

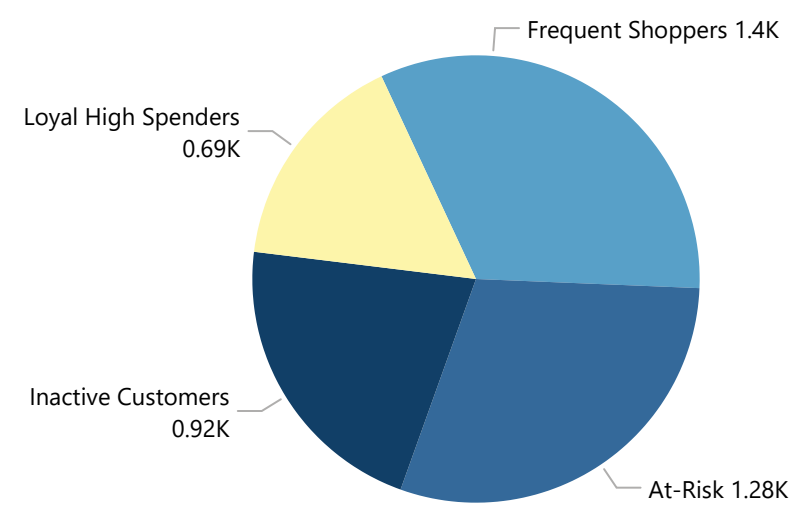
Customer Segmentation with K-Means Clustering

This project segments customers based on their purchasing behavior (**RFC value**). Using **K-Means**, customers were grouped into four clusters: VIPs, Regular Shoppers, At-Risk Customers, and Inactive Customers. The dashboard highlights cluster profiles, customer distribution, and model evaluation (Elbow & Silhouette methods).

Recency | How recently a customer has made a purchase

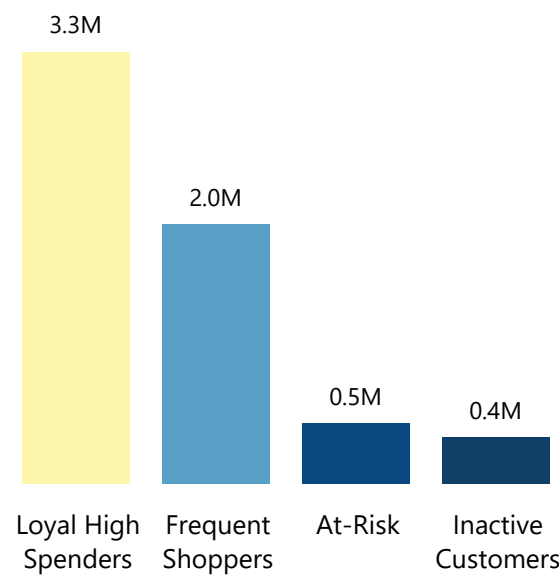
Frequency | How often a customer makes a purchase

Monetary | How much money a customer spends on a purchase

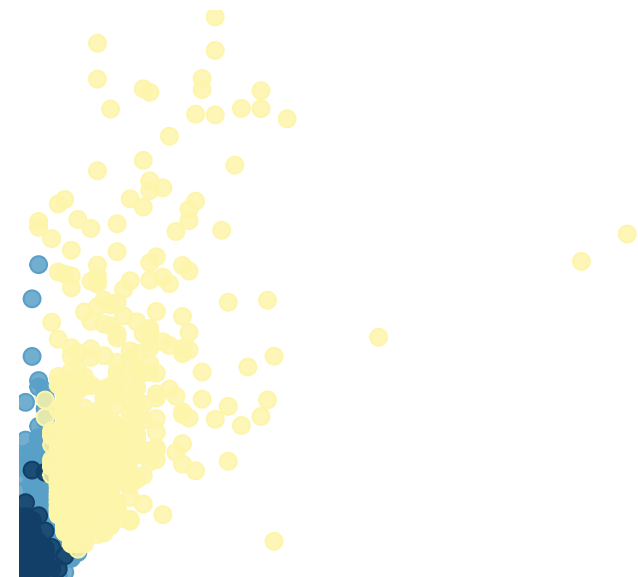


Customers	High-Value Customers	Monetary Avg Value	K value
4295	692	1,721.74	4

Monetary Value by Customer Segment



Segment Distributions



Inertia and Silhouette Score by K

