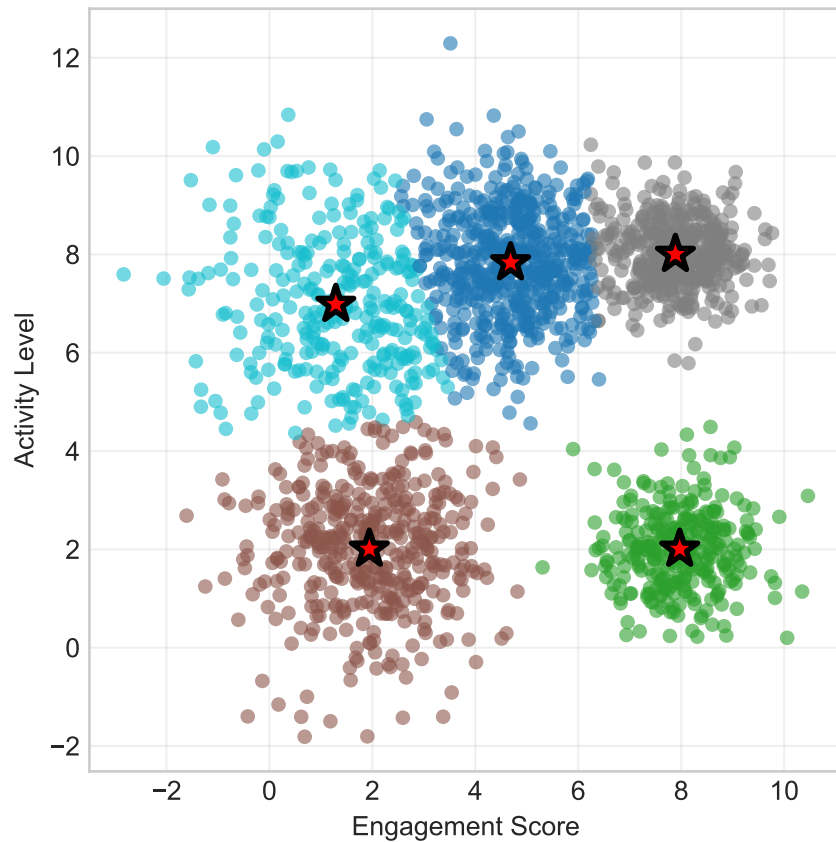
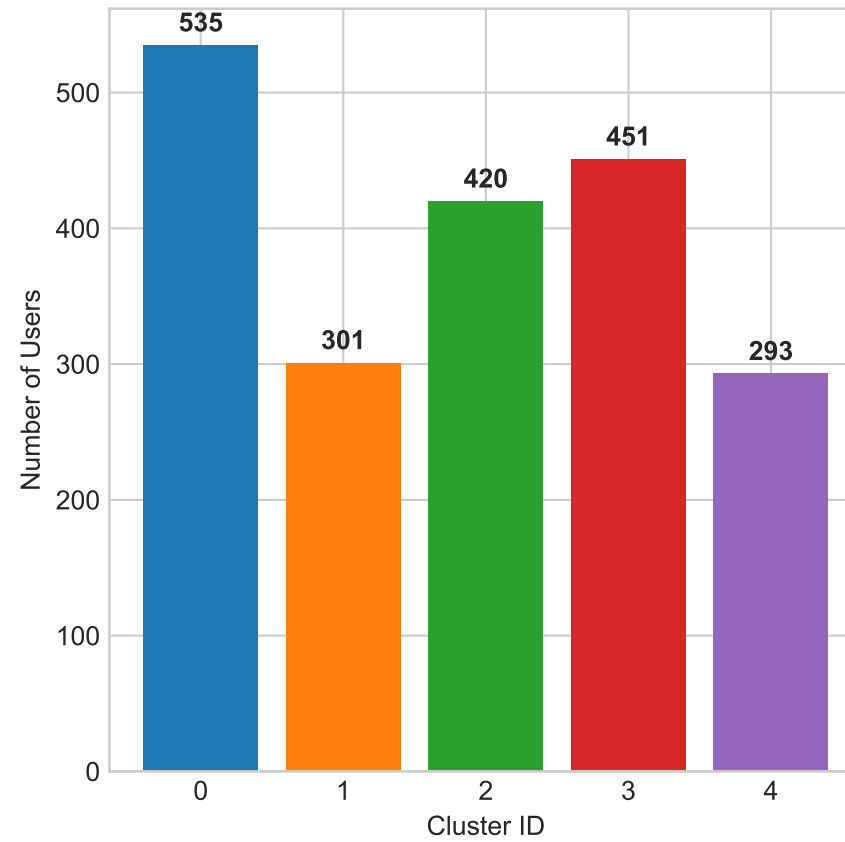


