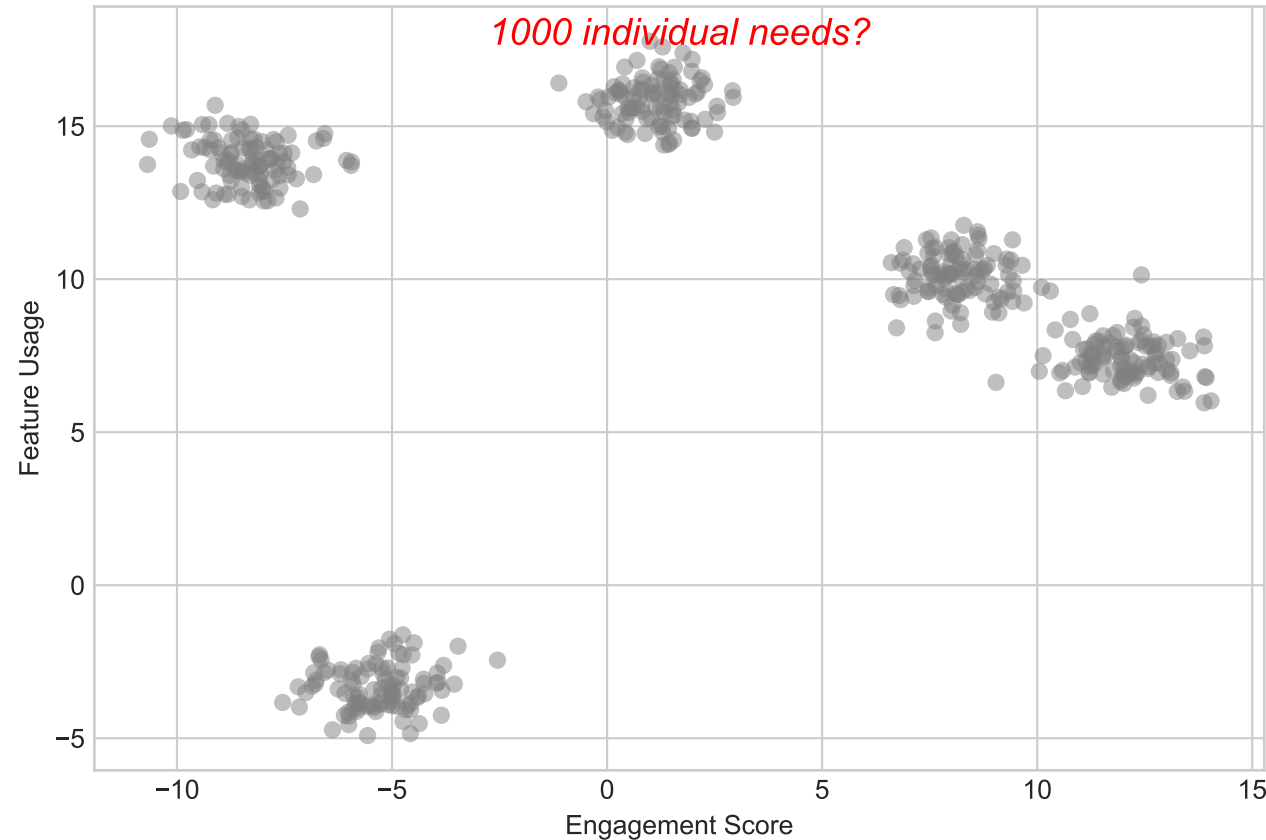
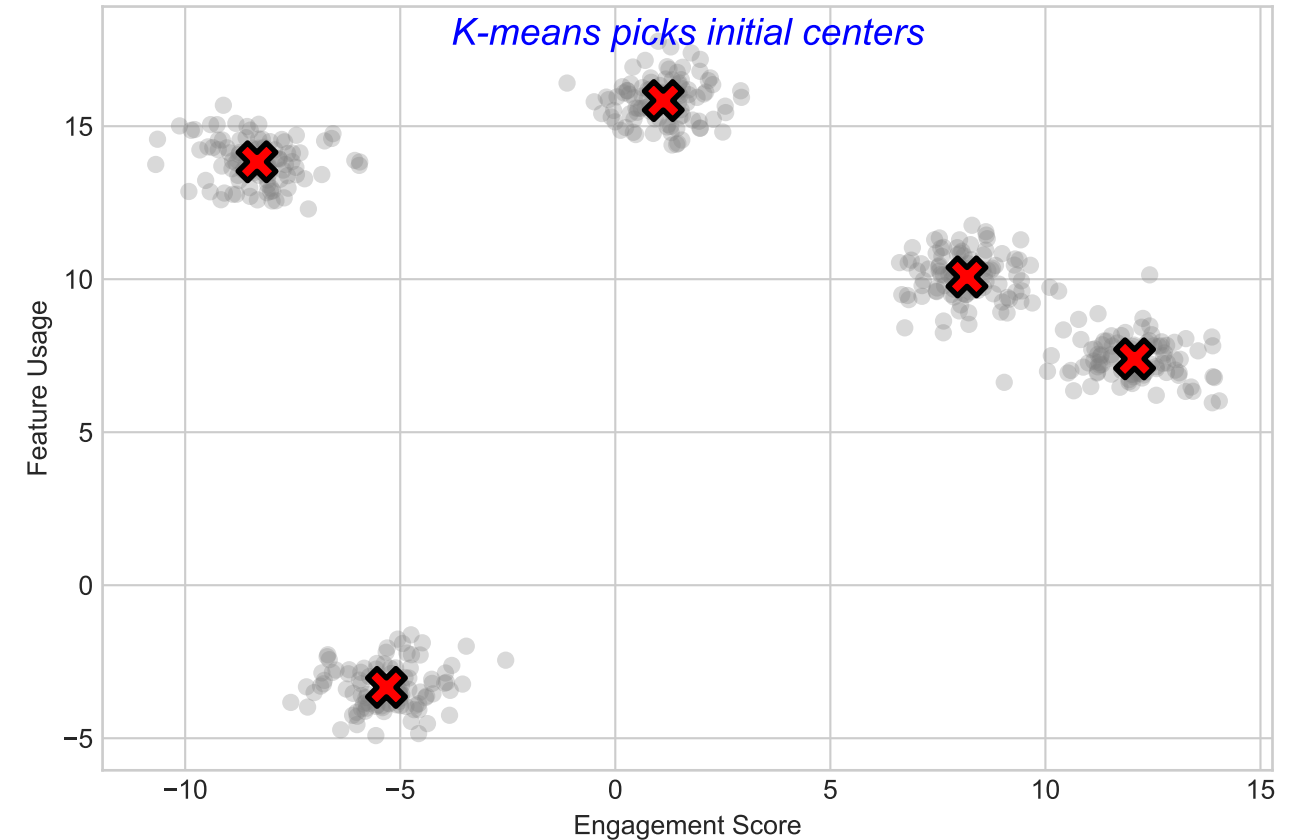


