	581	93.6

SECTION D: MOTIVATION-BASED SEGMENTATION

MOTIVATIONS FOR VISITING WEST SIDE MARKET (Q18)

Motivations for visiting West Side Market:

	Motivation	Count	Percentage
1	Supporting local or independent businesses	370	59.
2	Unique Atmosphere	348	56.
3	Availability of fresh or specialty items I cannot find elsewhere	320	51.
4	Product Variety	300	48.
5	Tradition and trust in vendors	295	47.
6	Value for money	176	28.
7	Prepared food	153	24.
8	Other	26	4.
9	Attending an event or tour	17	2.
10	Option 10	0	0.




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#### MOTIVATION-BASED SEGMENT CREATION

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Motivation Segment Distribution:

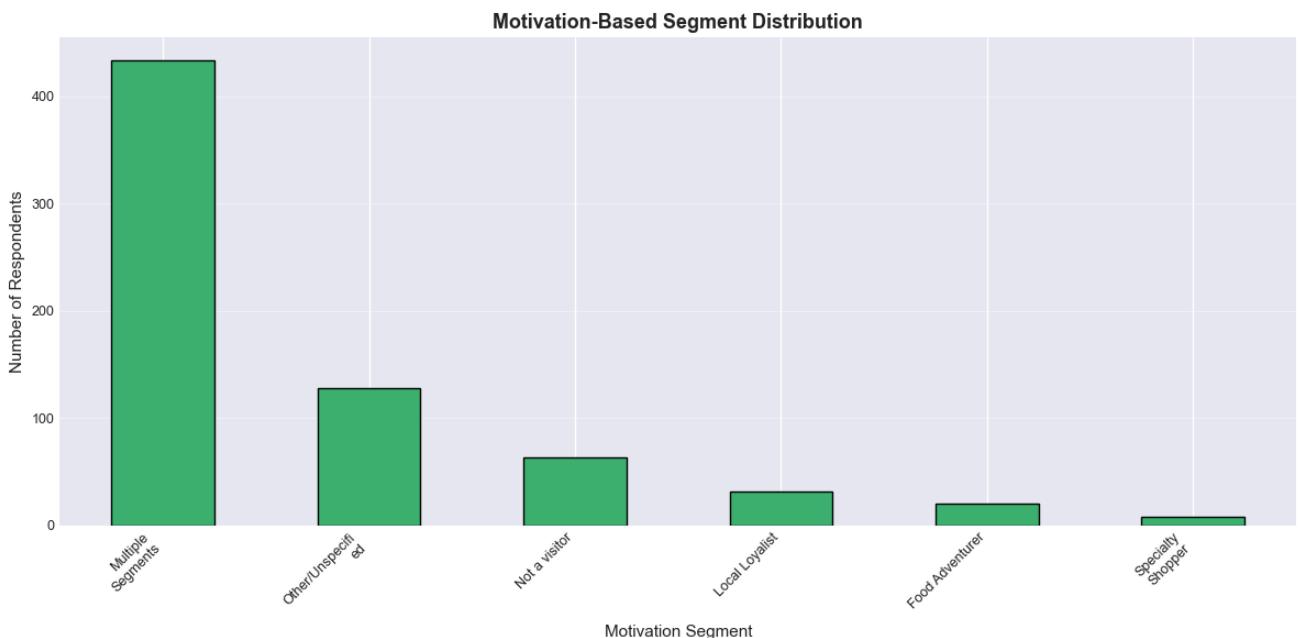
Motivation\_Segment

```
Multiple Segments      433
Other/Unspecified     128
Not a visitor          63
Local Loyalist         32
Food Adventurer        20
Specialty Shopper       8
Name: count, dtype: int64
```

Percentages:

Motivation\_Segment

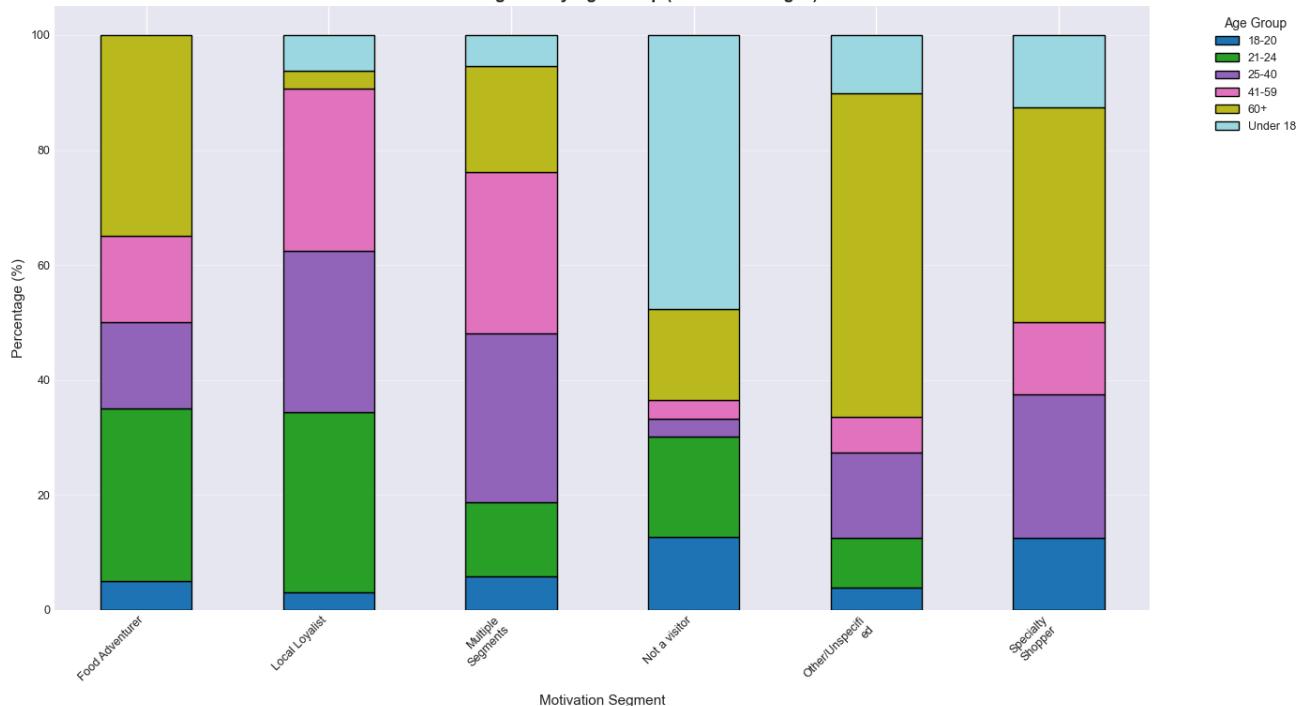
```
Multiple Segments      63.3
Other/Unspecified     18.7
Not a visitor          9.2
Local Loyalist         4.7
Food Adventurer        2.9
Specialty Shopper       1.2
Name: count, dtype: float64
```



**CROSS-TABULATION: Motivation Segment × Age Group**

Age_Group	18-20	21-24	25-40	41-59	60+	Under 18	All
Motivation_Segment							
Food Adventurer	1	6	3	3	7	0	20
Local Loyalist	1	10	9	9	1	2	32
Multiple Segments	25	56	127	122	80	23	433
Not a visitor	8	11	2	2	10	30	63
Other/Unspecified	5	11	19	8	72	13	128
Specialty Shopper	1	0	2	1	3	1	8
All	41	94	162	145	173	69	684

Motivation Segment by Age Group (Row Percentages)



CROSS-TABULATION: Motivation Segment × Income Segment

Income_Segment	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000-\$249,999	\
Motivation_Segment				
Food Adventurer	0	2	0	
Local Loyalist	2	0	4	
Multiple Segments	66	48	27	
Not a visitor	3	2	1	
Other/Unspecified	1	2	0	
Specialty Shopper	1	0	0	
All	73	54	32	

Income\_Segment      \$25,000-\$49,999    \$250,000+    \$50,000-\$99,999 \

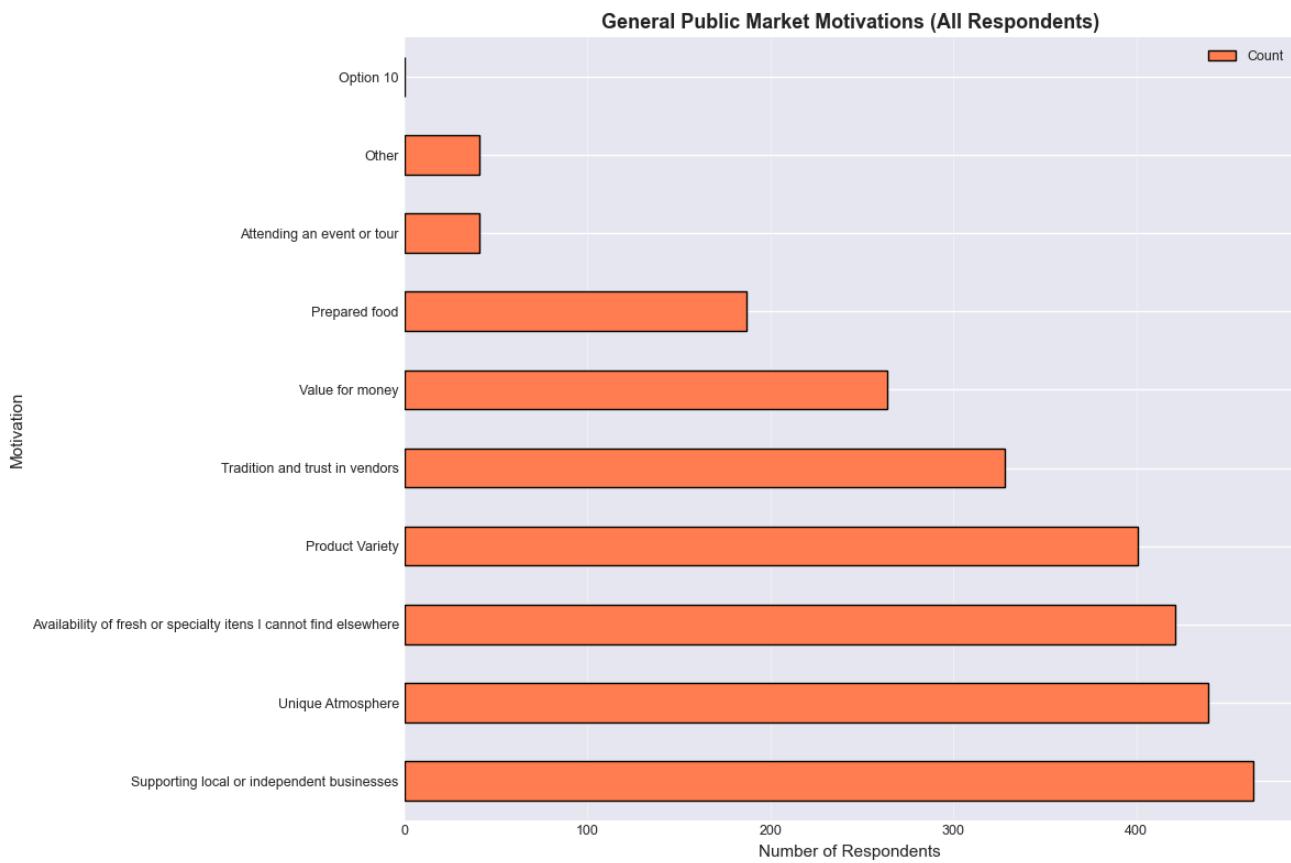
Motivation_Segment	\$25,000-\$49,999	\$250,000+	\$50,000-\$99,999	\
Food Adventurer	1	2	4	
Local Loyalist	3	5	6	
Multiple Segments	31	37	66	
Not a visitor	4	1	5	
Other/Unspecified	1	1	1	
Specialty Shopper	1	0	0	
All	41	46	82	

Income_Segment	Less than \$25,000	Missing/Unknown	Prefer not to say	All
Motivation_Segment				
Food Adventurer	1	4	6	20
Local Loyalist	1	4	7	32
Multiple Segments	20	35	103	433
Not a visitor	14	22	11	63
Other/Unspecified	2	118	2	128
Specialty Shopper	1	3	2	8
All	39	186	131	684

GENERAL PUBLIC MARKET MOTIVATIONS (Q16)

What makes people want to shop at a public market:

	Motivation	Count	Percentag
8	Supporting local or independent businesses	464	67.
2	Unique Atmosphere	439	64.
5	Availability of fresh or specialty items I cannot find elsewhere	421	61.
6	Product Variety	401	58.
0	Tradition and trust in vendors	328	48.
6	Value for money	264	38.
3	Prepared food	187	27.
0	Attending an event or tour	41	6.
0	Other	41	6.
0	Option 10	0	0.



## C. Behavioral Segments (Visitors Only)

### Visit Frequency

- Weekly or more
- Monthly
- A few times a year
- Once a year or less
- Lapsed visitors (last visit >1 year ago)

### Spending Levels

- Less than \$20 per visit
- \$20–50 per visit
- \$50–100 per visit
- More than \$100 per visit

### Shopping Style

- Explorers (browse many stalls)
- Loyalists (go directly to specific vendors)
- Hybrids (both)

### Travel Mode

- Driving
- Public transit

- Walking
- Shuttle/tours
- Bike/scooter

### Time Since Last Visit

- Within last week
- Within last month
- Within last year
- More than a year ago

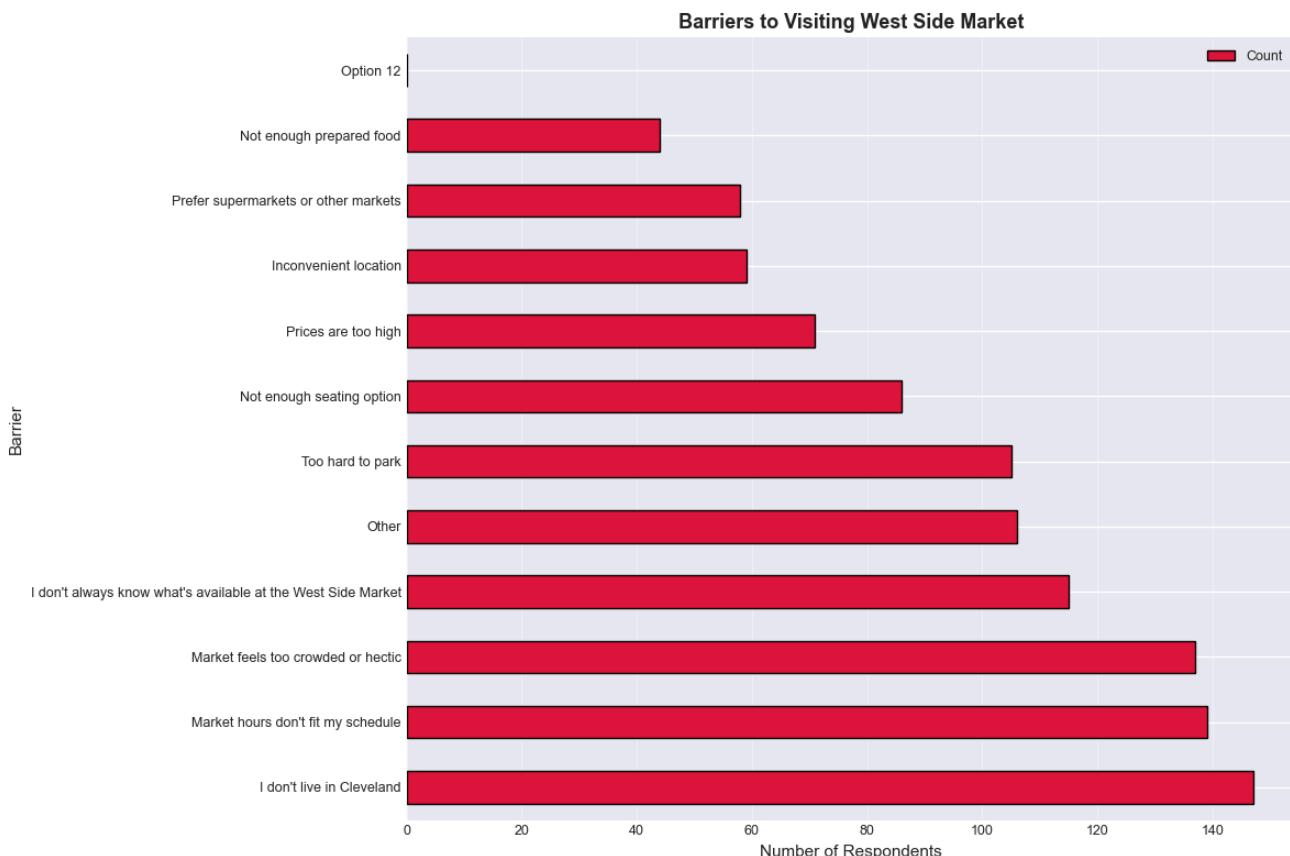
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## SECTION E: BARRIER-BASED SEGMENTATION