# Deep Dive: User Segmentation Analysis

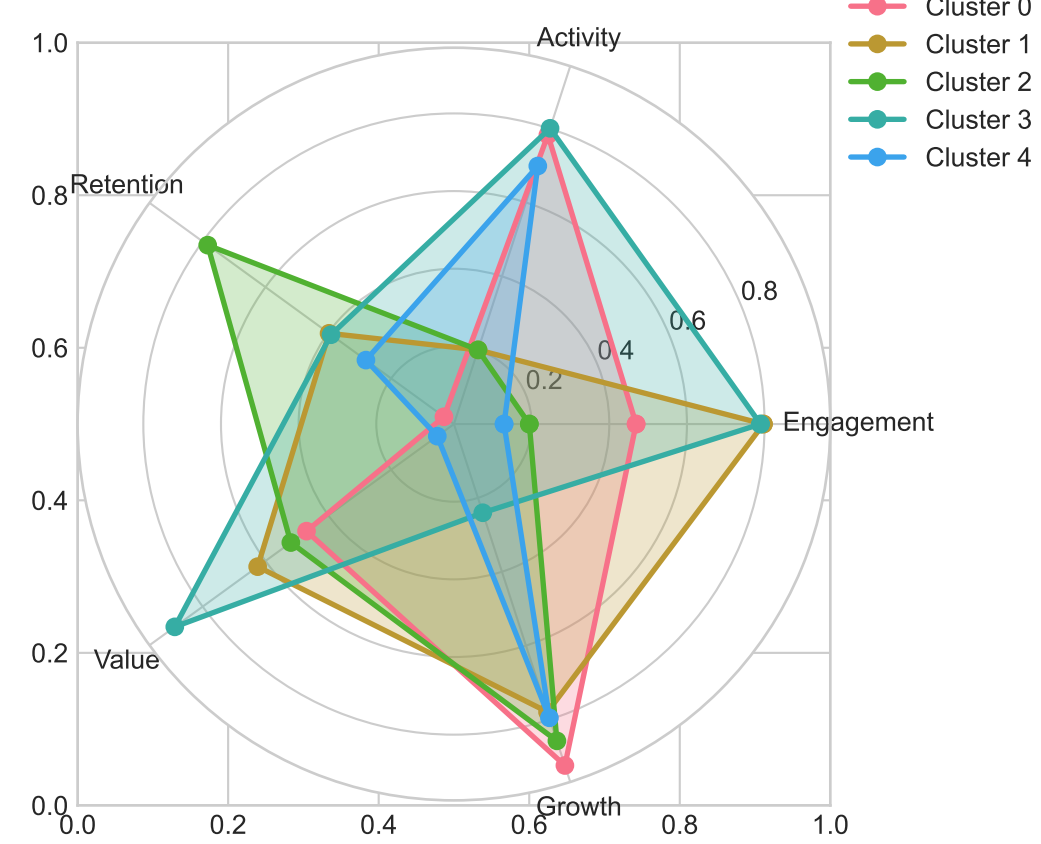
## Final Clustering Result



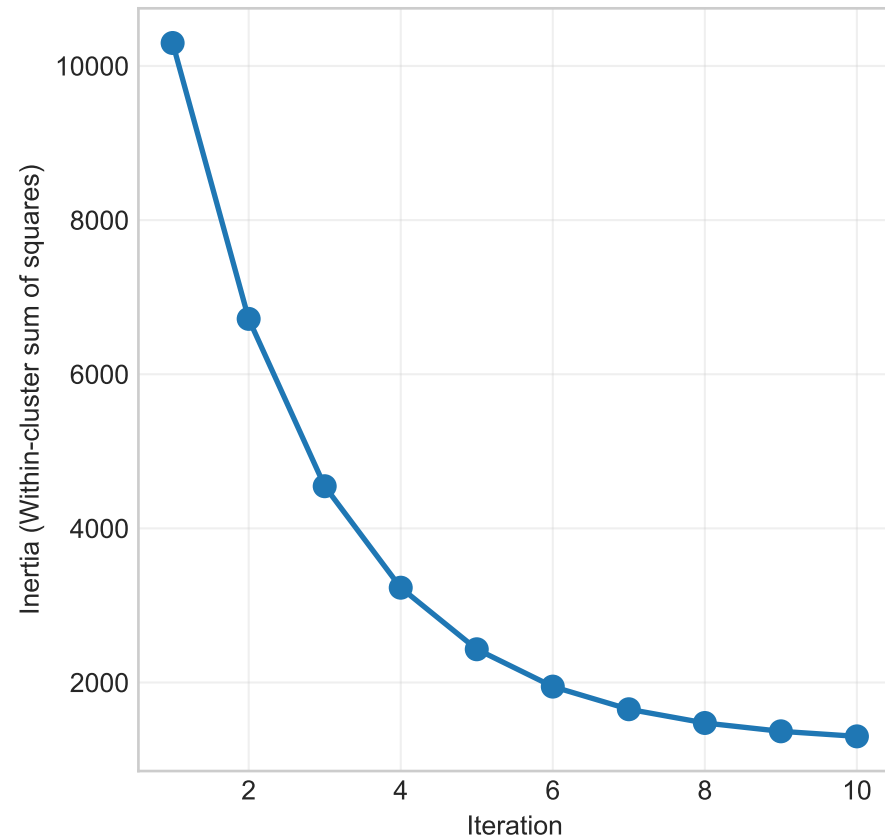
