



Retail Customer Segmentation (KMeans)

Run Segmentation

Upload Data (XLSX/CSV) or auto-use local file

Upload file



Drag and drop file here

Limit 200MB per file • XLSX, CSV

Browse files



Online Retail.xlsx 22.6MB



| | InvoiceNo | StockCode | Description | Quantity | InvoiceDate | Unit |
|-----|-----------|-----------|-------------------------------------|----------|---------------------|------|
| 290 | 536396 | 82494L | WOODEN FRAME ANTIQUE WHITE | 12 | 2010-12-01 10:51:00 | |
| 291 | 536396 | 84029G | KNITTED UNION FLAG HOT WATER BOTTLE | 6 | 2010-12-01 10:51:00 | |
| 292 | 536396 | 84029E | RED WOOLLY HOTTIE WHITE HEART. | 6 | 2010-12-01 10:51:00 | |
| 293 | 536396 | 22752 | SET 7 BABUSHKA NESTING BOXES | 2 | 2010-12-01 10:51:00 | |
| 294 | 536396 | 22803 | IVORY EMBROIDERED QUILT | 2 | 2010-12-01 10:51:00 | |
| 295 | 536396 | 21730 | GLASS STAR FROSTED T-LIGHT HOLDER | 6 | 2010-12-01 10:51:00 | |
| 296 | 536397 | 35004B | SET OF 3 BLACK FLYING DUCKS | 12 | 2010-12-01 10:51:00 | |
| 297 | 536397 | 35004C | SET OF 3 COLOURED FLYING DUCKS | 48 | 2010-12-01 10:51:00 | |
| 298 | 536398 | 21980 | PACK OF 12 RED RETROSPOT TISSUES | 24 | 2010-12-01 10:52:00 | |
| 299 | 536398 | 21844 | RED RETROSPOT MUG | 6 | 2010-12-01 10:52:00 | |

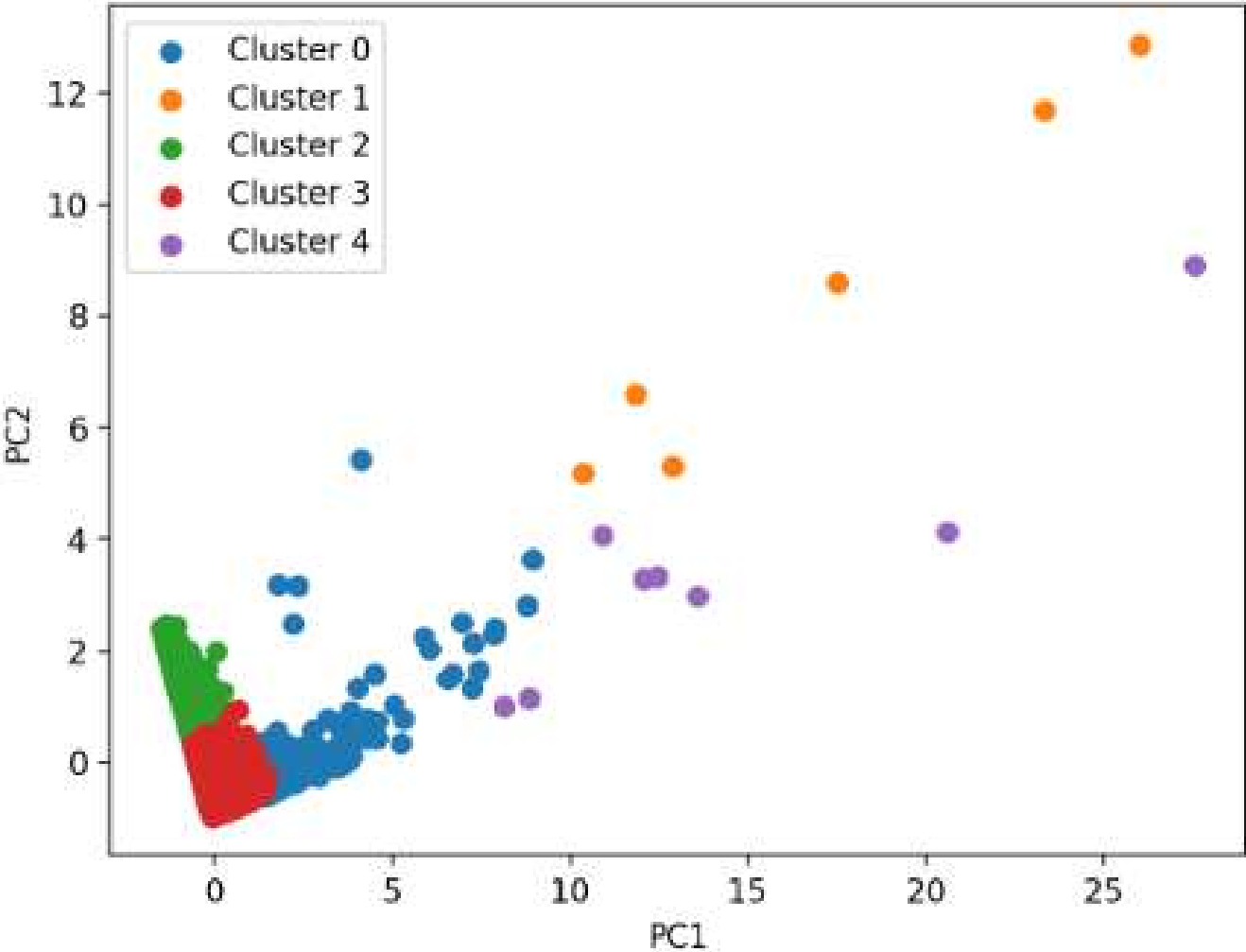
Segment Customers

✔ Segmentation complete

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| CustomerID | Recency | Frequency | Monetary | Cluster |
|------------|---------|-----------|----------|---------|
| 12,357 | 33 | 1 | 6,207.67 | 3 |
| 12,358 | 2 | 2 | 1,168.06 | 3 |
| 12,359 | 58 | 4 | 6,372.58 | 3 |
| 12,360 | 52 | 3 | 2,662.06 | 3 |
| 12,361 | 287 | 1 | 189.9 | 2 |
| 12,362 | 3 | 10 | 5,226.23 | 3 |
| 12,363 | 110 | 2 | 552 | 3 |
| 12,364 | 8 | 4 | 1,313.1 | 3 |
| 12,365 | 281 | 2 | 641.38 | 2 |
| 12,367 | 4 | 1 | 168.9 | 3 |

Customer Clusters (PCA 2D)



Download Segmented CSV