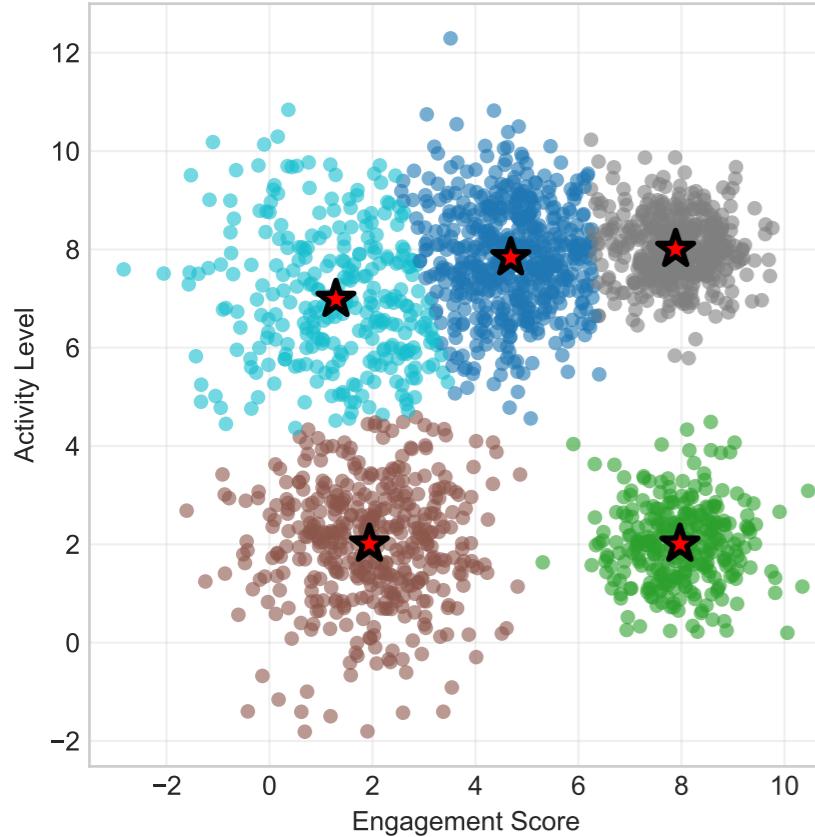
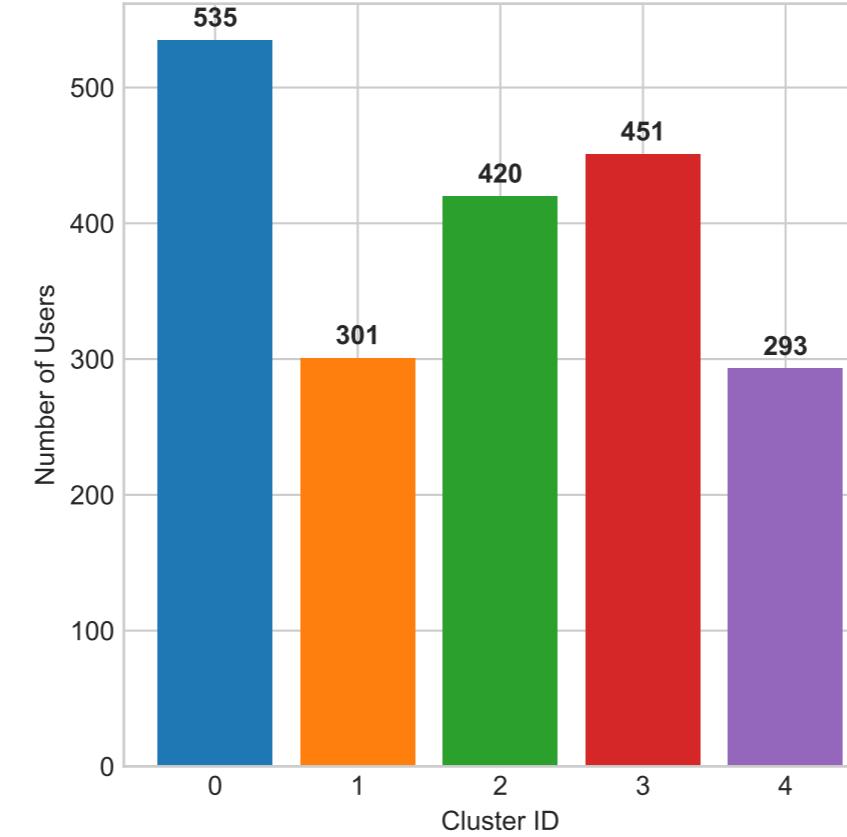


