# From Data Points to Actionable User Personas
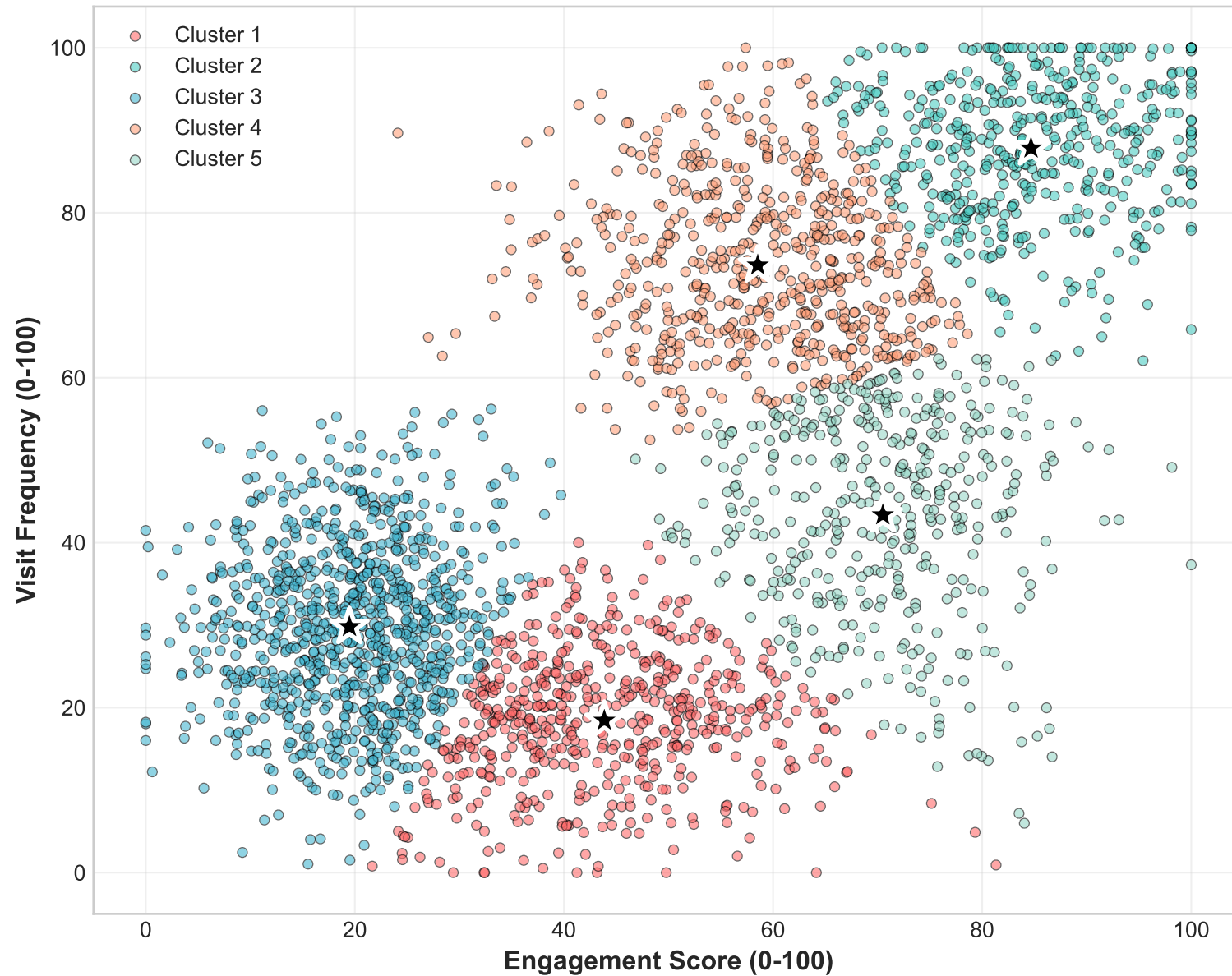
## User Behavior Clustering



Legend:
- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4
- Cluster 5

X-axis: Engagement Score (0-100)
Y-axis: Visit Frequency (0-100)

## User Personas from Clustering



- Daily active
- Premium features
- High retention

- Share content
- Community active
- Influencers

- Create content
- Seek tools
- Quality focused

- Visit 1-2x/month
- Quick sessions
- Price sensitive

- Browse often
- Rarely purchase
- Research mode

X-axis: Engagement Score (0-100)
Y-axis: Visit Frequency (0-100)