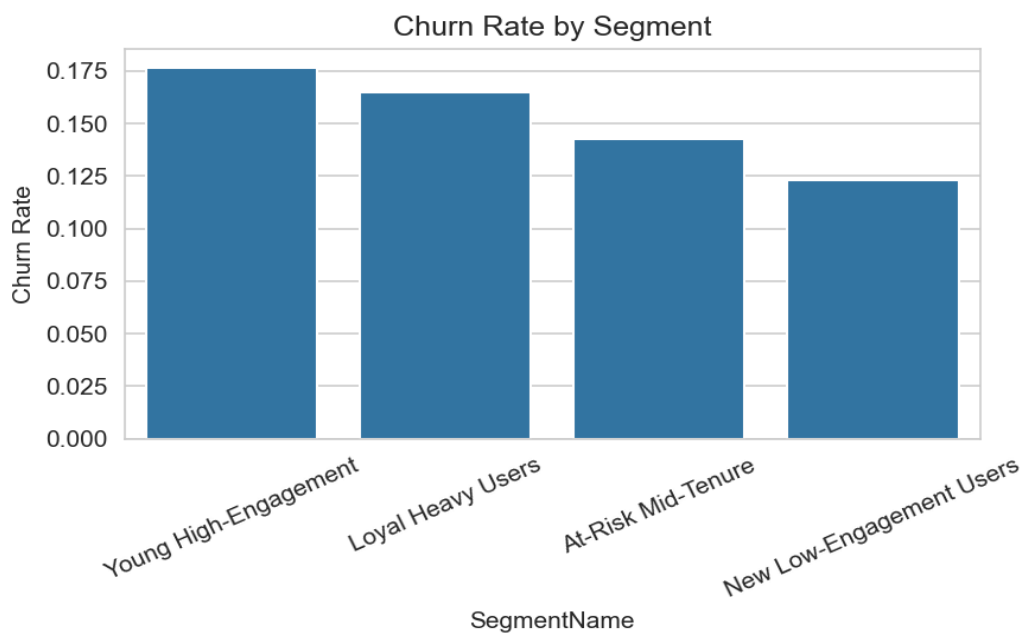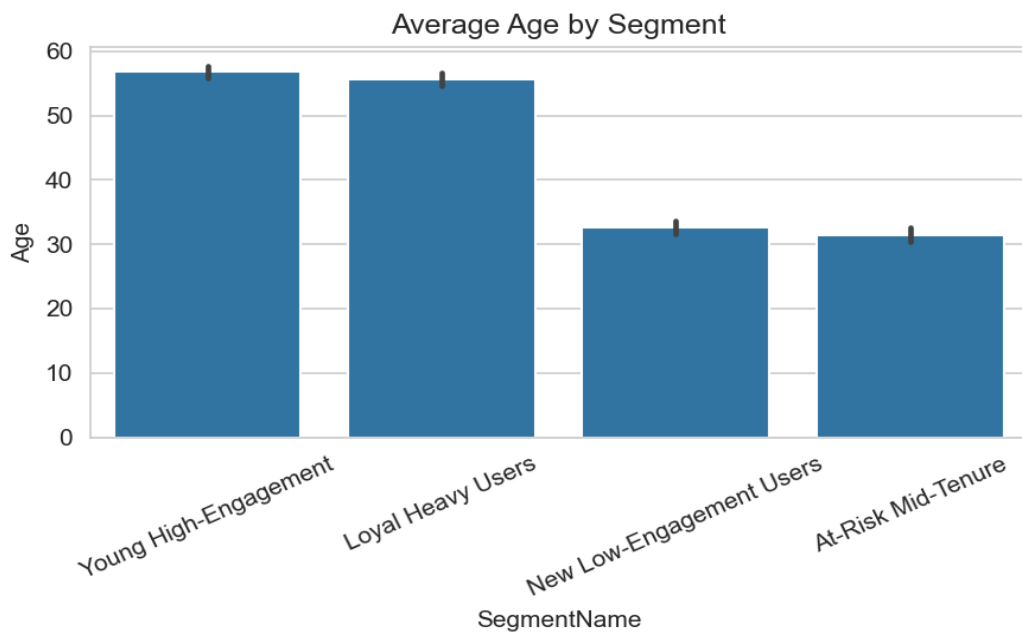