Deep Dive: User Segmentation Analysis

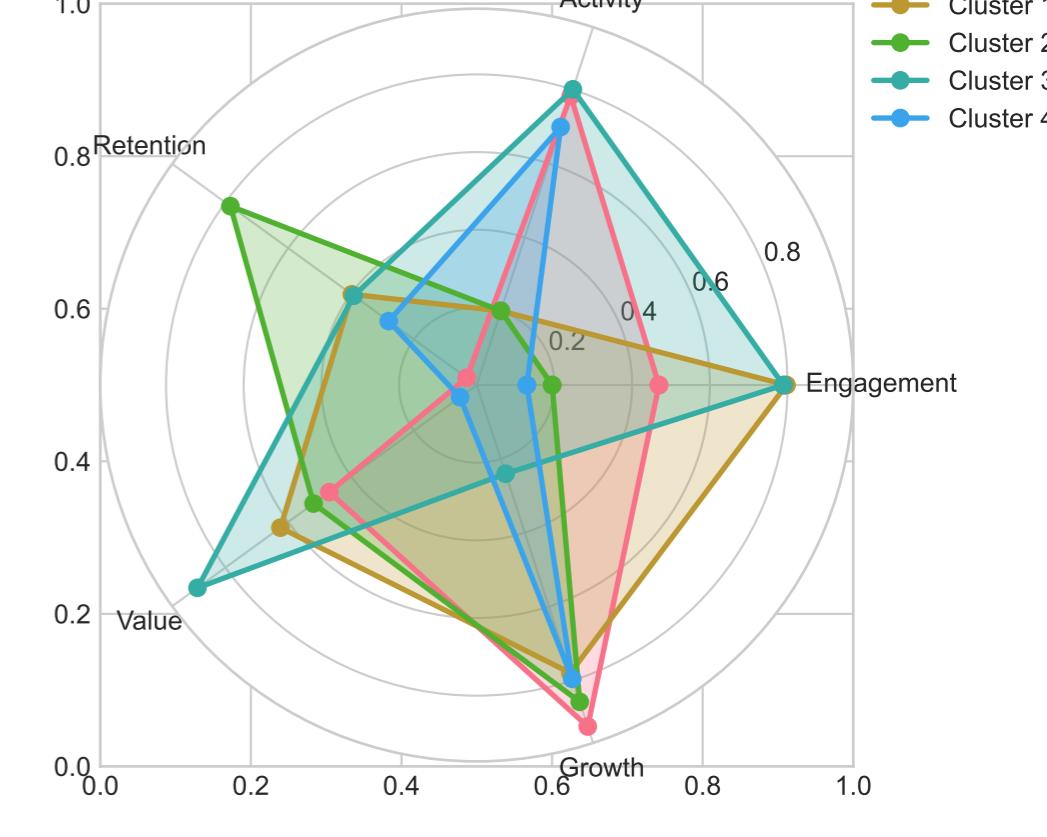
Final Clustering Result



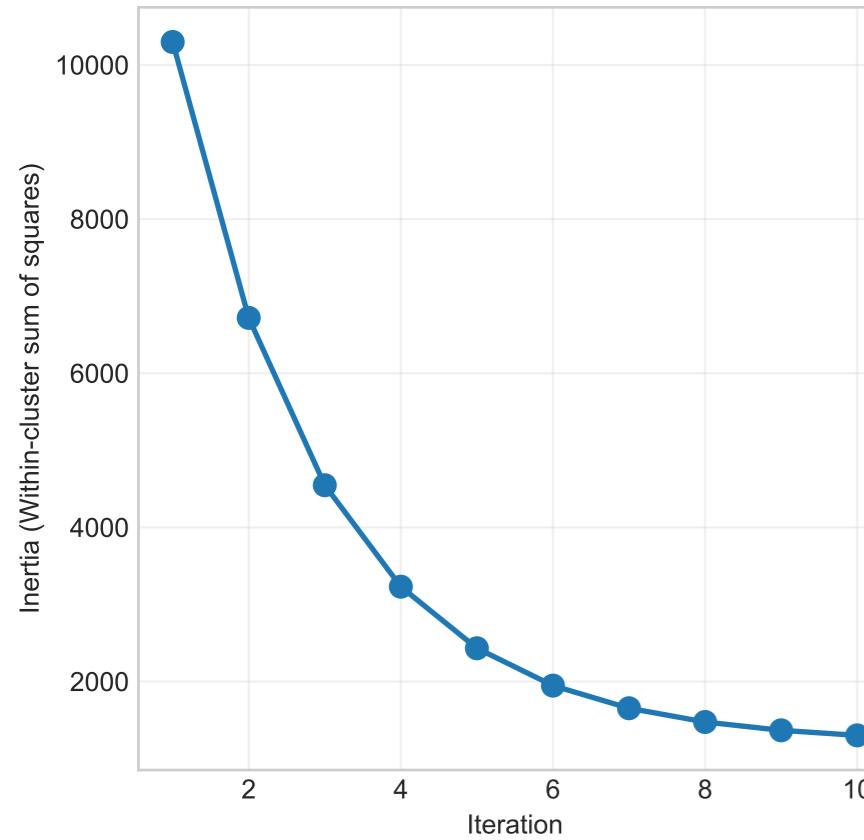
Cluster Sizes



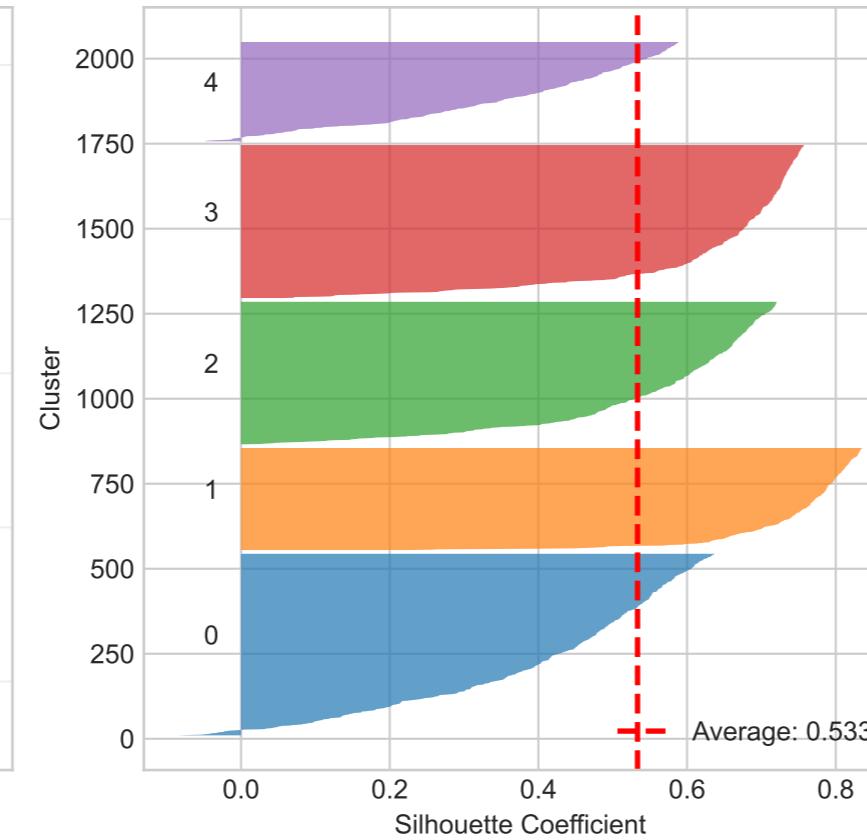
Cluster Profiles



Convergence History



Silhouette Analysis



Persona Definitions

Cluster 0: Casual Browsers

Low engagement
Infrequent visits
Price sensitive

Cluster 1: Power Users

High engagement
Daily active
Feature seekers

Cluster 2: Social Sharers

Community focused
Content spreaders
Influencers

Cluster 3: Content Creators

Original content
Regular posting
Quality focused

Cluster 4: Premium Members

Paying customers
High retention
Feature users