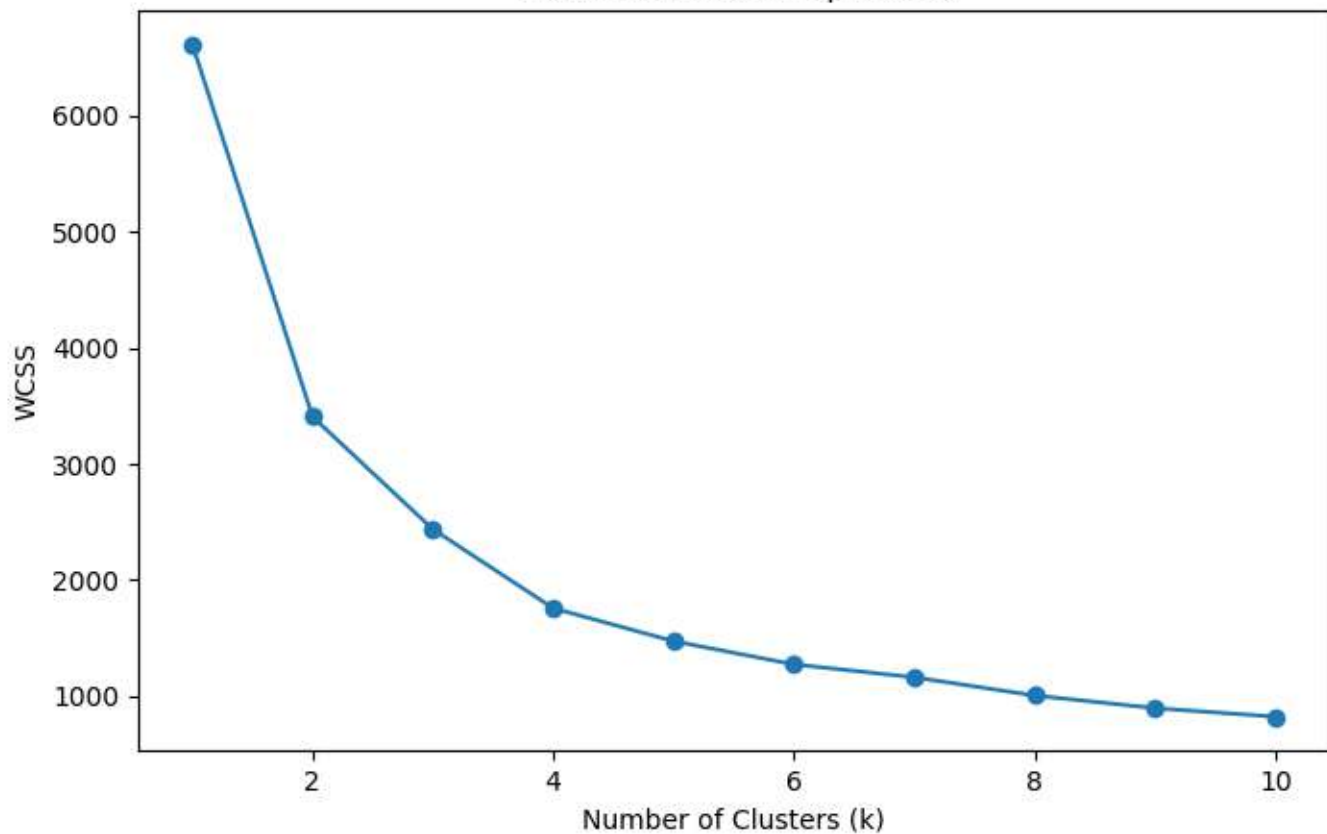
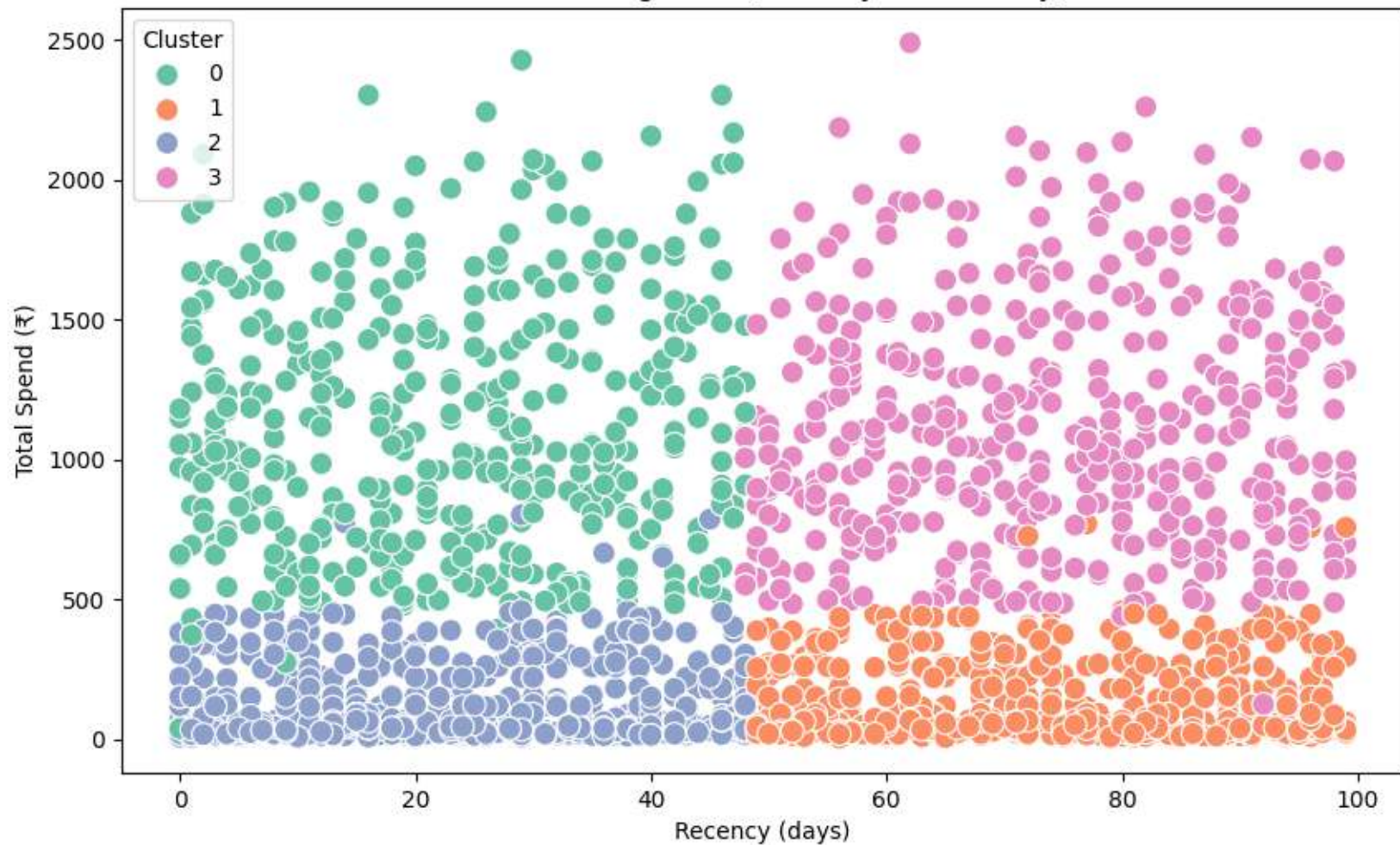


Elbow Method for Optimal k



Customer Segments (Recency vs Monetary)



Average RFM Scores by Cluster

