

CUSTOMER SEGMENTATION

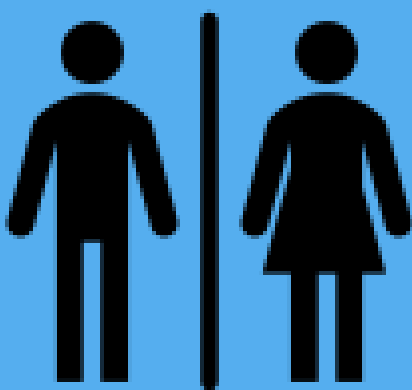
Basic criteria



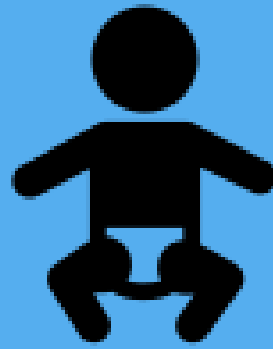
Geography



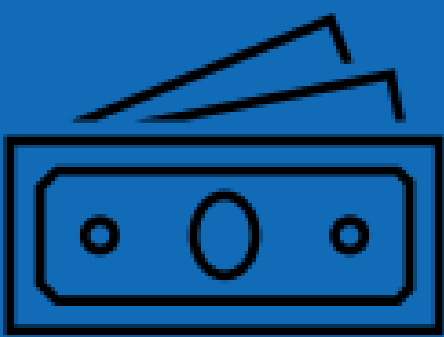
Language



Gender



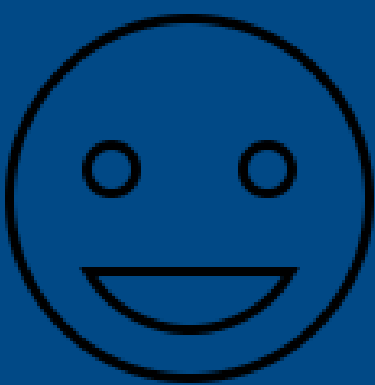
Age



Income



Profession



Ethnicity



Education

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Advanced criteria



Lifestyle



Values



Personality



Interests



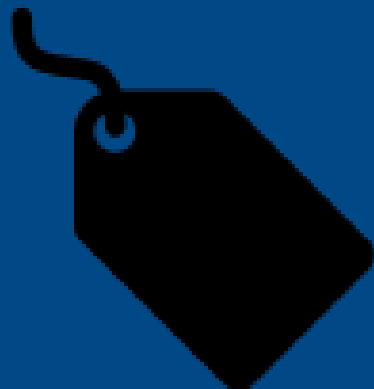
**Expertise
level**



**Consumption
pattern**



**Benefits
sought**



**Price
sensitivity**