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Barriers to visiting West Side Market more often:

Barrier	Count	Percentage
I don't live in Cleveland	147	21.5
Market hours don't fit my schedule	139	20.3
Market feels too crowded or hectic	137	20.0
I don't always know what's available at the West Side Market	115	16.8
Other	106	15.5
Too hard to park	105	15.4
Not enough seating option	86	12.6
Prices are too high	71	10.4
Inconvenient location	59	8.6
Prefer supermarkets or other markets	58	8.5
Not enough prepared food	44	6.4
Option 12	0	0.0



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## BARRIER-BASED SEGMENT CREATION

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Barrier Segment Distribution:

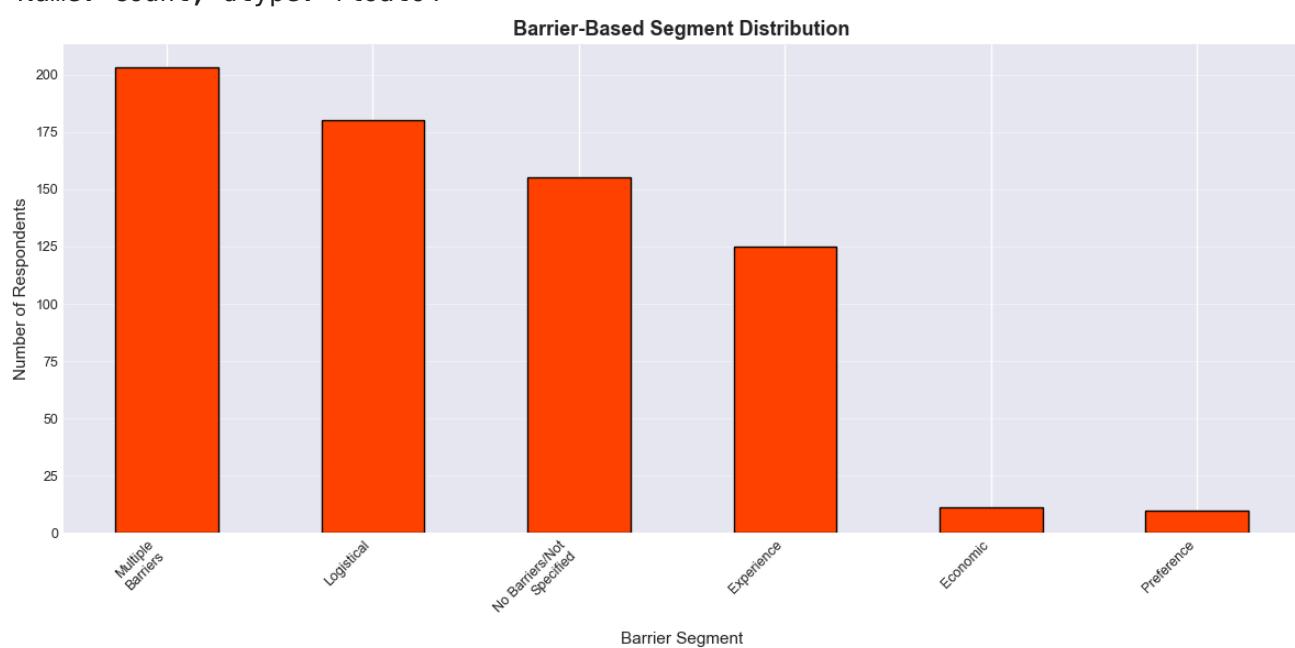
Barrier_Segment	
Multiple Barriers	203
Logistical	180
No Barriers/Not Specified	155
Experience	125
Economic	11
Preference	10

Name: count, dtype: int64

Percentages:

Barrier_Segment	
Multiple Barriers	29.7
Logistical	26.3
No Barriers/Not Specified	22.7
Experience	18.3
Economic	1.6
Preference	1.5

Name: count, dtype: float64



## BARRIERS BY AWARENESS LEVEL

'Never heard of it' segment (n=16):

	Barrier	Count
	Too hard to park	0
	I don't live in Cleveland	0
	Market hours don't fit my schedule	0
	Prices are too high	0
	Inconvenient location	0
I don't always know what's available at the West Side Market		0
	Prefer supermarkets or other markets	0
	Not enough prepared food	0
	Not enough seating option	0
	Market feels too crowded or hectic	0
	Other	0
	Option 12	0

'Heard of it but never been' segment (n=47):

	Barrier	Count
	Inconvenient location	13
	Market hours don't fit my schedule	11
	Market feels too crowded or hectic	11
I don't always know what's available at the West Side Market		10
	I don't live in Cleveland	5
	Too hard to park	4
	Prices are too high	4
	Not enough seating option	2
	Other	2
Prefer supermarkets or other markets		1
	Not enough prepared food	1
	Option 12	0

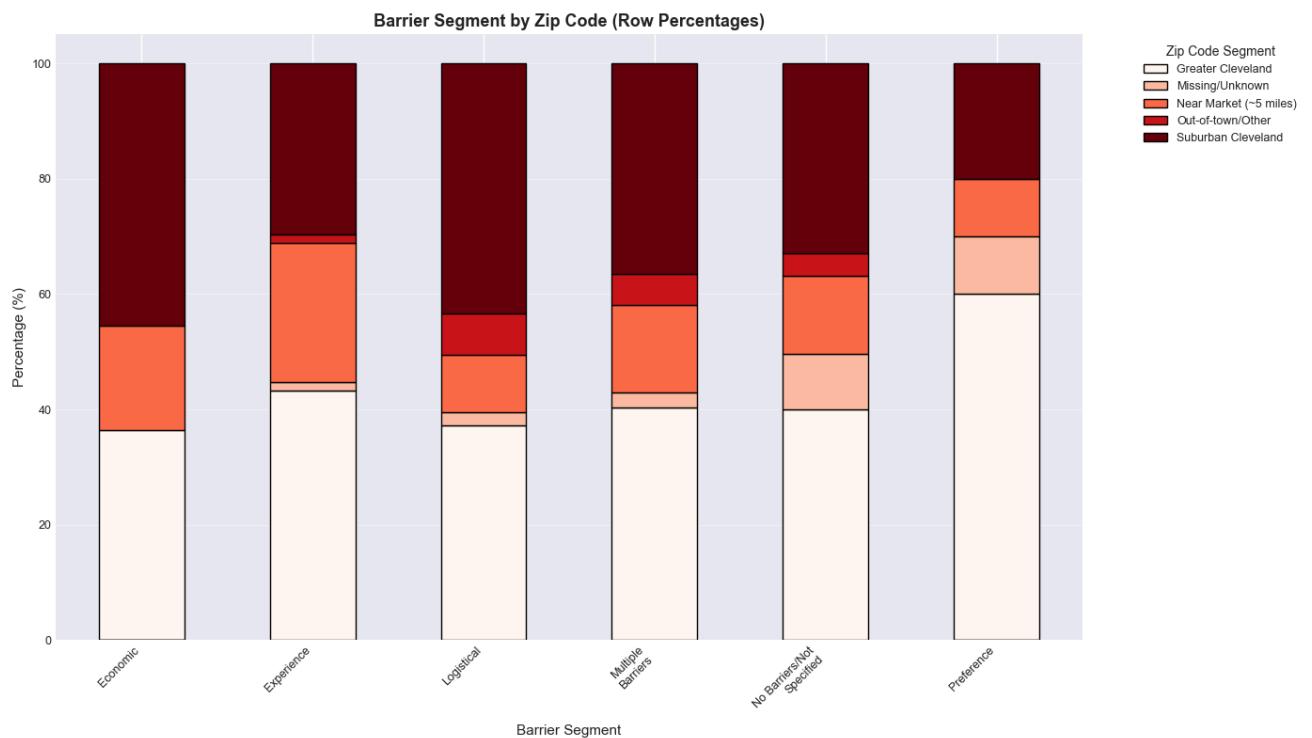
### CROSS-TABULATION: Barrier Segment $\times$ Zip Code Segment

Zip_Segment	Greater Cleveland	Missing/Unknown	\
Barrier_Segment			
Economic	4	0	
Experience	54	2	
Logistical	67	4	
Multiple Barriers	82	5	
No Barriers/Not Specified	62	15	
Preference	6	1	
All	275	27	

Zip_Segment	Near Market (~5 miles)	Out-of-town/Other	\
Barrier_Segment			
Economic	2	0	
Experience	30	2	
Logistical	18	13	
Multiple Barriers	31	11	
No Barriers/Not Specified	21	6	
Preference	1	0	
All	103	32	

Zip\_Segment Suburban Cleveland All  
Barrier\_Segment  
Economic 5 11

Experience	37	125
Logistical	78	180
Multiple Barriers	74	203
No Barriers/Not Specified	51	155
Preference	2	10
All	247	684



---



---

CROSS-TABULATION: Barrier Segment × Income Segment

---



---

Income_Segment	\$100,000-\$149,999	\$150,000-\$199,999	\	
Barrier_Segment				
Economic	0	1		
Experience	17	12		
Logistical	24	19		
Multiple Barriers	30	21		
No Barriers/Not Specified	2	0		
Preference	0	1		
All	73	54		
Income_Segment	\$200,000-\$249,999	\$25,000-\$49,999	\$250,000+	\
Barrier_Segment				
Economic	0	0	0	
Experience	10	12	5	
Logistical	7	12	21	
Multiple Barriers	14	15	16	
No Barriers/Not Specified	0	2	3	
Preference	1	0	1	
All	32	41	46	
Income_Segment	\$50,000-\$99,999	Less than \$25,000	\	
Barrier_Segment				
Economic	5	1		
Experience	20	7		
Logistical	25	10		
Multiple Barriers	27	15		
No Barriers/Not Specified	4	6		
Preference	1	0		
All	82	39		
Income_Segment	Missing/Unknown	Prefer not to say	All	
Barrier_Segment				
Economic	1	3	11	
Experience	8	34	125	
Logistical	21	41	180	
Multiple Barriers	20	45	203	
No Barriers/Not Specified	133	5	155	
Preference	3	3	10	
All	186	131	684	

---



---

ECONOMIC BARRIERS: Income Distribution

---

Income_Segment	
\$50,000-\$99,999	5
Prefer not to say	3
Less than \$25,000	1
\$150,000-\$199,999	1
Missing/Unknown	1

Name: count, dtype: int64

Percentages:

Income_Segment	
\$50,000-\$99,999	45.5
Prefer not to say	27.3
Less than \$25,000	9.1
\$150,000-\$199,999	9.1

Missing/Unknown 9.1  
Name: count, dtype: float64

---

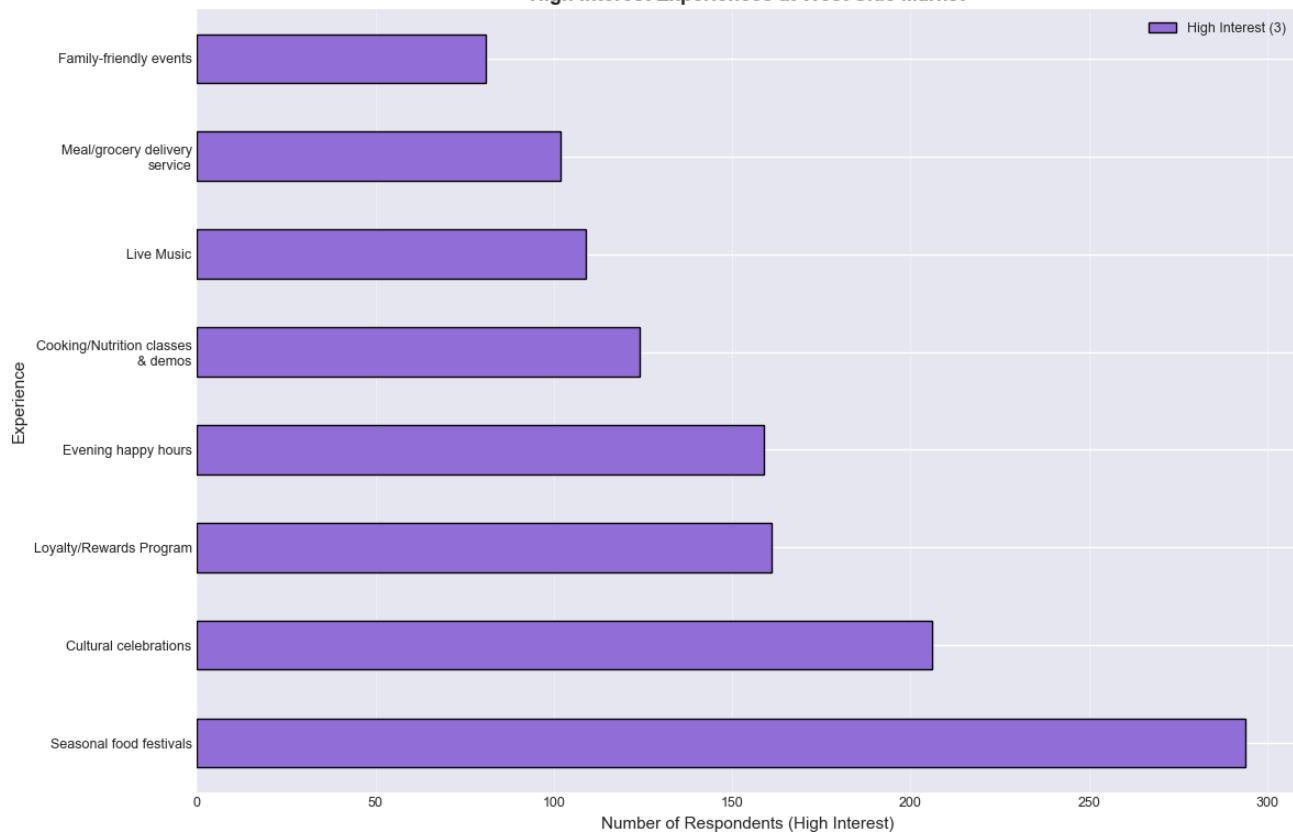
## SECTION F: DESIRED EXPERIENCES SEGMENTATION

