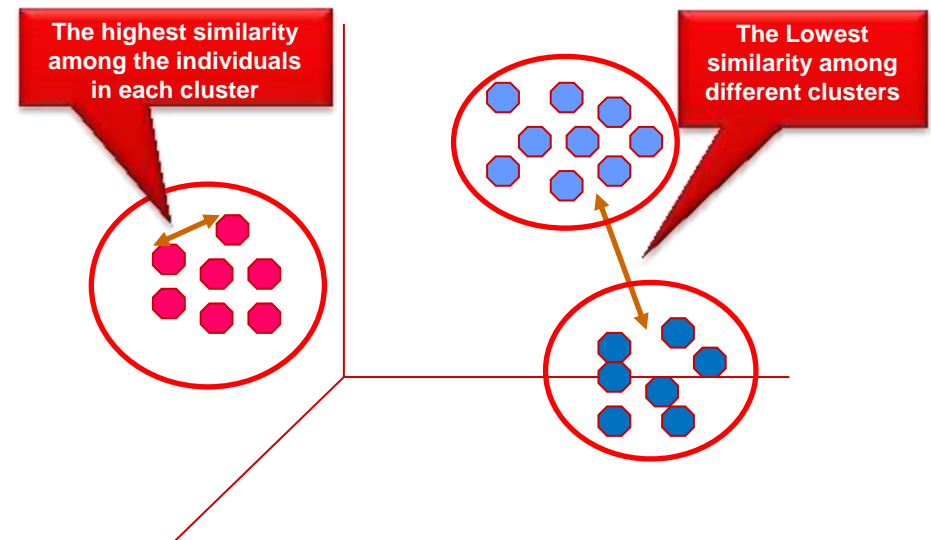


- ❑ The successful cluster analysis can differentiate the high quality client cluster.
 - High similarity among individuals in each cluster
 - Low similarity among different clusters
- ❑ The successful cluster analysis can find the hidden features among different clusters.



After the cluster analysis of customer purchase ability and the transaction data, it generates 6 different clusters from the highest value to the lowest. Among the individuals in each cluster, each customer has the highest similarity, therefore we can design the differentiated marketing strategy for each cluster.



Customer Segment and Area



Customer Segment and Brand



Customer Segment and Time

<http://www.riversdm.com:9002/SpagoBIMobileEngine>