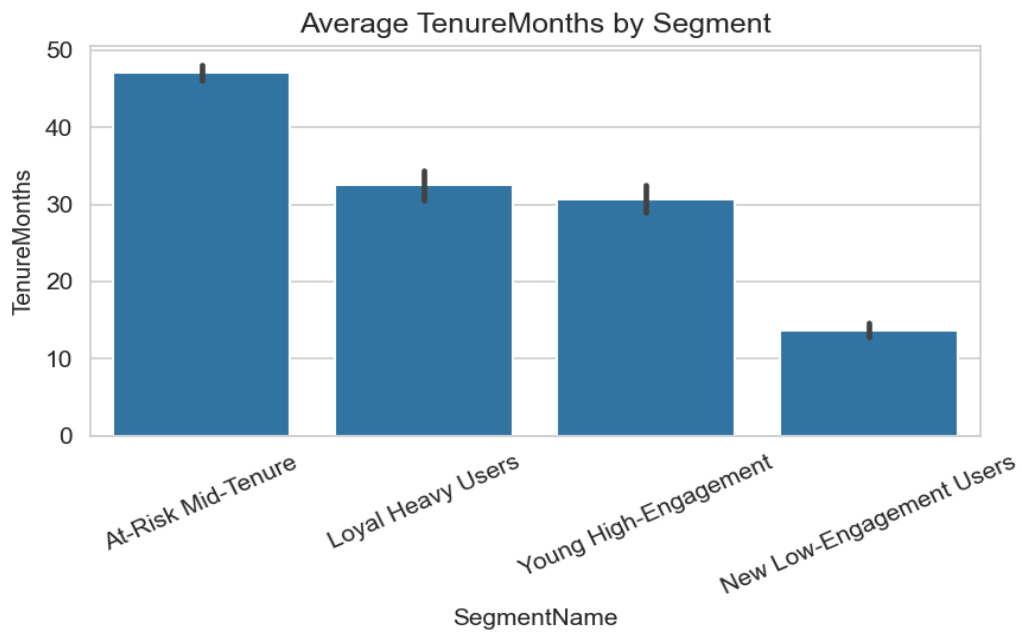# FloSports — Customer Segmentation Report