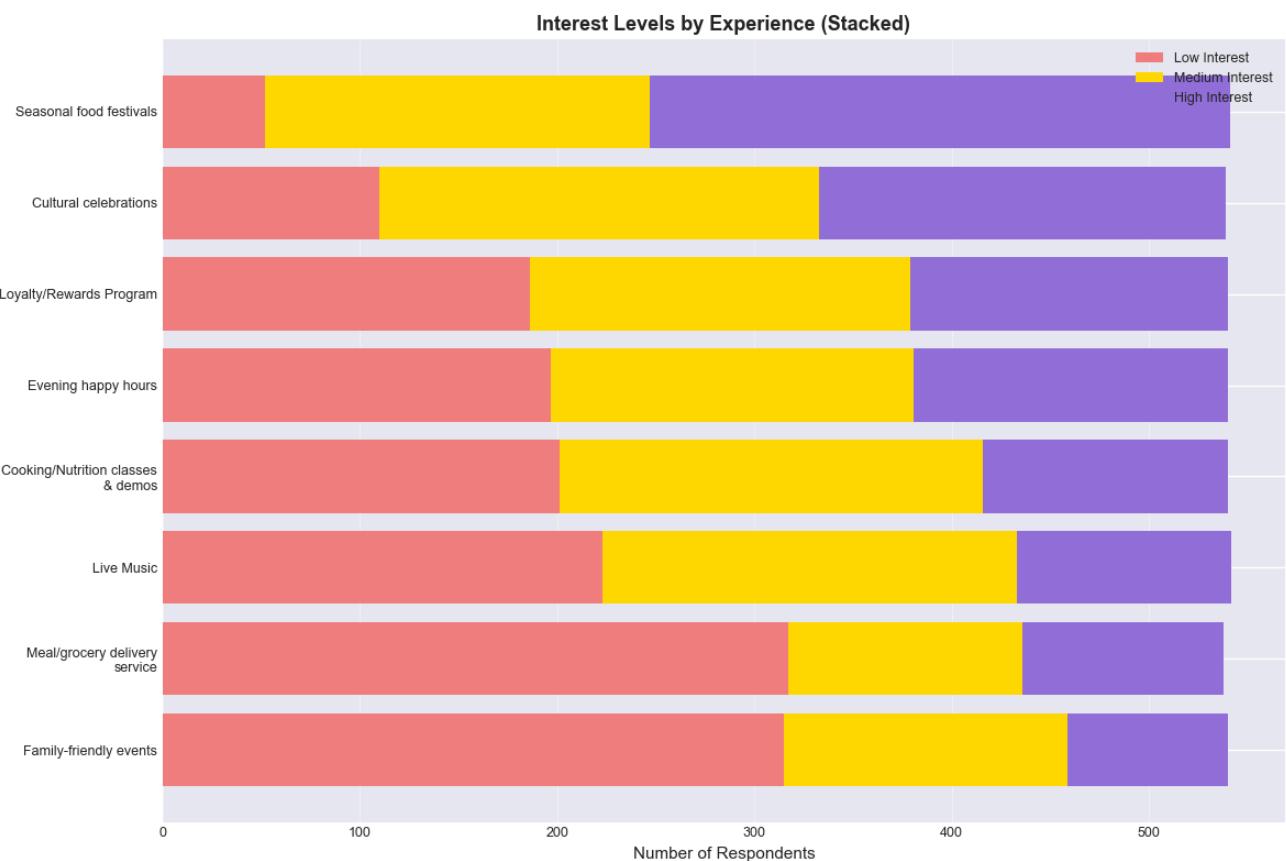
---

### Interest Levels by Experience:

	Experience	High Interest (3)	Medium Interest (2)	Low Int
Interest (1)	Total Responses	High Interest %		
52	Seasonal food festivals	54.3	294	195
110	Cultural celebrations	38.2	206	223
186	Loyalty/Rewards Program	29.8	161	193
197	Evening happy hours	29.4	159	184
201	Cooking/Nutrition classes & demos	23.0	124	215
223	Live Music	20.1	109	210
317	Meal/grocery delivery service	19.0	102	119
315	Family-friendly events	15.0	81	144

High Interest Experiences at West Side Market





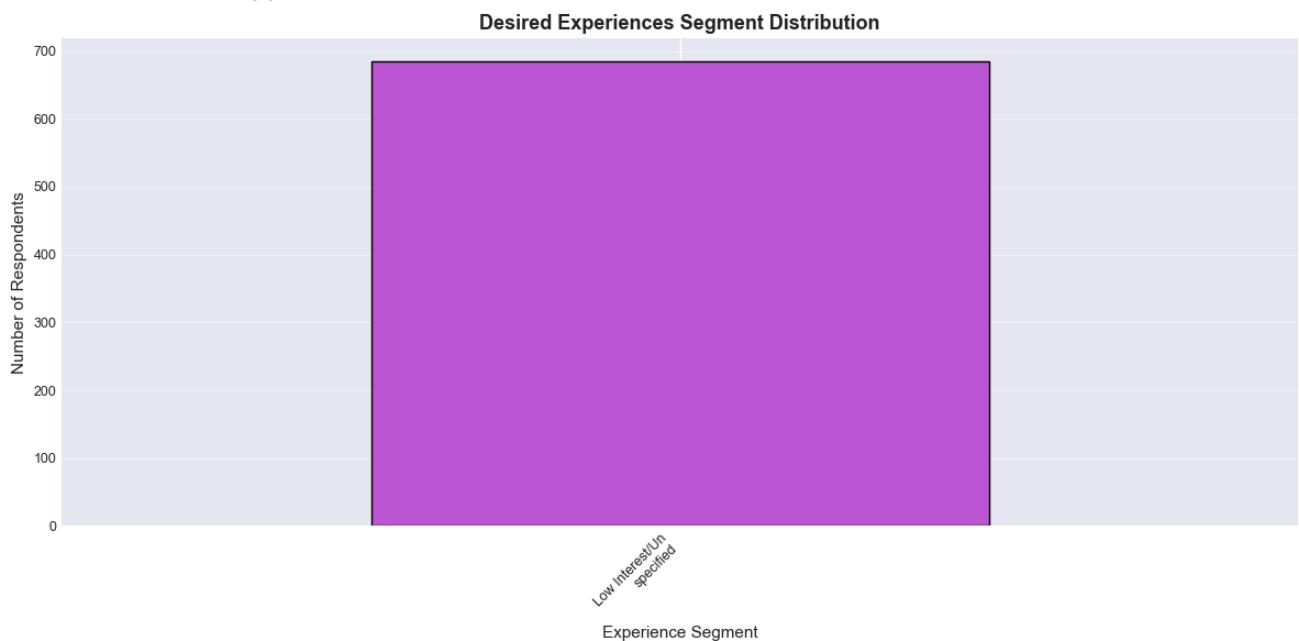

---

#### DESIRED EXPERIENCES SEGMENT CREATION

---

Experience Segment Distribution:  
**Experience\_Segment**  
 Low Interest/Unspecified 684  
 Name: count, dtype: int64

Percentages:  
**Experience\_Segment**  
 Low Interest/Unspecified 100.0  
 Name: count, dtype: float64



---



---

### CROSS-TABULATION: Experience Segment × Household Size

---



---

Household_Size	1	2	3	4	5	6	7+	Missing/Unknown	\
Experience_Segment									
Low Interest/Unspecified	92	158	64	104	45	13	9		180
All	92	158	64	104	45	13	9		180

Household\_Size              Prefer not to say    All

Experience\_Segment

Low Interest/Unspecified              19    684

All              19    684

Experience Segment by Household Size (Row Percentages)




---



---

### EVENT-DRIVEN SEGMENT: Specific Event Interests

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---

## D. Motivation-Based Segments

### Food Adventurers / Experience Seekers

- Unique atmosphere
- Festivals, live music, cultural events
- Prepared food options

### Value Seekers

- Prices/value for money
- Deal-sensitive shoppers
- Often larger households or lower-income

### Local Loyalists

- Tradition and trust in vendors
- Support for local businesses

## Specialty Shoppers

- Hard-to-find ingredients
- Fresh and specialty items
- Often food hobbyists

## Convenience Shoppers

- Want fast shopping
- Interested in meal delivery
- Prefer predictable hours and parking availability

---

---

## SECTION G: GROCERY BEHAVIOR SEGMENTATION

---

---

### 1. GROCERY DELIVERY USAGE

---

Counts:

Delivery\_Usage

Usually	38
Sometimes	92
Rarely	101
Never	287

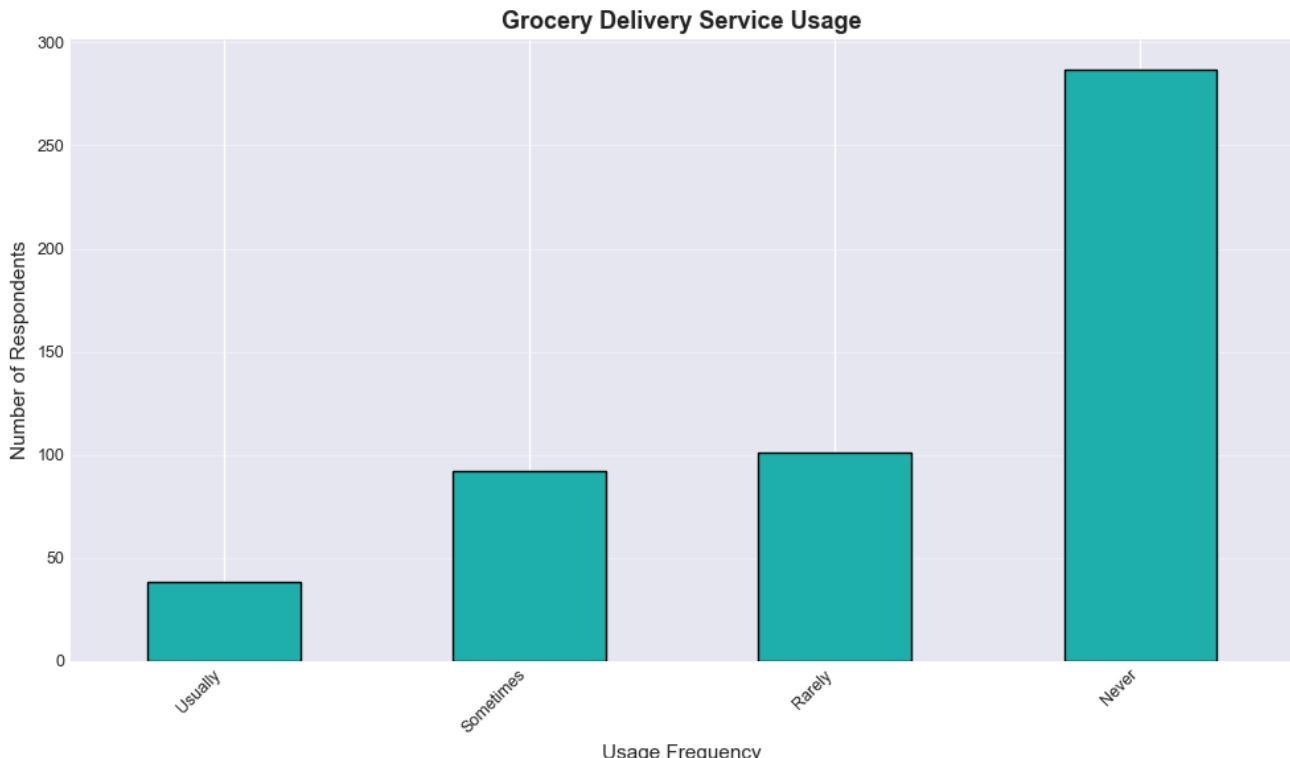
Name: count, dtype: int64

Percentages:

Delivery\_Usage

Usually	5.6
Sometimes	13.5
Rarely	14.8
Never	42.0

Name: count, dtype: float64

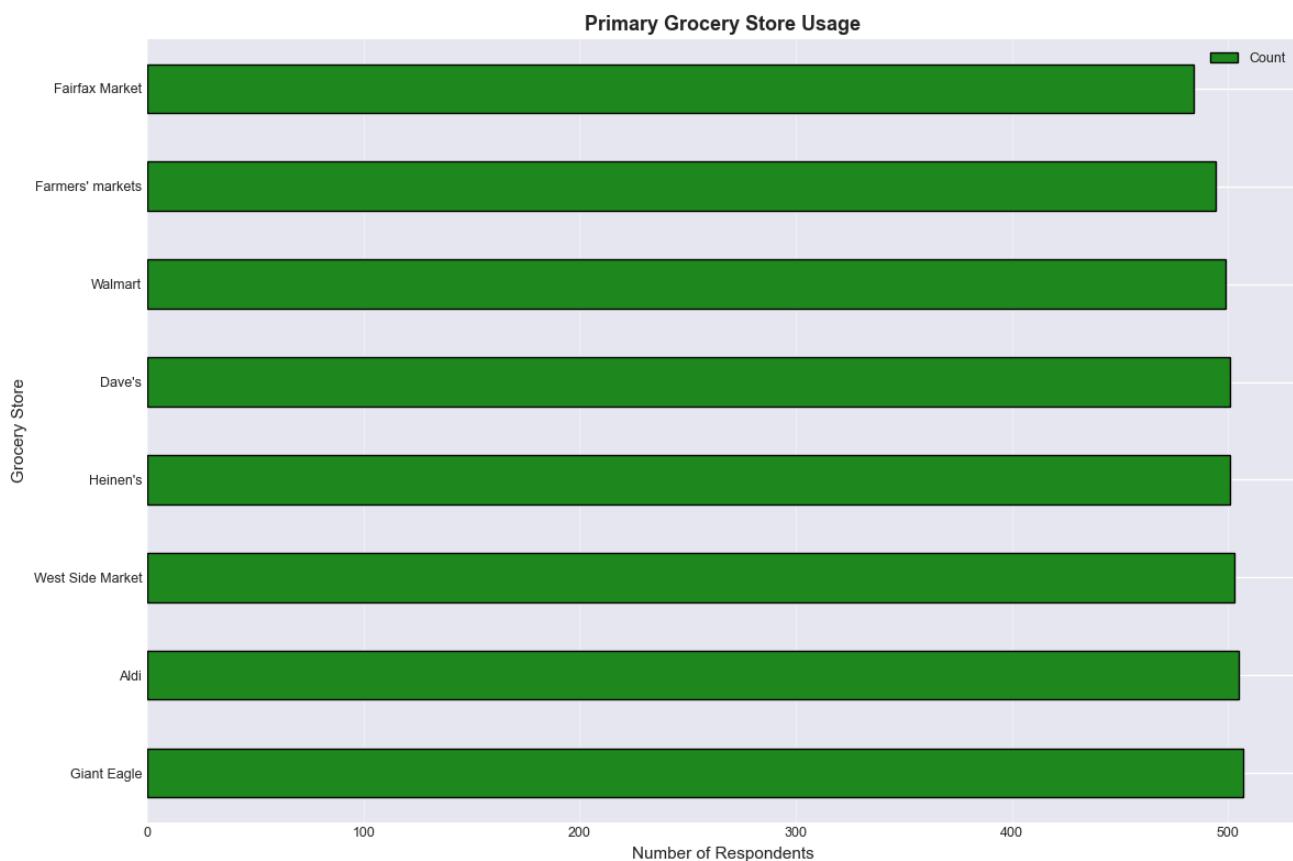


## 2. PRIMARY GROCERY STORES

---

### Grocery Store Usage:

	Store	Count	Percentage
	Giant Eagle	507	74.1
	Aldi	505	73.8
West Side Market		503	73.5
	Heinen's	501	73.2
	Dave's	501	73.2
	Walmart	499	73.0
Farmers' markets		494	72.2
	Fairfax Market	484	70.8

