**Objective Definition**

**Purpose**: To evaluate the effectiveness of K-means clustering in segmenting B2B ecommerce customers based on purchasing behaviours and demographic characteristics.

**Scope**: Focus on K-means clustering as a tool for enhancing targeted marketing strategies within B2B ecommerce contexts.

**Literature Search Strategy**

**Databases Used**: ACM Digital Library, IEEE Xplore, Essex Online Library, ScienceDirect, and Google Scholar.

**Search Criteria**: Keywords related to "K-means clustering", "customer segmentation", and "B2B ecommerce", “customer profiling” were used. Filters were applied to ensure the selection of scholarly and relevant materials.

**Selection of Sources**

**Inclusion Criteria:** Studies that specifically discuss the application of K-means clustering in customer segmentation or have significant implications for such applications in B2B settings.

**Exclusion Criteria:** Studies not directly addressing K-means clustering or studios with no credibility.

**Data Extraction and Analysis**

**Critical Review**: Each selected study was critically reviewed to extract data relevant to the effectiveness of K-means clustering in B2B customer profiling.

**Synthesis of Information**: Information from various sources was synthesized to form a coherent narrative about the current state of research, the algorithm’s capabilities, and its limitations.

**Structure of the Review**

**Introduction**: Set the stage by highlighting the importance of customer profiling in B2B ecommerce and introducing K-means clustering.

**Methodology**: Outlined the research strategy and selection criteria for the literature review.

**Review of Literature**: Detailed examination of the collected studies, discussing how each contributes to understanding the effectiveness of K-means clustering.

**Discussion and Conclusion**: Summarized the main findings, identified gaps in the research, and suggested directions for future research.

**Evaluation of Findings**

**Strengths and Limitations**: Assessed the strengths and weaknesses of K-means clustering based on the literature.

**Comparison of Views**: Highlighted where the literature agrees or diverges on the effectiveness of K-means clustering in B2B ecommerce.

**Outcome and Future Directions**

**Gaps in Research**: Identified the need for more focused studies on K-means clustering within the B2B context.

**Recommendations:** Suggested specific areas for future research, such as feature selection, real-time implementation, and model evaluation.

**Finalization**

**Revision and Editing**: Ensured that the review was clear, cohesive, and correctly cited.

**Submission**: Prepared the document for submission according to the academic standards and guidelines provided the university.