

# ***Two Step Cluster Analysis***

*Multivariate Solutions*

# The Delphine Segmentation—Lifestyle, Attitudes, and Delphine

Within the Delphine survey vehicle, four arrays of shopping, psycho-graphic, and concept exploration arrays were tested. This include how Delphine women self-define their clothing, their personal sense of confidence, intent to visit certain kinds of concept stores, and ‘What Does Wearing Delphine Say About A Woman’. Each of these arrays produces an independent *cluster analysis*.

Cluster analysis is a statistical approach that groups similar customers into groups based on how they evaluate a number of different variables. For Delphine, the chosen method of cluster analysis is called a ‘Q-Factor’. That is, factor analyses are performed on each of the four ‘attitude arrays’ in the Delphine questionnaire. Each one produces an independent cluster solution. These are shown in the four worksheets.

Once the cluster analyses are complete, the next step is to bind them using a *business rule*. Our business rule is based on the amount of money Delphine purchasers spend per month on clothing and the Delphine image. This method is often referred to as a ***Two-Step Cluster Analysis***.

With these two business rules in mind, we are able to combine and refine the four cluster analyses. Moreover, once the combinations have been completed and the names of the segments listed, the characteristics of each segment emerges. **Final segments summarize Delphine’s effort.**

Characteristics of the final segments is often illuminated by the various subsegments which fall into the final segmentation. *Explanations beneath each of the final segments illustrate this.*

## Final Delphine Segments

<b>Delphine Customer Segments</b>	<b>(\$) Spent Monthly on Clothing</b>	<b>Median Monthly Visits to Upscale Boutiques/Stores</b>	<b>Percentage of Sample</b>
<b>Delphine Super Stars</b>	\$454	14	6%
Trendy Dresser, The 'It' Woman, En Vogue Shopper, Delphine Modern Sexy Woman			
<b>Classic Business Habilleur</b>	\$336	6	15%
Classic Dresser, Career Woman. Delphine Pretentious, Money Buys Quality			
<b>Eclectic Independents</b>	\$125	3	28%
Urban Dresser, Independent Woman, Bargain Hunters, Delphine Fun			
<b>Low Probability Shopper</b>	\$60	1	51%
Casual Dresser, Wallflower, Price, Price, Delphine Unoriginal			

## Cluster - Self-Defined Clothing

How Do Define Your Clothing?

	Trendy Dresser	Casual Dresser	Classic Dresser	Urban Dresser
Sharp	0.57	0.27	0.05	0.12
Trendy, in-style	0.55	0.11	0.31	0.12
Tony	0.53	0.10	0.17	0.09
Vogue	0.51	0.30	0.17	0.11
Sexy	0.49	0.24	0.17	0.12
Modern	0.47	0.12	0.26	0.13
Casual	-0.46	0.74	0.39	0.10
Relaxed	-0.44	0.74	0.36	0.12
Formal	0.33	0.66	0.15	0.12
Comfortable	0.29	0.51	0.17	0.14
Inexpensive	-0.19	0.49	0.05	0.08
Traditional	-0.01	0.49	0.65	0.12
Classic	0.14	0.06	0.61	0.12
Conservative	-0.09	0.27	0.54	0.15
Independent	-0.12	-0.04	-0.06	0.67
Creative	0.02	0.06	-0.04	0.61
Urban	0.19	0.02	-0.11	0.37

## Cluster - Defining Woman

### How Would You Describe Yourself?

	The 'It' Woman	Independent Woman	Wallflower	Career Woman
I love being a woman	0.69	0.08	0.16	0.00
I am feminine	0.65	0.05	0.24	0.01
I am sexy	0.64	0.13	0.11	0.00
I have an eye for fashion	0.58	0.12	-0.15	0.12
I am sophisticated	0.51	0.00	-0.13	0.48
I make my own rules	0.04	0.64	0.02	-0.04
I am eclectic	-0.04	0.63	0.01	0.06
I have a style that is all my own	0.02	0.61	-0.07	-0.09
I am creative	0.20	0.61	0.10	0.08
I take risks and push the limits	0.16	0.57	-0.01	-0.01
I am friendly	0.10	0.07	0.70	0.05
I am casual and laid back	-0.31	0.12	0.57	-0.06
I am like my friends	0.10	-0.07	0.56	0.12
I am like everyone else	0.04	-0.14	0.47	-0.04
I am professional	0.04	0.01	0.03	0.79
I am successful	0.32	0.07	-0.04	0.66
I am conservative	-0.24	-0.10	0.12	0.44

## Cluster - Spending Attitudes

### Spending Attitudes

	Bargain Hunters	En Vogue Shopper	Price, Price	Money Buys Quality
The clothes I like most are usually too expensive	0.75	-0.02	0.02	0.08
It is hard to be really stylish for a reasonable price	0.67	0.09	0.19	0.20
One can find good, eclectic clothes for reasonable prices	0.53	0.44	-0.06	0.43
I buy the clothes I want regardless of price	0.05	0.81	-0.09	0.04
I buy first, before things go on sale	0.20	0.69	-0.03	0.09
Clothing prices are not important	-0.34	0.58	0.13	0.79
I just want to have decent clothes for as little money as possible	0.08	-0.11	0.73	0.66
I buy most of my clothes on sale	0.11	-0.41	0.56	0.59
The price of clothes is very important to me	0.08	0.04	0.52	-0.01
Good quality comes at a price	0.15	0.10	0.14	0.76
I am willing to pay for quality	0.11	0.09	0.15	0.68

## Cluster - What Does Delphine Say About a Woman?

### What Does Wearing Delphine Say About A Woman?

	Delphine Pretentious	Delphine Fun	Delphine Unoriginal	Delphine Modern Sexy
She is pretentious	0.60	-0.08	0.12	-0.12
She thinks it is important to be trendy and in-style	0.59	0.20	-0.15	0.02
She is rich	0.51	-0.14	-0.31	-0.08
She sexy	-0.31	0.00	-0.05	-0.09
She has fun with fashion	-0.15	0.61	-0.14	0.06
She has a fun and whimsical sensibility	-0.14	0.55	-0.08	0.00
She is unoriginal	0.24	0.01	0.71	-0.12
She is boring	0.07	-0.03	0.69	-0.16
She does not pay attention to what is in style right now	-0.04	0.03	0.39	0.06
She has a modern sense of style	-0.05	0.20	-0.11	0.52
She is feminine	-0.20	0.00	0.01	0.52
She is sexy	-0.16	-0.28	0.02	0.47
She has class and a sense of refinement	-0.13	-0.34	-0.05	0.44