This report contains the segmentation analysis based on Age, Tenure (months), and Average Monthly Watch Hours. K-Means (k=4) was used to generate customer segments. Charts below visualize segment differences and churn risk.
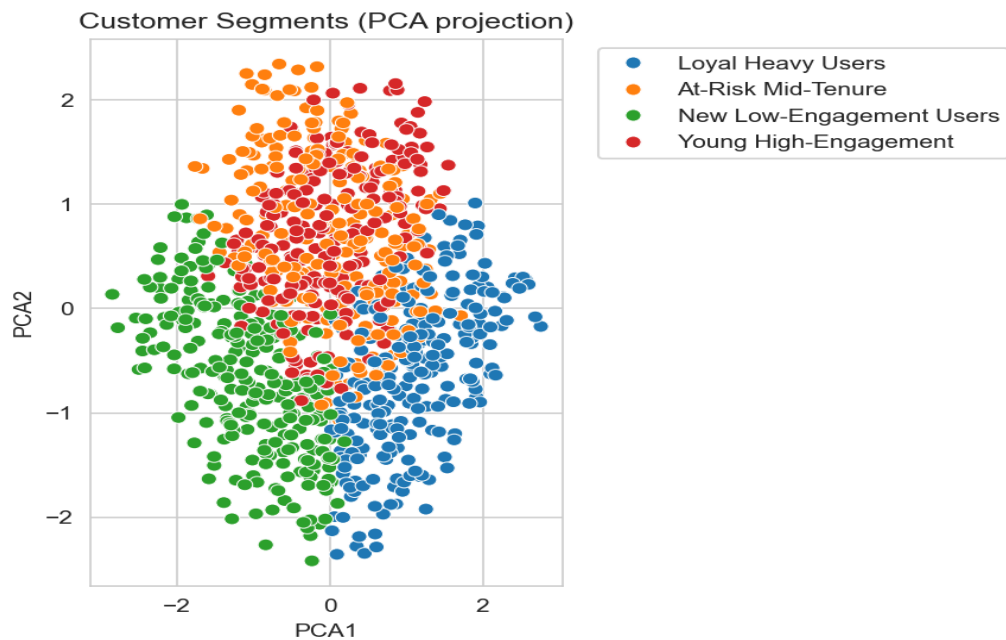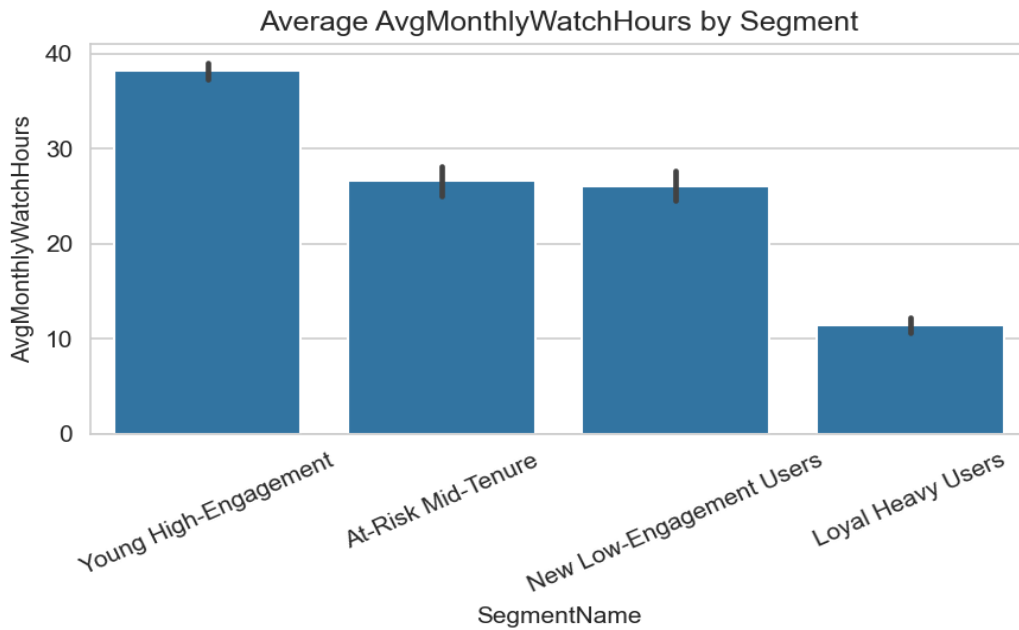
Segment Insights (summary)

Loyal Heavy Users: Long tenure, high watch hours, lowest churn — recommend upsell and loyalty programs.

At-Risk Mid-Tenure: Mid tenure with moderate engagement and elevated churn — prioritize re-engagement campaigns.

New Low-Engagement Users: Short tenure and low watch hours — strengthen onboarding, highlight core value quickly.

Young High-Engagement: Younger, engaged users — promote interactive features and social sharing.

Charts

Average TenureMonths by Segment

Average Age by Segment

Average AvgMonthlyWatchHours by Segment

Customer Segments (PCA projection)

Segment Summary Table

Segment	Customers	Avg Age	Avg Tenure (mo)	Avg Watch Hrs	Churn Rate
At-Risk Mid-Tenure	245	31.4	47.1	26.6	14.3%
Loyal Heavy Users	255	55.7	32.6	11.4	16.5%
New Low-Engagement Users	268	32.6	13.7	26.0	12.3%
Young High-Engagement	232	56.8	30.7	38.1	17.7%

Generated by Notebook 2 pipeline. CSV used: flo_sports_customers.csv