## Cluster Sizes



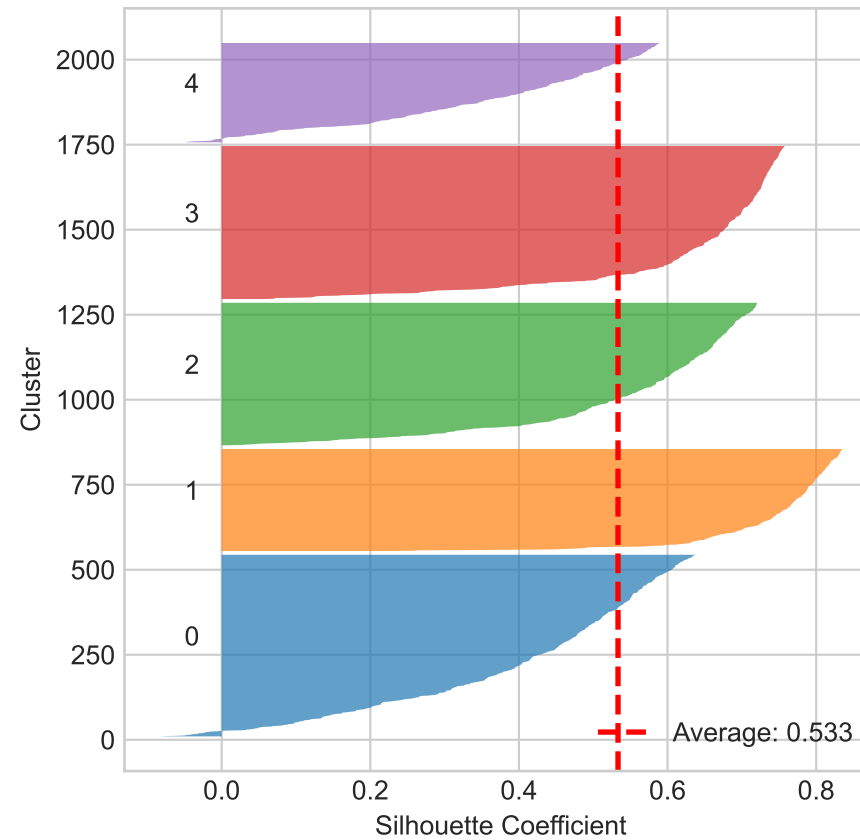
## Cluster Profiles



## 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