
20

Market Segmentation: An Easy Way to Understand the Segments

Appendix 20.A Dataset SAMPLE

```
data SAMPLE;
input AGE INCOME EDUC;
cards;
43 130 10
47 140 12
52 250 14
44 230 14
67 390 19
;
run;

PROC PRINT data=SAMPLE;
run;

data SAMPLE_CLUSTERED;
input AGE INCOME EDUC SEGMENT $5.;
cards;
43 130 10 clus1
47 140 12 clus1
52 250 14 clus2
```

```
44 230 14 clus2
```

```
67 390 19 clus3
```

```
;
```

```
run;
```

```
PROC PRINT;
```

```
run;
```

Appendix 20.B Segmentor-Means

```
PROC TABULATE data=SAMPLE_CLUSTERED;
```

```
class SEGMENT;
```

```
var AGE INCOME EDUC;
```

```
table segment all, ((AGE INCOME EDUC) *((mean)*f=7.1));
```

```
run;
```

Appendix 20.C Indexed Profiles

```
PROC SUMMARY data=SAMPLE_CLUSTERED;
```

```
class SEGMENT;
```

```
var AGE INCOME EDUC;
```

```
output out=VAR_means mean=;
```

```
run;
```

```
data BASE_MEANS;
```

```
set VAR_means;
```

```
if _type_=0;
```

```
drop _freq_ _type_;
```

```
k=1;
```

```
rename
AGE = AGE_mean
INCOME= INCOME_mean
EDUC = EDUC_mean;
format AGE_mean INCOME_mean EDUC_mean 5.1;
run;
```

```
data VAR_means;
set VAR_means;
k=1;
run;
```

```
PROC SORT data=BASE_MEANS; by k;
PROC SORT data=VAR_means; by k;
run;
```

```
PROC PRINT data=BASE_MEANS;
format AGE_mean INCOME_mean EDUC_mean 5.1;
run;
```

```
data VAR_means;
set VAR_means;
k=1;
run;
```

```
PROC SORT data=BASE_MEANS; by k;
PROC SORT data=VAR_means; by k;
run;
```

```
data INDEX;
merge
BASE_MEANS VAR_means; by k;
array CLUS_MEANS AGE INCOME EDUC;
array BASE_MEANS AGE_mean INCOME_mean EDUC_mean;
array INDEX AGEx INCOMEx EDUCx;
do over INDEX;
INDEX=(CLUS_MEANS-BASE_MEANS)/BASE_MEANS;
end;
```

```
label  
AGEx='AGE Indexed over AGE_mean'  
INCOMEx='INCOME Indexed over INCOME_mean'  
EDUCx='EDUC Indexed over EDUC_mean';  
if segment=' ' then delete;  
run;
```

```
PROC PRINT data=INDEX label;  
var segment AGEx INCOMEx EDUCx;  
format AGEx INCOMEx EDUCx PERCENT8.1;  
run;
```