K-Means Clustering: From Chaos to Clarity

Step 1: 500 Users - No Segments Visible



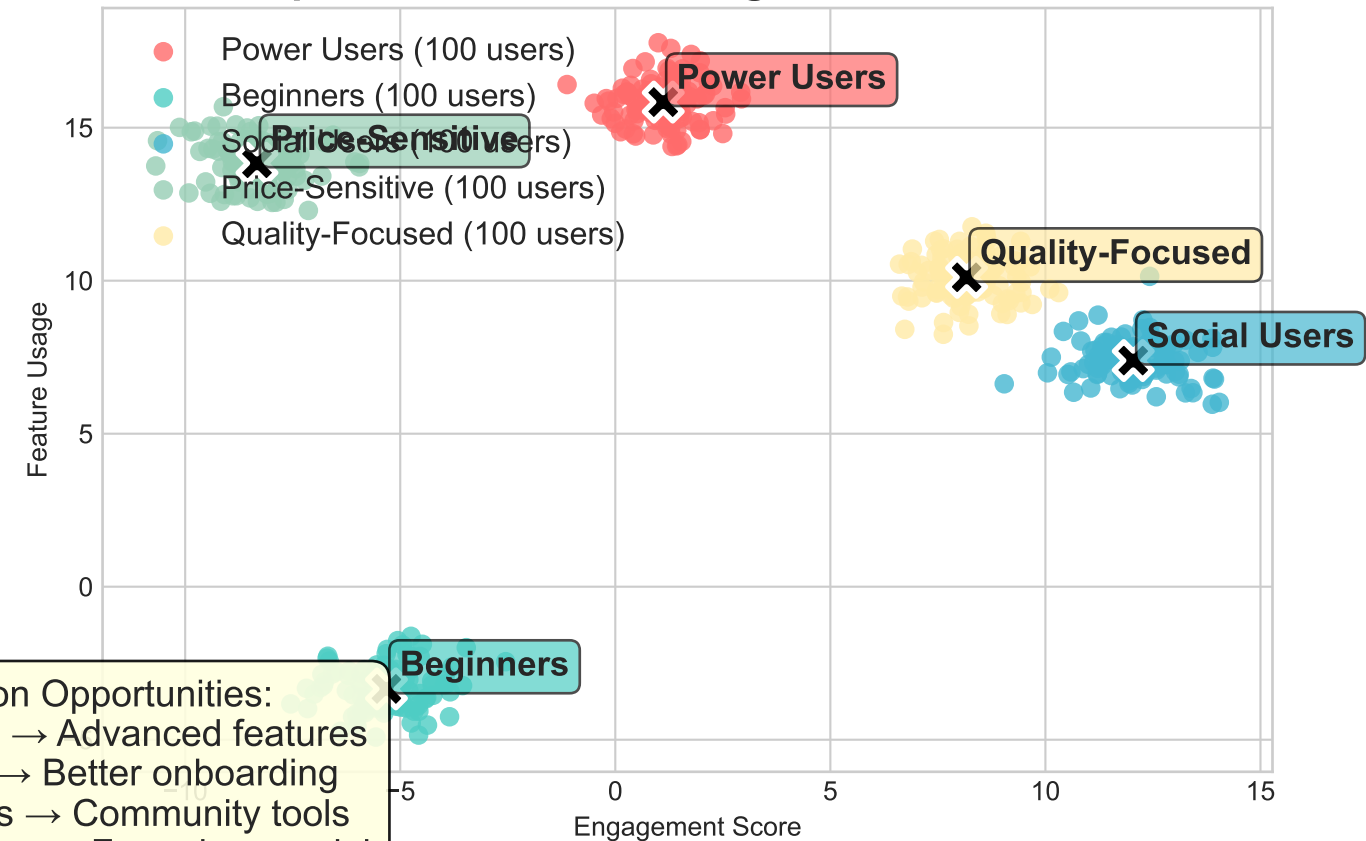
Step 2: Algorithm Starts - Random Centers



Step 3: Clusters Forming - Patterns Emerge



Step 4: 5 Distinct User Segments Discovered!



- Innovation Opportunities:
- Power Users → Advanced features
 - Beginners → Better onboarding
 - Social Users → Community tools
 - Price-Sensitive → Freemium model
 - Quality-Focused → Premium tier