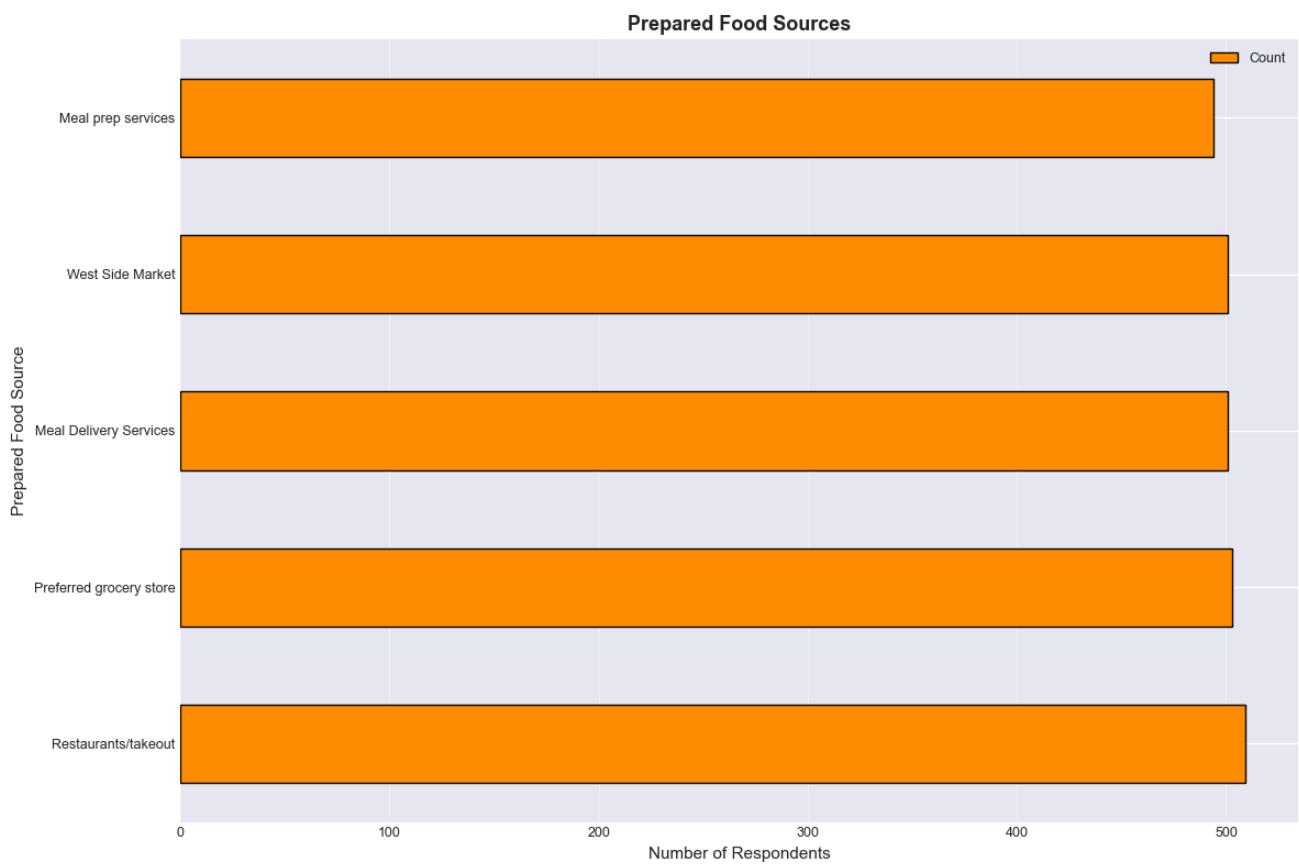


## 3. PREPARED FOOD BEHAVIOR

---

### Prepared Food Sources:

	Source	Count	Percentage
	Restaurants/takeout	509	74.4
Preferred grocery store		503	73.5
	Meal Delivery Services	501	73.2
	West Side Market	501	73.2
	Meal prep services	494	72.2




---

### GROCERY BEHAVIOR SEGMENT CREATION

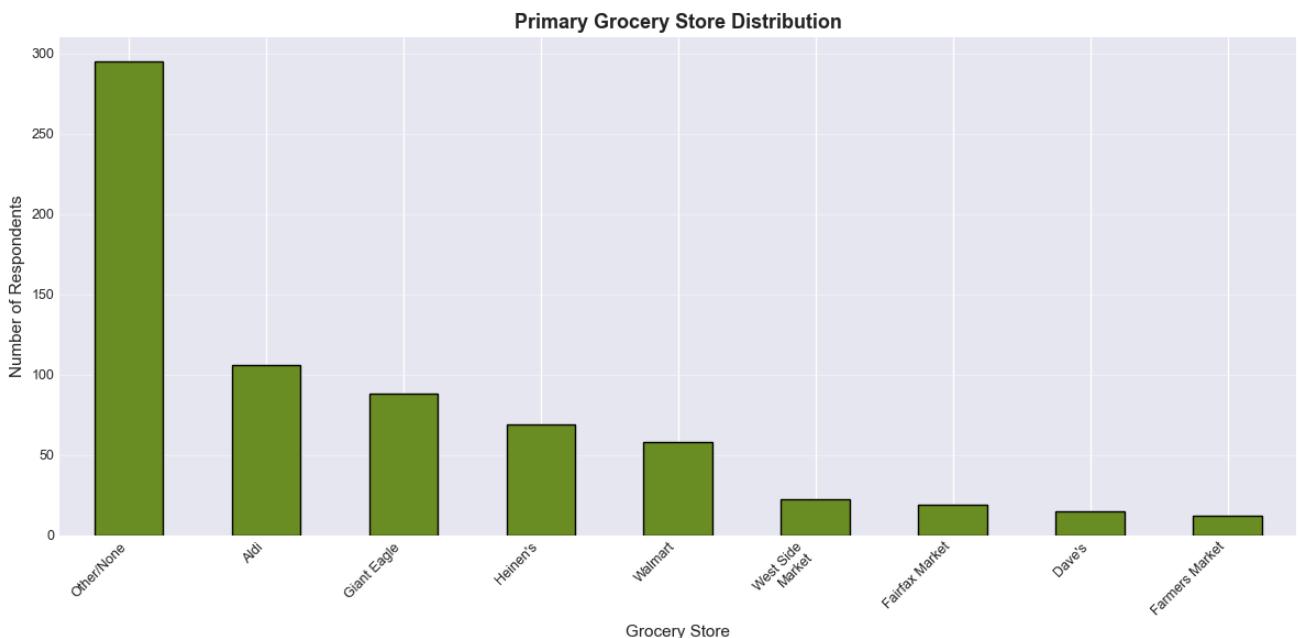
---

Primary Grocery Store Distribution:

```
Primary_Grocery_Store
Other/None      295
Aldi            106
Giant Eagle    88
Heinen's        69
Walmart          58
West Side Market 22
Fairfax Market  19
Dave's           15
Farmers Market   12
Name: count, dtype: int64
```

Percentages:

```
Primary_Grocery_Store
Other/None      43.1
Aldi            15.5
Giant Eagle    12.9
Heinen's        10.1
Walmart          8.5
West Side Market 3.2
Fairfax Market  2.8
Dave's           2.2
Farmers Market   1.8
Name: count, dtype: float64
```




---

**CROSS-TABULATION: Primary Grocery Store × Visit Frequency**

---



---

**CROSS-TABULATION: Delivery Usage × Experience Interest**

---

Experience_Segment	Low Interest/Unspecified	All
<i>Delivery_Usage</i>		
Missing/Unknown	166	166
Never	287	287
Rarely	101	101
Sometimes	92	92
Usually	38	38
All	684	684

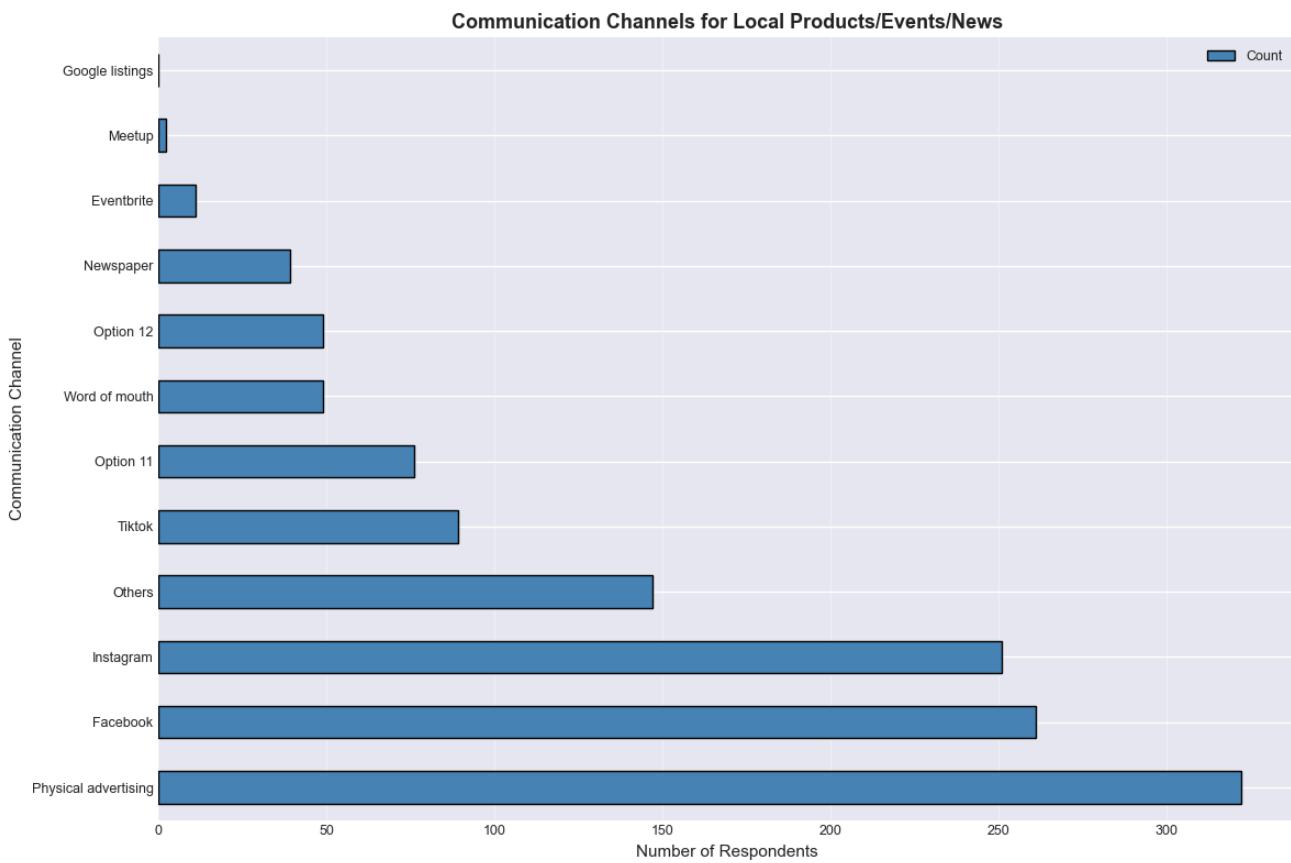
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**SECTION H: COMMUNICATION CHANNELS SEGMENTATION**

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**Communication Channels Used:**

	Channel	Count	Percentage
Physical advertising		322	47.1
	Facebook	261	38.2
	Instagram	251	36.7
	Others	147	21.5
	Tiktok	89	13.0
	Option 11	76	11.1
Word of mouth		49	7.2
	Option 12	49	7.2
	Newspaper	39	5.7
	Eventbrite	11	1.6
	Meetup	2	0.3
Google listings		0	0.0




---

#### COMMUNICATION CHANNEL SEGMENT CREATION

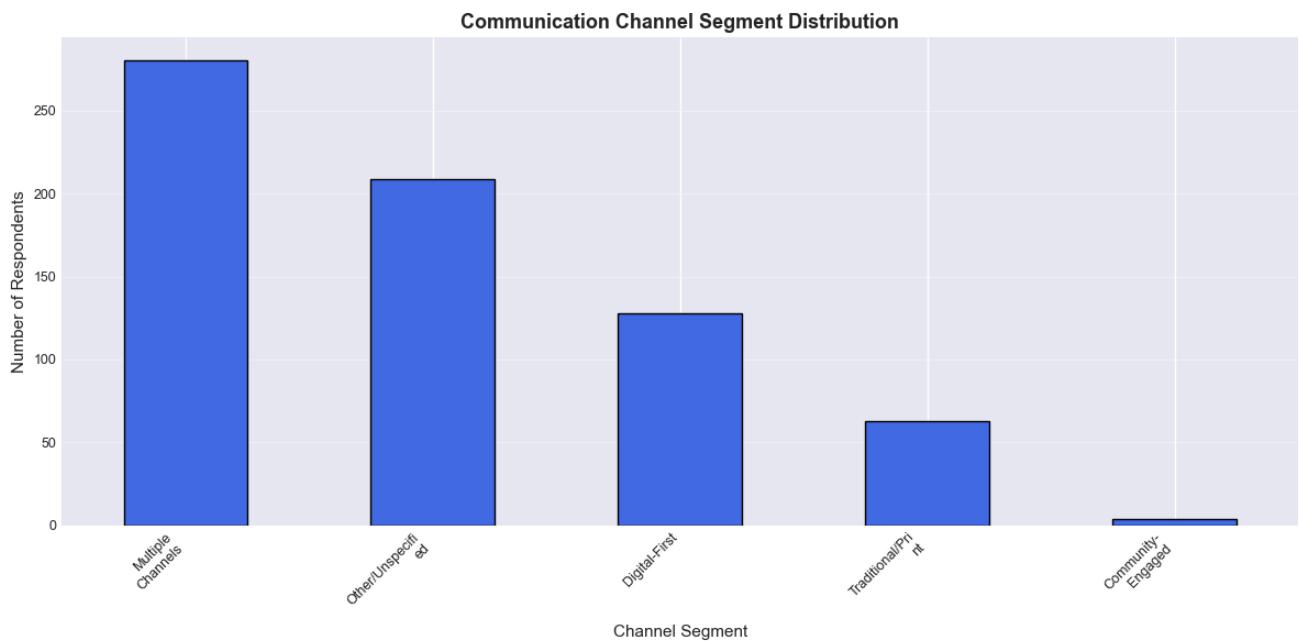
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Channel Segment Distribution:

```
Channel_Segment
Multiple Channels      280
Other/Unspecified     209
Digital-First          128
Traditional/Print      63
Community-Engaged      4
Name: count, dtype: int64
```

Percentages:

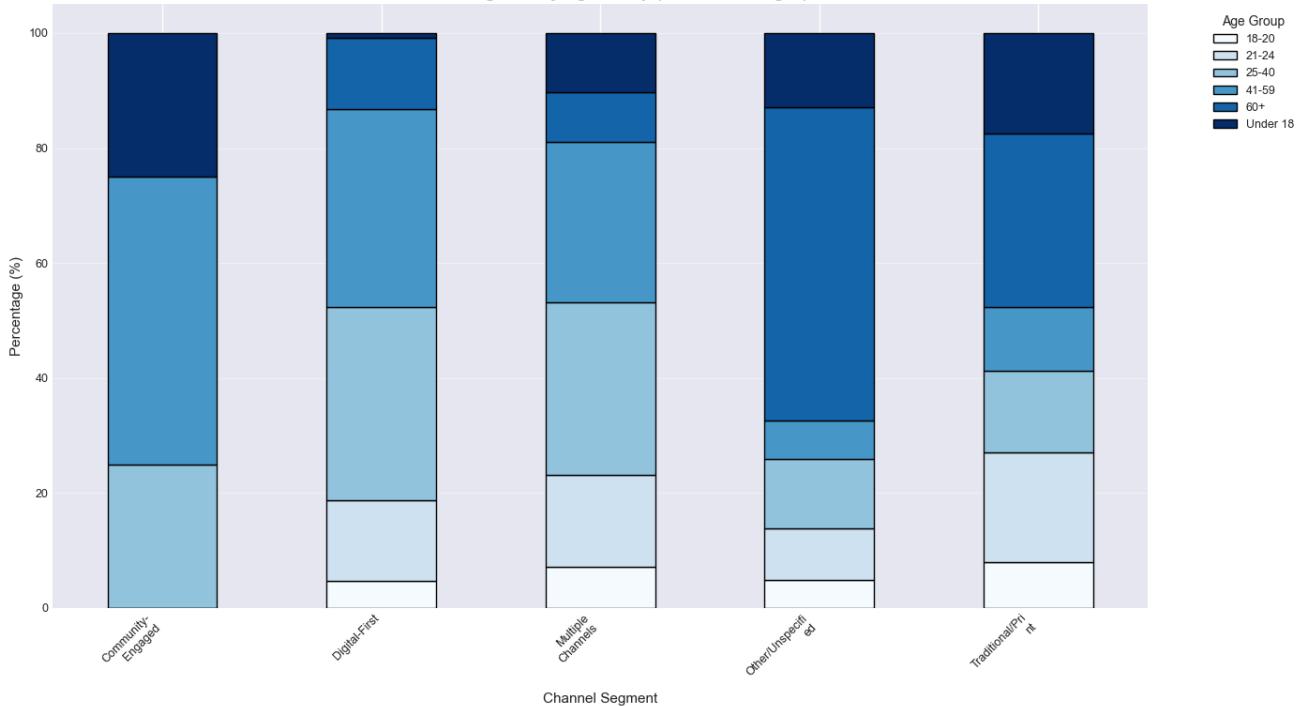
```
Channel_Segment
Multiple Channels      40.9
Other/Unspecified     30.6
Digital-First          18.7
Traditional/Print      9.2
Community-Engaged      0.6
Name: count, dtype: float64
```



**CROSS-TABULATION: Channel Segment × Age Group**

Age_Group	18-20	21-24	25-40	41-59	60+	Under 18	All
Channel_Segment							
Community-Engaged	0	0	1	2	0	1	4
Digital-First	6	18	43	44	16	1	128
Multiple Channels	20	45	84	78	24	29	280
Other/Unspecified	10	19	25	14	114	27	209
Traditional/Print	5	12	9	7	19	11	63
All	41	94	162	145	173	69	684

Channel Segment by Age Group (Row Percentages)



CROSS-TABULATION: Channel Segment × Income Segment

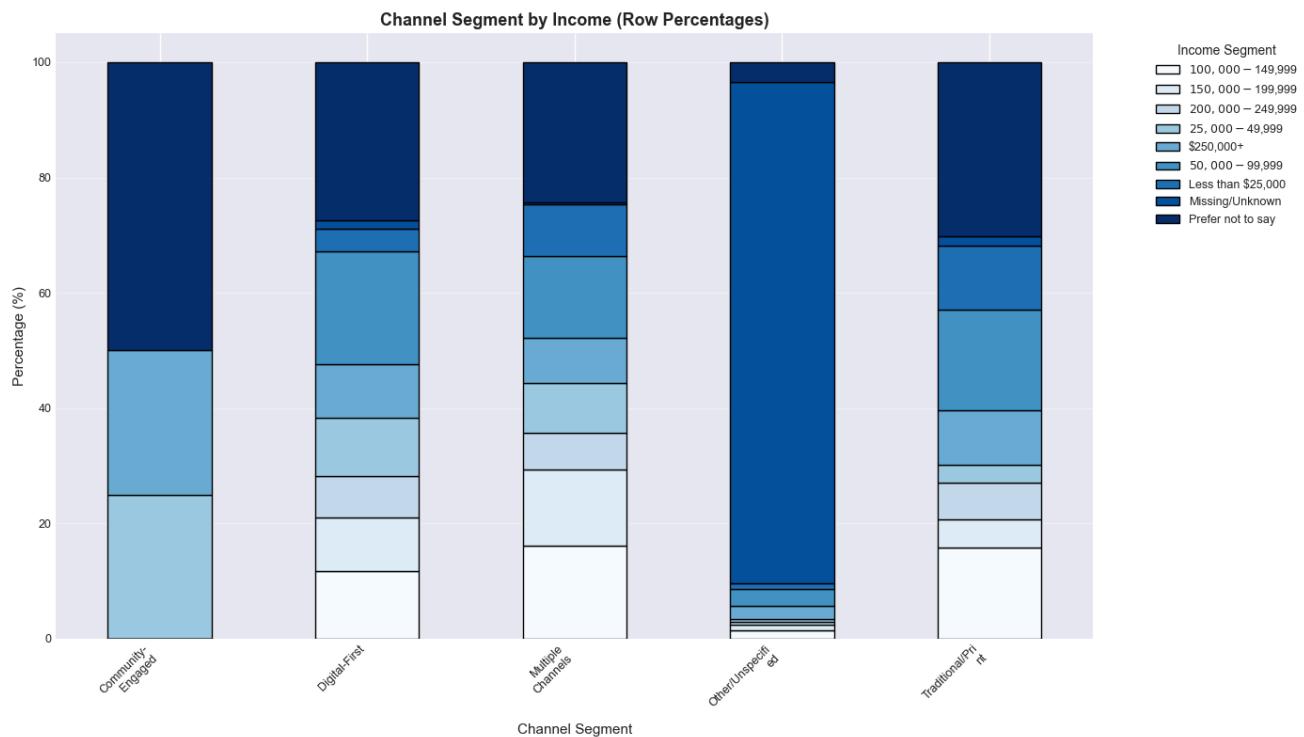
Income_Segment	\$100,000–\$149,999	\$150,000–\$199,999	\$200,000–\$249,999	\
Channel_Segment				
Community-Engaged	0	0	0	
Digital-First	15	12	9	
Multiple Channels	45	37	18	
Other/Unspecified	3	2	1	
Traditional/Print	10	3	4	
All	73	54	32	

Income_Segment	\$25,000–\$49,999	\$250,000+	\$50,000–\$99,999	\
Channel_Segment				
Community-Engaged	1	1	0	
Digital-First	13	12	25	
Multiple Channels	24	22	40	
Other/Unspecified	1	5	6	
Traditional/Print	2	6	11	
All	41	46	82	

Income_Segment	Less than \$25,000	Missing/Unknown	Prefer not to say	All
Channel_Segment				
Community-Engaged	0	0	2	4
Digital-First	5	2	35	128
Multiple Channels	25	1	68	280
Other/Unspecified	2	182	7	209
Traditional/Print	7	1	19	63
All	39	186	131	684



---

---

## COMMUNICATION CHANNELS BY AWARENESS LEVEL

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---

I've heard of it but have not been there (n=47):

	Channel	Count	Percentage
Physical advertising		24	51.1
	Instagram	20	42.6
	Others	14	29.8
	Option 11	9	19.1
	Facebook	7	14.9

I've been there (n=621):

	Channel	Count	Percentage
Physical advertising		290	46.7
	Facebook	254	40.9
	Instagram	225	36.2
	Others	130	20.9
	Tiktok	83	13.4

I've never heard of it and have not been there (n=16):

	Channel	Count	Percentage
Physical advertising		8	50.0
	Instagram	6	37.5
	Others	3	18.8
	Option 11	1	6.2
	Option 12	1	6.2

---

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## SECTION I: SATISFACTION SEGMENTATION

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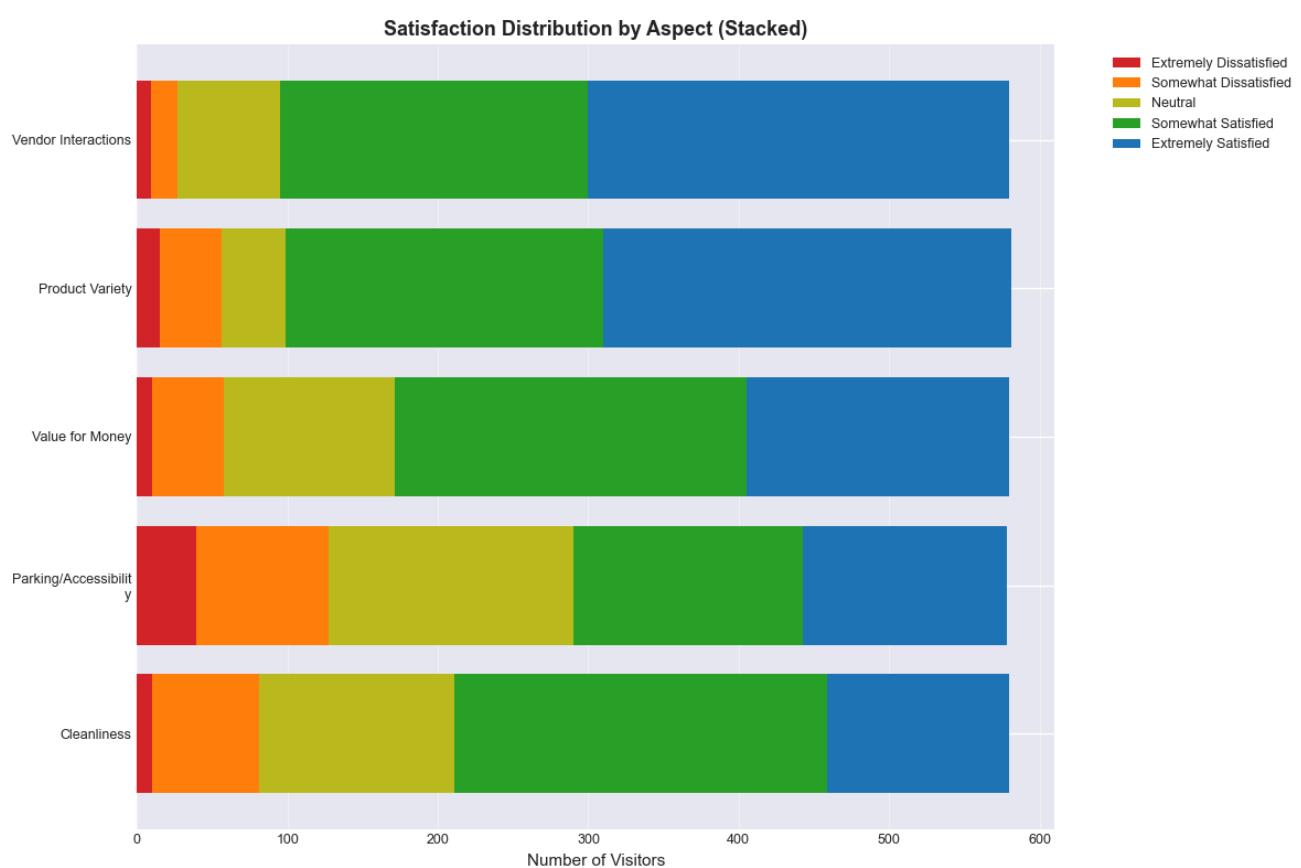
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### SATISFACTION RATINGS (VISITORS ONLY)

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Satisfaction Ratings by Aspect:

	Aspect	Avg Rating	Highly Satisfied (4-5)	Dissatisfied (1-2)	Total
580	Vendor Interactions	4.26	485	27	
581	Product Variety	4.17	482	56	
580	Value for Money	3.89	409	58	
580	Cleanliness	3.69	369	81	
578	Parking/Accessibility	3.44	288	127	



---

## SATISFACTION SEGMENT CREATION

---

Satisfaction Segment Distribution:

Satisfaction\_Segment

Highly Satisfied	316
Mixed/Neutral	113
Dissatisfied	85
Moderately Satisfied	67
Not a visitor	63
No Ratings	40

Name: count, dtype: int64

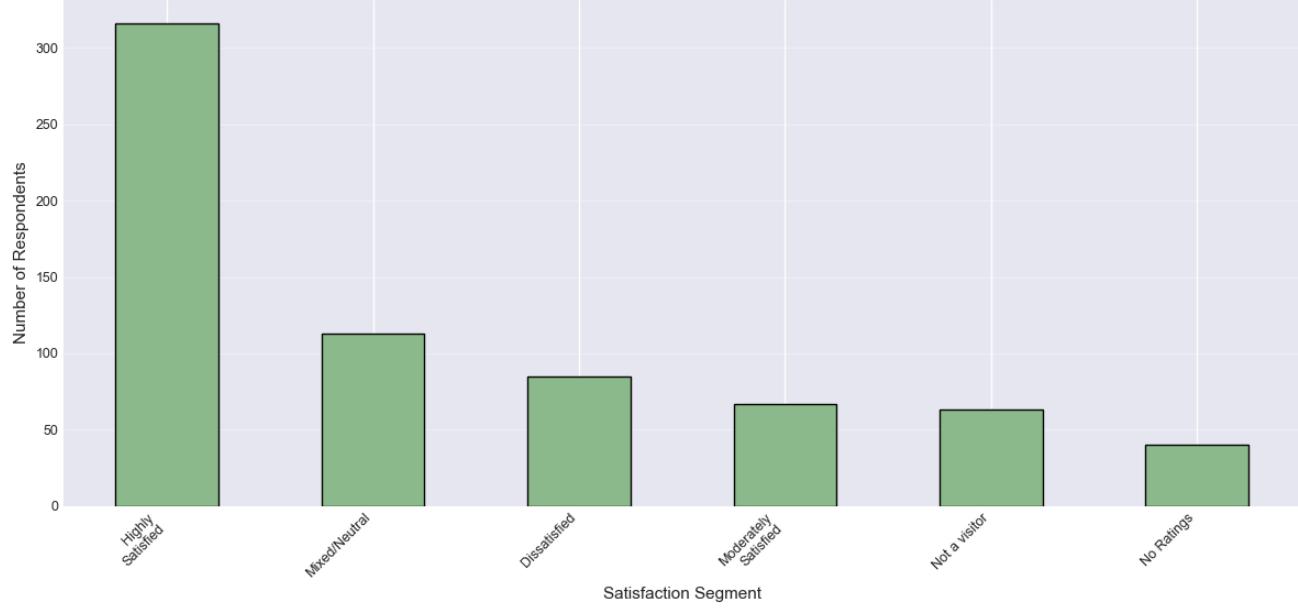
Percentages:

Satisfaction\_Segment

Highly Satisfied	46.2
Mixed/Neutral	16.5
Dissatisfied	12.4
Moderately Satisfied	9.8
Not a visitor	9.2
No Ratings	5.8

Name: count, dtype: float64

Satisfaction Segment Distribution



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CROSS-TABULATION: Satisfaction Segment × Visit Frequency

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CROSS-TABULATION: Satisfaction Segment × Spending Level

---

## E. Barrier-Based Segments

### Logistical Barriers

- Hard to park
- Hours don't fit schedule
- Inconvenient location

- Does not live in Cleveland

### **Experience Barriers**

- Market feels crowded/hectic
- Not enough seating
- Not enough prepared food options
- Unaware of what vendors offer

### **Economic Barriers**

- Prices too high

### **Preference Barriers**

- Prefer supermarkets
- Prefer other markets

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SECTION 1: CROSS-COMPARISON MATRICES

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DEMOGRAPHICS → BEHAVIOR

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1. Age Group × Visit Frequency

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2. Age Group × Spending Level

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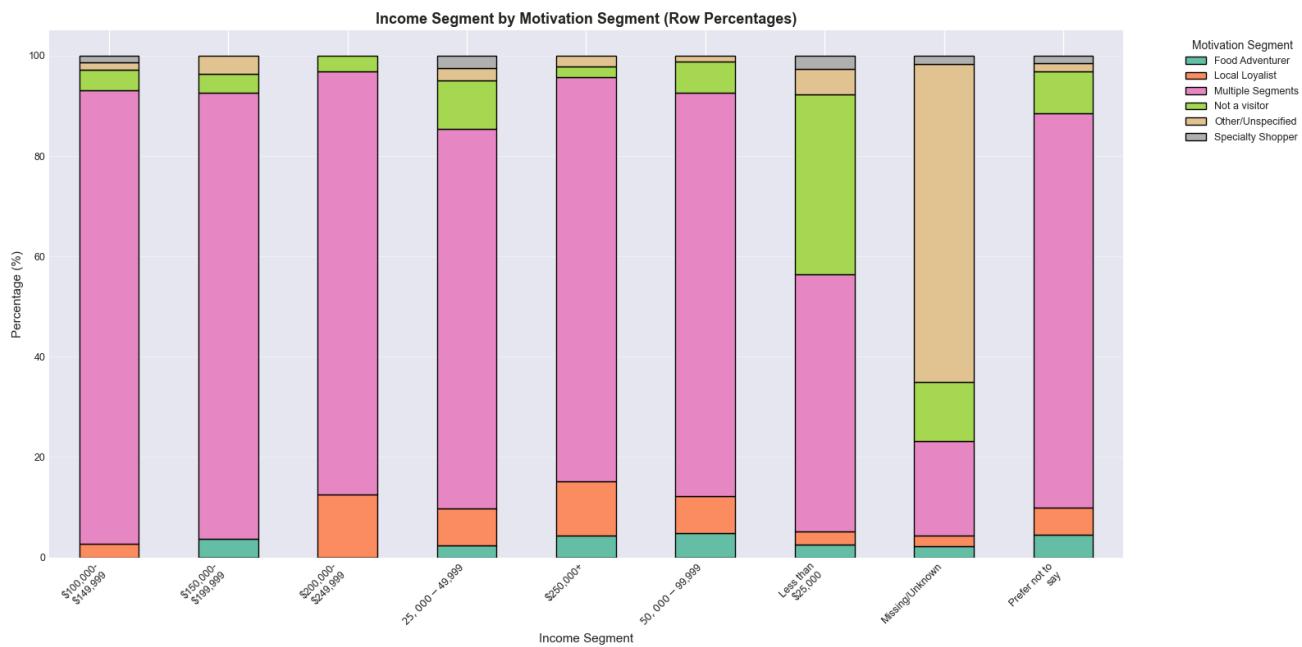
---

3. Income Segment × Motivation Segment

---

Motivation_Segment	Food Adventurer	Local Loyalist	Multiple Segments	\
Income_Segment				
\$100,000-\$149,999	0	2	66	
\$150,000-\$199,999	2	0	48	
\$200,000-\$249,999	0	4	27	
\$25,000-\$49,999	1	3	31	
\$250,000+	2	5	37	
\$50,000-\$99,999	4	6	66	
Less than \$25,000	1	1	20	
Missing/Unknown	4	4	35	
Prefer not to say	6	7	103	
All	20	32	433	

Motivation_Segment	Not a visitor	Other/Unspecified	Specialty Shopper	All
Income_Segment				
\$100,000-\$149,999	3	1	1	73
\$150,000-\$199,999	2	2	0	54
\$200,000-\$249,999	1	0	0	32
\$25,000-\$49,999	4	1	1	41
\$250,000+	1	1	0	46
\$50,000-\$99,999	5	1	0	82
Less than \$25,000	14	2	1	39
Missing/Unknown	22	118	3	186
Prefer not to say	11	2	2	131
All	63	128	8	684

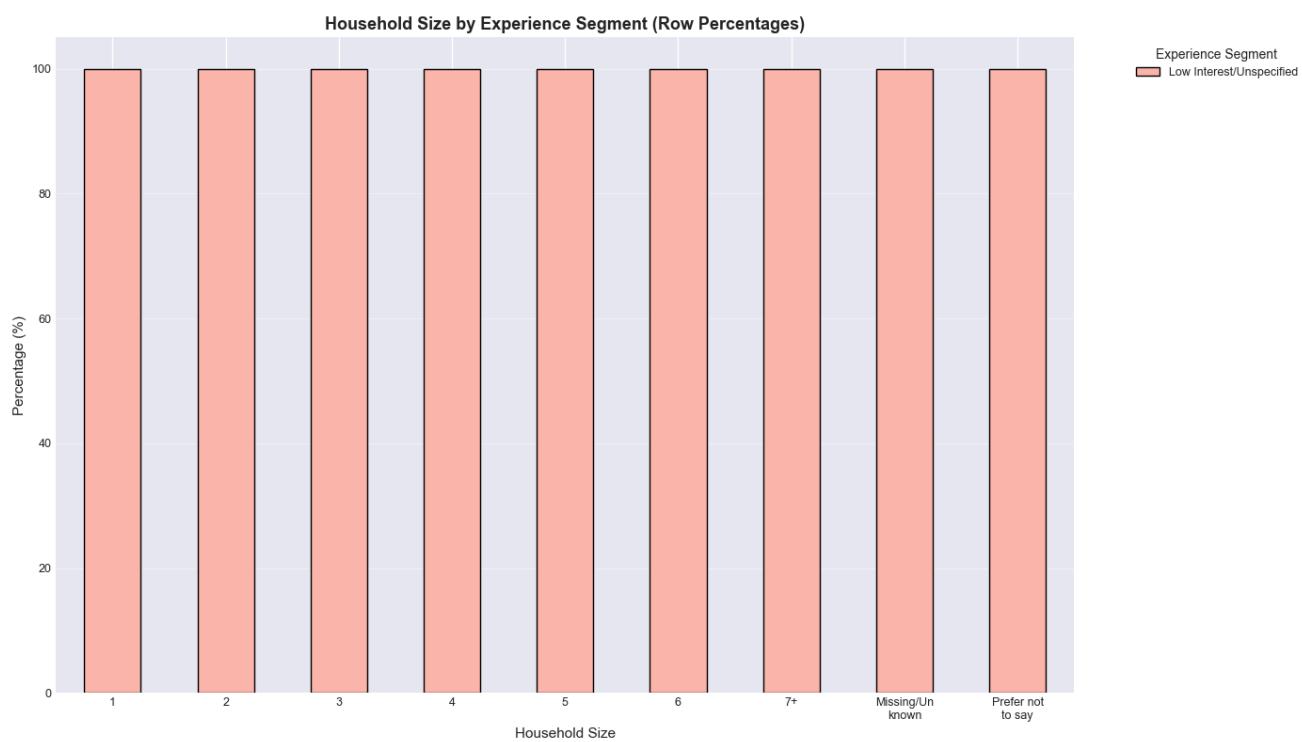


#### 4. Zip Code Segment × Barrier Segment

Barrier_Segment \ Zip_Segment	Economic	Experience	Logistical	Multiple Barriers	All
Greater Cleveland	4	54	67	82	
Missing/Unknown	0	2	4	5	
Near Market (~5 miles)	2	30	18	31	
Out-of-town/Other	0	2	13	11	
Suburban Cleveland	5	37	78	74	
All	11	125	180	203	
Barrier_Segment \ Zip_Segment	No Barriers/Not Specified			Preference	All
Greater Cleveland				62	275
Missing/Unknown				15	27
Near Market (~5 miles)				21	103
Out-of-town/Other				6	32
Suburban Cleveland				51	247
All				155	684

#### 5. Household Size × Experience Segment

Experience_Segment \ Household_Size	Low Interest/Unspecified	All
1	92	92
2	158	158
3	64	64
4	104	104
5	45	45
6	13	13
7+	9	9
Missing/Unknown	180	180
Prefer not to say	19	19
All	684	684



---

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**BEHAVIOR → SATISFACTION**

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---

1. Visit Frequency × Satisfaction Segment (See Section I)

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(Already visualized in Section I)

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---

2. Spending Level × Satisfaction Segment (See Section I)

---

(Already visualized in Section I)

---

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3. Travel Mode × Satisfaction Segment

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---

4. Shopping Style × Satisfaction Segment

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**BEHAVIOR → MOTIVATION**

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1. Shopping Style × Motivation Segment

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**AWARENESS → BARRIERS**

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(Already analyzed in Section E)

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**GROCERY BEHAVIOR → MARKET BEHAVIOR**

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---

1. Primary Grocery Store × Visit Frequency (See Section G)

---

(Already visualized in Section G)

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---

2. Delivery Usage × Experience Segment (See Section G)

---

(Already analyzed in Section G)

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**MARKETING CHANNEL → DEMOGRAPHICS**

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---

1. Age Group × Channel Segment (See Section H)

---

(Already visualized in Section H)

---

---

2. Income Segment × Channel Segment (See Section H)

---

---

(Already visualized in Section H)

---

### 3. Awareness Segment × Channel Segment

---

Channel_Segment	Community-Engaged	\
-----------------	-------------------	---

Awareness_Segment		
I've been there	4	
I've heard of it but have not been there	0	
I've never heard of it and have not been there	0	
All	4	

Channel_Segment	Digital-First	\
-----------------	---------------	---

Awareness_Segment		
I've been there	123	
I've heard of it but have not been there	4	
I've never heard of it and have not been there	1	
All	128	

Channel_Segment	Multiple Channels	\
-----------------	-------------------	---

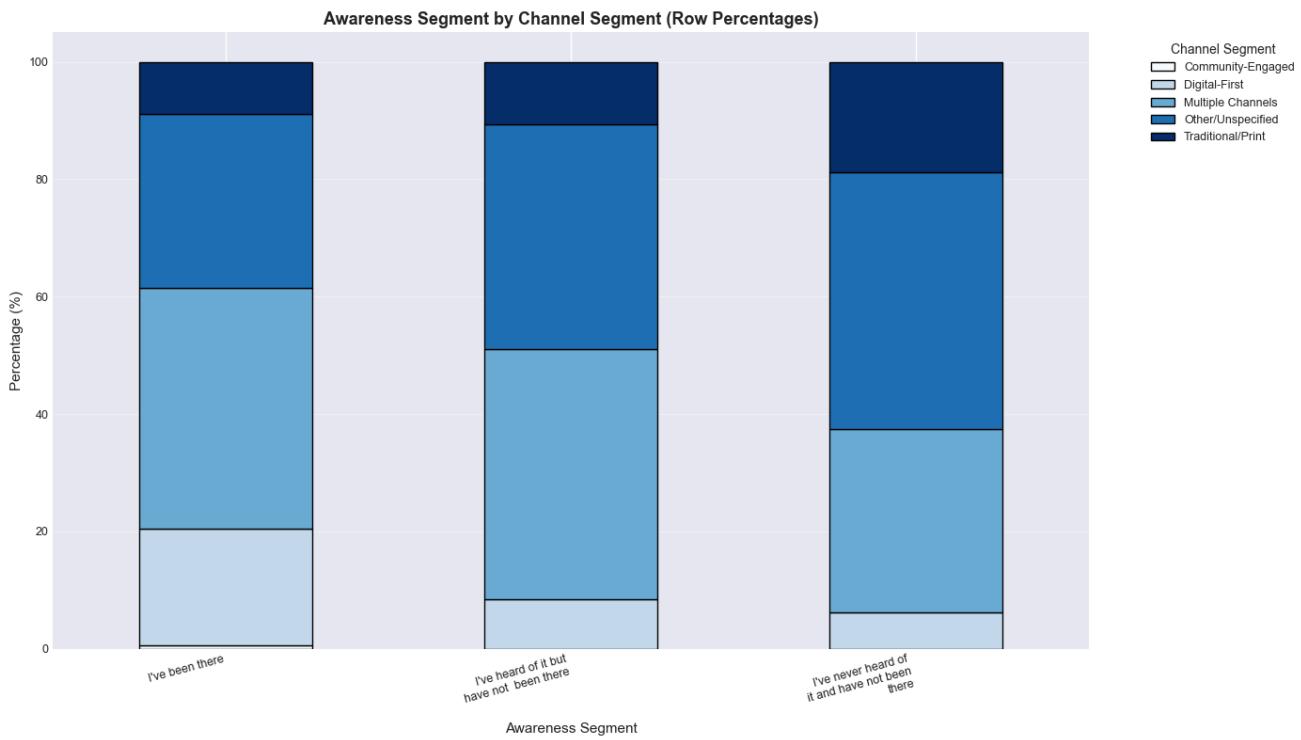
Awareness_Segment		
I've been there	255	
I've heard of it but have not been there	20	
I've never heard of it and have not been there	5	
All	280	

Channel_Segment	Other/Unspecified	\
-----------------	-------------------	---

Awareness_Segment		
I've been there	184	
I've heard of it but have not been there	18	
I've never heard of it and have not been there	7	
All	209	

Channel_Segment	Traditional/Print	All
-----------------	-------------------	-----

Awareness_Segment		
I've been there	55	621
I've heard of it but have not been there	5	47
I've never heard of it and have not been there	3	16
All	63	684




---

CROSS-COMPARISON ANALYSIS COMPLETE

---

Summary of all segments created:

- Demographic segments: Age, Zip, Income, Household Size, Gender, Race
- Awareness segments: 3 unique segments
- Behavioral segments: Visit Frequency, Spending, Shopping Style, Travel Mode, Last Visit
- Motivation segments: 6 unique segments
- Barrier segments: 6 unique segments
- Experience segments: 1 unique segments
- Grocery behavior segments: Primary Store, Delivery Usage
- Channel segments: 5 unique segments
- Satisfaction segments: 6 unique segments

## F. Desired Experiences Segments

### Event-Driven Shoppers

- Live music
- Seasonal festivals
- Cultural celebrations
- Evening happy hours

### Education-Focused

- Cooking classes
- Nutrition demos
- Family-friendly workshops

### Loyalty-Driven Consumers

- Rewards programs
- Membership or perks

#### **Convenience-Oriented**

- Grocery/meal delivery services
- Prepared foods
- Seating and accessible spaces

## **G. Grocery Behavior Segments**

#### **Primary Grocery Stores**

- Walmart shoppers
- Aldi shoppers
- Giant Eagle shoppers
- Heinen's shoppers
- Dave's shoppers
- Farmers' market shoppers
- West Side Market regulars
- Fairfax Market shoppers

#### **Grocery Delivery Usage**

- Usually uses delivery
- Sometimes uses delivery
- Rarely uses delivery
- Never uses delivery

#### **Prepared Food Behavior**

- Restaurants/takeout buyers
- Meal delivery service users
- Prepared foods from grocery stores
- Prepared foods from West Side Market
- Meal prep service users

## **H. Communication Channels Segments**

#### **Digital-first Audiences**

- Facebook
- Instagram
- TikTok

#### **Community/Local Engagement**

- Word of mouth
- Meetup
- Eventbrite

#### **Traditional/Print Consumers**

- Newspaper
- Physical advertising

#### **Search-Driven Users**

- Google listings

## **I. Satisfaction Segments**

#### **Highly Satisfied**

- Strong ratings on variety, cleanliness, vendors, pricing, accessibility

#### **Moderately Satisfied**

- Neutral or slightly mixed impressions

#### **Dissatisfied**

- Low ratings on one or more aspects
- Requires deeper analysis via open-ended responses

## **1: CROSS-COMPARISON MATRIX**

#### **Demographics → Behavior**

- Age × visit frequency
- Age × spending level
- Income × motivations
- Zip code × barriers
- Household size × event interest

#### **Behavior → Satisfaction**

- Frequency × satisfaction scores
- Spending × satisfaction
- Travel mode × satisfaction
- Shopping style × satisfaction

#### **Behavior → Motivation**

- Explorers vs Loyalists × motivations

- Specialty shoppers × program interest
- Prepared food users × seating demand

### **Awareness → Barriers**

- Never visited × why not
- Heard of it × perception differences
- Visitors × "what keeps you from coming more"

### **Grocery Behavior → Market Behavior**

- Primary grocery store × visit frequency
- Delivery usage × event interest
- Prepared food habits × WSM prepared food demand

### **Marketing Channel → Demographics**

- Age × communication channels used
- Income × preferred information sources
- Awareness levels × channels

```
Collecting jupyter
  Downloading jupyter-1.1.1-py2.py3-none-any.whl.metadata (2.0 kB)
Collecting notebook (from jupyter)
  Downloading notebook-7.5.0-py3-none-any.whl.metadata (10 kB)
Collecting jupyter-console (from jupyter)
  Downloading jupyter_console-6.6.3-py3-none-any.whl.metadata (5.8 kB)
Collecting nbconvert (from jupyter)
  Downloading nbconvert-7.16.6-py3-none-any.whl.metadata (8.5 kB)
Requirement already satisfied: ipykernel in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from jupyter) (7.1.0)
Collecting ipywidgets (from jupyter)
  Downloading ipywidgets-8.1.8-py3-none-any.whl.metadata (2.4 kB)
Collecting jupyterlab (from jupyter)
  Downloading jupyterlab-4.5.0-py3-none-any.whl.metadata (16 kB)
Requirement already satisfied: appnope>=0.1.2 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (0.1.4)
Requirement already satisfied: comm>=0.1.1 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (0.2.3)
Requirement already satisfied: debugpy>=1.6.5 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (1.8.17)
Requirement already satisfied: ipython>=7.23.1 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (9.7.0)
Requirement already satisfied: jupyter-client>=8.0.0 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (8.6.3)
Requirement already satisfied: jupyter-core!=5.0.*,>=4.12 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (5.9.1)
Requirement already satisfied: matplotlib-inline>=0.1 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (0.2.1)
Requirement already satisfied: nest-asyncio>=1.4 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (1.6.0)
Requirement already satisfied: packaging>=22 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (25.0)
Requirement already satisfied: psutil>=5.7 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (7.1.3)
Requirement already satisfied: pyzmq>=25 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (27.1.0)
Requirement already satisfied: tornado>=6.2 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (6.5.2)
Requirement already satisfied: traitlets>=5.4.0 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipykernel->jupyter) (5.14.3)
Requirement already satisfied: decorator>=4.3.2 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (5.2.1)
Requirement already satisfied: ipython-pygments-lexers>=1.0.0 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (1.1.1)
Requirement already satisfied: jedi>=0.18.1 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (0.19.2)
Requirement already satisfied: pexpect>4.3 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (4.9.0)
Requirement already satisfied: prompt_toolkit<3.1.0,>=3.0.41 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (3.0.52)
Requirement already satisfied: pygments>=2.11.0 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (2.19.2)
Requirement already satisfied: stack_data>=0.6.0 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from ipython>=7.23.1->ipykernel->jupyter) (0.6.3)
Requirement already satisfied: wcwidth in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from prompt_toolkit<3.1.0,>=3.0.41->ipython>=7.23.1->ipyke
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rnel->jupyter) (0.2.14)
Requirement already satisfied: parso<0.9.0,>=0.8.4 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from jedi>=0.18.1->ipython>=7.23.1->ipykernel->jupyter) (0.8.5)
Requirement already satisfied: python-dateutil>=2.8.2 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from jupyter-client>=8.0.0->ipykernel->jupyter) (2.9.0.post0)
Requirement already satisfied: platformdirs>=2.5 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from jupyter-core!=5.0.*,>=4.12->ipykernel->jupyter) (4.5.0)
Requirement already satisfied: ptyprocess>=0.5 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from pexpect>4.3->ipython>=7.23.1->ipykernel->jupyter) (0.7.0)
Requirement already satisfied: six>=1.5 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from python-dateutil>=2.8.2->jupyter-client>=8.0.0->ipykernel->jupyter) (1.17.0)
Requirement already satisfied: executing>=1.2.0 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from stack_data>=0.6.0->ipython>=7.23.1->ipykernel->jupyter) (2.2.1)
Requirement already satisfied: asttokens>=2.1.0 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from stack_data>=0.6.0->ipython>=7.23.1->ipykernel->jupyter) (3.0.1)
Requirement already satisfied: pure-eval in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from stack_data>=0.6.0->ipython>=7.23.1->ipykernel->jupyter) (0.2.3)
Collecting widgetsnbextension~=4.0.14 (from ipywidgets->jupyter)
    Downloading widgetsnbextension-4.0.15-py3-none-any.whl.metadata (1.6 kB)
Collecting jupyterlab_widgets~3.0.15 (from ipywidgets->jupyter)
    Downloading jupyterlab_widgets-3.0.16-py3-none-any.whl.metadata (20 kB)
Collecting async-lru>=1.0.0 (from jupyterlab->jupyter)
    Downloading async_lru-2.0.5-py3-none-any.whl.metadata (4.5 kB)
Collecting httpx<1,>=0.25.0 (from jupyterlab->jupyter)
    Using cached httpx-0.28.1-py3-none-any.whl.metadata (7.1 kB)
Collecting jinja2>=3.0.3 (from jupyterlab->jupyter)
    Downloading jinja2-3.1.6-py3-none-any.whl.metadata (2.9 kB)
Collecting jupyter-lsp>=2.0.0 (from jupyterlab->jupyter)
    Downloading jupyter_lsp-2.3.0-py3-none-any.whl.metadata (1.8 kB)
Collecting jupyter-server<3,>=2.4.0 (from jupyterlab->jupyter)
    Downloading jupyter_server-2.17.0-py3-none-any.whl.metadata (8.5 kB)
Collecting jupyterlab-server<3,>=2.28.0 (from jupyterlab->jupyter)
    Downloading jupyterlab_server-2.28.0-py3-none-any.whl.metadata (5.9 kB)
Collecting notebook-shim>=0.2 (from jupyterlab->jupyter)
    Downloading notebook_shim-0.2.4-py3-none-any.whl.metadata (4.0 kB)
Collecting setuptools>=41.1.0 (from jupyterlab->jupyter)
    Downloading setuptools-80.9.0-py3-none-any.whl.metadata (6.6 kB)
Collecting anyio (from httpx<1,>=0.25.0->jupyterlab->jupyter)
    Downloading anyio-4.12.0-py3-none-any.whl.metadata (4.3 kB)
Requirement already satisfied: certifi in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from httpx<1,>=0.25.0->jupyterlab->jupyter) (2025.11.12)
Collecting httpcore==1.* (from httpx<1,>=0.25.0->jupyterlab->jupyter)
    Using cached httpcore-1.0.9-py3-none-any.whl.metadata (21 kB)
Requirement already satisfied: idna in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from httpx<1,>=0.25.0->jupyterlab->jupyter) (3.11)
Collecting h11>=0.16 (from httpcore==1.*->httpx<1,>=0.25.0->jupyterlab->jupyter)
    Using cached h11-0.16.0-py3-none-any.whl.metadata (8.3 kB)
Collecting argon2-cffi>=21.1 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading argon2_cffi-25.1.0-py3-none-any.whl.metadata (4.1 kB)
Collecting jupyter-events>=0.11.0 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
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ter)
  Downloading jupyter_events-0.12.0-py3-none-any.whl.metadata (5.8 kB)
Collecting jupyter-server-terminals>=0.4.4 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading jupyter_server_terminals-0.5.3-py3-none-any.whl.metadata (5.6 kB)
Collecting nbformat>=5.3.0 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading nbformat-5.10.4-py3-none-any.whl.metadata (3.6 kB)
Collecting prometheus-client>=0.9 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading prometheus_client-0.23.1-py3-none-any.whl.metadata (1.9 kB)
Collecting send2trash>=1.8.2 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading Send2Trash-1.8.3-py3-none-any.whl.metadata (4.0 kB)
Collecting terminado>=0.8.3 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading terminado-0.18.1-py3-none-any.whl.metadata (5.8 kB)
Collecting websocket-client>=1.7 (from jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading websocket_client-1.9.0-py3-none-any.whl.metadata (8.3 kB)
Collecting babel>=2.10 (from jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter)
    Downloading babel-2.17.0-py3-none-any.whl.metadata (2.0 kB)
Collecting json5>=0.9.0 (from jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter)
    Downloading json5-0.12.1-py3-none-any.whl.metadata (36 kB)
Collecting jsonschema>=4.18.0 (from jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter)
    Downloading jsonschema-4.25.1-py3-none-any.whl.metadata (7.6 kB)
Requirement already satisfied: requests>=2.31 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter) (2.32.5)
Collecting argon2-cffi-bindings (from argon2-cffi>=21.1->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading argon2_cffi_bindings-25.1.0-cp39-abi3-macosx_11_0_arm64.whl.metadata (7.4 kB)
Collecting MarkupSafe>=2.0 (from jinja2>=3.0.3->jupyterlab->jupyter)
    Downloading markupsafe-3.0.3-cp314-cp314-macosx_11_0_arm64.whl.metadata (2.7 kB)
Requirement already satisfied: attrs>=22.2.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from jsonschema>=4.18.0->jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter) (25.4.0)
Collecting jsonschema-specifications>=2023.03.6 (from jsonschema>=4.18.0->jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter)
    Downloading jsonschema_specifications-2025.9.1-py3-none-any.whl.metadata (2.9 kB)
Collecting referencing>=0.28.4 (from jsonschema>=4.18.0->jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter)
    Downloading referencing-0.37.0-py3-none-any.whl.metadata (2.8 kB)
Collecting rpds-py>=0.7.1 (from jsonschema>=4.18.0->jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter)
    Downloading rpds_py-0.30.0-cp314-cp314-macosx_11_0_arm64.whl.metadata (4.1 kB)
Collecting python-json-logger>=2.0.4 (from jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading python_json_logger-4.0.0-py3-none-any.whl.metadata (4.0 kB)
Collecting pyyaml>=5.3 (from jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading pyyaml-6.0.3-cp314-cp314-macosx_11_0_arm64.whl.metadata (2.4 kB)
Collecting rfc3339-validator (from jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading rfc3339_validator-0.1.4-py2.py3-none-any.whl.metadata (1.5 kB)
Collecting rfc3986-validator>=0.1.1 (from jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading rfc3986_validator-0.1.1-py2.py3-none-any.whl.metadata (1.7 kB)
Collecting fqdn (from jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
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  Downloading fqdn-1.5.1-py3-none-any.whl.metadata (1.4 kB)
Collecting isoduration (from jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading isoduration-20.11.0-py3-none-any.whl.metadata (5.7 kB)
Collecting jsonpointer>1.13 (from jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading jsonpointer-3.0.0-py2.py3-none-any.whl.metadata (2.3 kB)
Collecting rfc3987-syntax>=1.1.0 (from jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading rfc3987_syntax-1.1.0-py3-none-any.whl.metadata (7.7 kB)
Collecting uri-template (from jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading uri_template-1.3.0-py3-none-any.whl.metadata (8.8 kB)
Collecting webcolors>=24.6.0 (from jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading webcolors-25.10.0-py3-none-any.whl.metadata (2.2 kB)
Collecting beautifulsoup4 (from nbconvert->jupyter)
    Downloading beautifulsoup4-4.14.3-py3-none-any.whl.metadata (3.8 kB)
Collecting bleach!=5.0.0 (from bleach[css]!=5.0.0->nbconvert->jupyter)
    Downloading bleach-6.3.0-py3-none-any.whl.metadata (31 kB)
Collecting defusedxml (from nbconvert->jupyter)
    Downloading defusedxml-0.7.1-py2.py3-none-any.whl.metadata (32 kB)
Collecting jupyterlab_pygments (from nbconvert->jupyter)
    Downloading jupyterlab_pygments-0.3.0-py3-none-any.whl.metadata (4.4 kB)
Collecting mistune<4,>=2.0.3 (from nbconvert->jupyter)
    Downloading mistune-3.1.4-py3-none-any.whl.metadata (1.8 kB)
Collecting nbclient>=0.5.0 (from nbconvert->jupyter)
    Downloading nbclient-0.10.2-py3-none-any.whl.metadata (8.3 kB)
Collecting pandocfilters>=1.4.1 (from nbconvert->jupyter)
    Downloading pandocfilters-1.5.1-py2.py3-none-any.whl.metadata (9.0 kB)
Collecting webencodings (from bleach!=5.0.0->bleach[css]!=5.0.0->nbconvert->jupyter)
Using cached webencodings-0.5.1-py2.py3-none-any.whl.metadata (2.1 kB)
Collecting tinycss2<1.5,>=1.1.0 (from bleach[css]!=5.0.0->nbconvert->jupyter)
    Downloading tinycss2-1.4.0-py3-none-any.whl.metadata (3.0 kB)
Collecting fastjsonschema>=2.15 (from nbformat>=5.3.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading fastjsonschema-2.21.2-py3-none-any.whl.metadata (2.3 kB)
Requirement already satisfied: charset_normalizer<4,>=2 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from requests>=2.31->jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter) (3.4.4)
Requirement already satisfied: urllib3<3,>=1.21.1 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from requests>=2.31->jupyterlab-server<3,>=2.28.0->jupyterlab->jupyter) (2.5.0)
Collecting lark>=1.2.2 (from rfc3987-syntax>=1.1.0->jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading lark-1.3.1-py3-none-any.whl.metadata (1.8 kB)
Collecting cffi>=2.0.0b1 (from argon2-cffi-bindings->argon2-cffi>=21.1->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading cffi-2.0.0-cp314-cp314-macosx_11_0_arm64.whl.metadata (2.6 kB)
Collecting pycparser (from cffi>=2.0.0b1->argon2-cffi-bindings->argon2-cffi>=21.1->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading pycparser-2.23-py3-none-any.whl.metadata (993 bytes)
Collecting soupsieve>=1.6.1 (from beautifulsoup4->nbconvert->jupyter)
    Downloading soupsieve-2.8-py3-none-any.whl.metadata (4.6 kB)
Collecting typing_extensions>=4.0.0 (from beautifulsoup4->nbconvert->jupyter)
    Downloading typing_extensions-4.15.0-py3-none-any.whl.metadata (3.3 kB)
Collecting arrow>=0.15.0 (from isoduration->jsonschema[format-nongpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter)
    Downloading arrow-1.4.0-py3-none-any.whl.metadata (7.7 kB)
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Requirement already satisfied: tzdata in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from arrow>=0.15.0->isoduration->jjsonschema[normngpl]>=4.18.0->jupyter-events>=0.11.0->jupyter-server<3,>=2.4.0->jupyterlab->jupyter) (2025.2)
  Downloading jupyter-1.1.1-py2.py3-none-any.whl (2.7 kB)
  Downloading ipywidgets-8.1.8-py3-none-any.whl (139 kB)
  Downloading jupyterlab_widgets-3.0.16-py3-none-any.whl (914 kB)
  ━━━━━━━━━━━━━━━━ 914.9/914.9 kB 10.1 MB/s 0:00:00
  Downloading widgetsnbextension-4.0.15-py3-none-any.whl (2.2 MB)
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  Downloading jupyterlab-4.5.0-py3-none-any.whl (12.4 MB)
  ━━━━━━━━━━━━━━ 12.4/12.4 MB 25.3 MB/s 0:00:00 eta 0:00:01
Using cached httpx-0.28.1-py3-none-any.whl (73 kB)
Using cached httpcore-1.0.9-py3-none-any.whl (78 kB)
  Downloading jupyter_server-2.17.0-py3-none-any.whl (388 kB)
  Downloading jupyterlab_server-2.28.0-py3-none-any.whl (59 kB)
  Downloading anyio-4.12.0-py3-none-any.whl (113 kB)
  Downloading argon2_cffi-25.1.0-py3-none-any.whl (14 kB)
  Downloading async_lru-2.0.5-py3-none-any.whl (6.1 kB)
  Downloading babel-2.17.0-py3-none-any.whl (10.2 MB)
  ━━━━━━━━━━━━━━ 10.2/10.2 MB 33.9 MB/s 0:00:00 eta 0:00:01
Using cached h11-0.16.0-py3-none-any.whl (37 kB)
  Downloading jinja2-3.1.6-py3-none-any.whl (134 kB)
  Downloading json5-0.12.1-py3-none-any.whl (36 kB)
  Downloading jsonschema-4.25.1-py3-none-any.whl (90 kB)
  Downloading jsonschema_specifications-2025.9.1-py3-none-any.whl (18 kB)
  Downloading jupyter_events-0.12.0-py3-none-any.whl (19 kB)
  Downloading jsonpointer-3.0.0-py2.py3-none-any.whl (7.6 kB)
  Downloading jupyter_lsp-2.3.0-py3-none-any.whl (76 kB)
  Downloading jupyter_server_terminals-0.5.3-py3-none-any.whl (13 kB)
  Downloading markupsafe-3.0.3-cp314-cp314-macosx_11_0_arm64.whl (12 kB)
  Downloading nbconvert-7.16.6-py3-none-any.whl (258 kB)
  Downloading mistune-3.1.4-py3-none-any.whl (53 kB)
  Downloading bleach-6.3.0-py3-none-any.whl (164 kB)
  Downloading tinycss2-1.4.0-py3-none-any.whl (26 kB)
  Downloading nbclient-0.10.2-py3-none-any.whl (25 kB)
  Downloading nbformat-5.10.4-py3-none-any.whl (78 kB)
  Downloading fastjsonschema-2.21.2-py3-none-any.whl (24 kB)
  Downloading notebook_shim-0.2.4-py3-none-any.whl (13 kB)
  Downloading pandocfilters-1.5.1-py2.py3-none-any.whl (8.7 kB)
  Downloading prometheus_client-0.23.1-py3-none-any.whl (61 kB)
  Downloading python_json_logger-4.0.0-py3-none-any.whl (15 kB)
  Downloading pyyaml-6.0.3-cp314-cp314-macosx_11_0_arm64.whl (173 kB)
  Downloading referencing-0.37.0-py3-none-any.whl (26 kB)
  Downloading rfc3986_validator-0.1.1-py2.py3-none-any.whl (4.2 kB)
  Downloading rfc3987_syntax-1.1.0-py3-none-any.whl (8.0 kB)
  Downloading lark-1.3.1-py3-none-any.whl (113 kB)
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  Downloading setuptools-80.9.0-py3-none-any.whl (1.2 MB)
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  Downloading terminado-0.18.1-py3-none-any.whl (14 kB)
  Downloading webcolors-25.10.0-py3-none-any.whl (14 kB)
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  Downloading websocket_client-1.9.0-py3-none-any.whl (82 kB)
  Downloading argon2_cffi_bindings-25.1.0-cp39-abi3-macosx_11_0_arm64.whl (31 kB)
  Downloading cffi-2.0.0-cp314-cp314-macosx_11_0_arm64.whl (181 kB)
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Downloading beautifulsoup4-4.14.3-py3-none-any.whl (107 kB)
Downloading soupsieve-2.8-py3-none-any.whl (36 kB)
Downloading typing_extensions-4.15.0-py3-none-any.whl (44 kB)
Downloading defusedxml-0.7.1-py2.py3-none-any.whl (25 kB)
Downloading fqdn-1.5.1-py3-none-any.whl (9.1 kB)
Downloading isoduration-20.11.0-py3-none-any.whl (11 kB)
Downloading arrow-1.4.0-py3-none-any.whl (68 kB)
Downloading jupyterlab_pygments-0.3.0-py3-none-any.whl (15 kB)
Downloading notebook-7.5.0-py3-none-any.whl (14.5 MB)
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0:01
Downloading pycparser-2.23-py3-none-any.whl (118 kB)
Downloading rfc3339_validator-0.1.4-py2.py3-none-any.whl (3.5 kB)
Downloading uri_template-1.3.0-py3-none-any.whl (11 kB)
Installing collected packages: webencodings, fastjsonschema, widgetsnbextension, websocket-client, webcolors, uri-template, typing-extensions, tinycss2, terminado, soupsieve, setuptools, send2trash, rpds-py, rfc3986-validator, rfc3339-validator, pyyaml, python-json-logger, pycparser, prometheus-client, pandocfilters, mistune, MarkupSafe, lark, jupyterlab_widgets, jupyterlab_pygments, jsonpointer, json5, h1 1, fqdn, defusedxml, bleach, babel, async-lru, anyio, rfc3987-syntax, referencing, jupyter-server-terminals, jinja2, httpcore, cffi, beautifulsoup4, arrow, jsonschema-specifications, isoduration, ipywidgets, httpx, argon2-cffi-bindings, jupyter-console, jsonschema, argon2-cffi, nbformat, nbclient, jupyter-events, nbconvert, jupyter-server, notebook-shim, jupyterlab-server, jupyter-lsp, jupyterlab, notebook, jupyter
    ━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━ 61/61 [jupyter]9/61 [notebook]b]]m]]
Successfully installed MarkupSafe-3.0.3 anyio-4.12.0 argon2-cffi-25.1.0 argon2-cffi-bindings-25.1.0 arrow-1.4.0 async-lru-2.0.5 babel-2.17.0 beautifulsoup4-4.14.3 b-leach-6.3.0 cffi-2.0.0 defusedxml-0.7.1 fastjsonschema-2.21.2 fqdn-1.5.1 h11-0.16.0 httpcore-1.0.9 httpx-0.28.1 ipywidgets-8.1.8 isoduration-20.11.0 jinja2-3.1.6 json5-0.12.1 jsonpointer-3.0.0 jsonschema-4.25.1 jsonschema-specifications-2025.9.1 jupyter-1.1.1 jupyter-console-6.6.3 jupyter-events-0.12.0 jupyter-lsp-2.3.0 jupyter-server-2.17.0 jupyter-server-terminals-0.5.3 jupyterlab-4.5.0 jupyterlab_pygments-0.3.0 jupyterlab-server-2.28.0 jupyterlab_widgets-3.0.16 lark-1.3.1 mistune-3.1.4 nbclient-0.10.2 nbconvert-7.16.6 nbformat-5.10.4 notebook-7.5.0 notebook-shim-0.2.4 pandocfilters-1.5.1 prometheus-client-0.23.1 pycparser-2.23 python-json-logger-4.0.0 pyyaml-6.0.3 referencing-0.37.0 rfc3339-validator-0.1.4 rfc3986-validator-0.1.1 rfc3987-syntax-1.1.0 rpds-py-0.30.0 send2trash-1.8.3 setuptools-80.9.0 soupsieve-2.8 terminado-0.18.1 tinycss2-1.4.0 typing-extensions-4.15.0 uri-template-1.3.0 webcolors-25.10.0 webencodings-0.5.1 websocket-client-1.9.0 widgetsnbextension-4.0.15

[notice] A new release of pip is available: 25.2 → 25.3
[notice] To update, run: pip3 install --upgrade pip
Note: you may need to restart the kernel to use updated packages.
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Requirement already satisfied: nbconvert in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (7.16.6)  
Requirement already satisfied: beautifulsoup4 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (4.14.3)  
Requirement already satisfied: bleach!=5.0.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from bleach[css]!=5.0.0->nbconvert) (6.3.0)  
Requirement already satisfied: defusedxml in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (0.7.1)  
Requirement already satisfied: jinja2>=3.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (3.1.6)  
Requirement already satisfied: jupyter-core>=4.7 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from nbconvert) (5.9.1)  
Requirement already satisfied: jupyterlab-pygments in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (0.3.0)  
Requirement already satisfied: markupsafe>=2.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (3.0.3)  
Requirement already satisfied: mistune<4,>=2.0.3 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (3.1.4)  
Requirement already satisfied: nbclient>=0.5.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (0.10.2)  
Requirement already satisfied: nbformat>=5.7 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (5.10.4)  
Requirement already satisfied: packaging in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from nbconvert) (25.0)  
Requirement already satisfied: pandocfilters>=1.4.1 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbconvert) (1.5.1)  
Requirement already satisfied: pygments>=2.4.1 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from nbconvert) (2.19.2)  
Requirement already satisfied: traitlets>=5.1 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from nbconvert) (5.14.3)  
Requirement already satisfied: webencodings in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from bleach!=5.0.0->bleach[css]!=5.0.0->nbconvert) (0.5.1)  
Requirement already satisfied: tinycss2<1.5,>=1.1.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from bleach[css]!=5.0.0->nbconvert) (1.4.0)  
Requirement already satisfied: platformdirs>=2.5 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from jupyter-core>=4.7->nbconvert) (4.5.0)  
Requirement already satisfied: jupyter-client>=6.1.12 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from nbclient>=0.5.0->nbconvert) (8.6.3)  
Requirement already satisfied: python-dateutil>=2.8.2 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from jupyter-client>=6.1.12->nbclient>=0.5.0->nbconvert) (2.9.0.post0)  
Requirement already satisfied: pyzmq>=23.0 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from jupyter-client>=6.1.12->nbclient>=0.5.0->nbconvert) (27.1.0)  
Requirement already satisfied: tornado>=6.2 in /Users/zeespanto/Library/Python/3.14/lib/python/site-packages (from jupyter-client>=6.1.12->nbclient>=0.5.0->nbconvert) (6.5.2)  
Requirement already satisfied: fastjsonschema>=2.15 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbformat>=5.7->nbconvert) (2.21.2)  
Requirement already satisfied: jsonschema>=2.6 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from nbformat>=5.7->nbconvert) (4.25.1)  
Requirement already satisfied: attrs>=22.2.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from jsonschema>=2.6->nbformat>=5.7->nbconvert) (25.4.0)

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Requirement already satisfied: jsonschema-specifications>=2023.03.6 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from jsonschema>=2.6->nbformat>=5.7->nbconvert) (2025.9.1)
Requirement already satisfied: referencing>=0.28.4 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from jsonschema>=2.6->nbformat>=5.7->nbconvert) (0.37.0)
Requirement already satisfied: rpds-py>=0.7.1 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from jsonschema>=2.6->nbformat>=5.7->nbconvert) (0.30.0)
Requirement already satisfied: six>=1.5 in /Users/zespanto/Library/Python/3.14/lib/python/site-packages (from python-dateutil>=2.8.2->jupyter-client>=6.1.12->nbclient>=0.5.0->nbconvert) (1.17.0)
Requirement already satisfied: soupsieve>=1.6.1 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from beautifulsoup4->nbconvert) (2.8)
Requirement already satisfied: typing-extensions>=4.0.0 in /Library/Frameworks/Python.framework/Versions/3.14/lib/python3.14/site-packages (from beautifulsoup4->nbconvert) (4.15.0)
```

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[notice] To update, run: `pip3 install --upgrade pip`

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```
Cell In[54], line 1
  jupyter nbconvert --to html notebook.ipynb
  ^
SyntaxError: invalid syntax
```