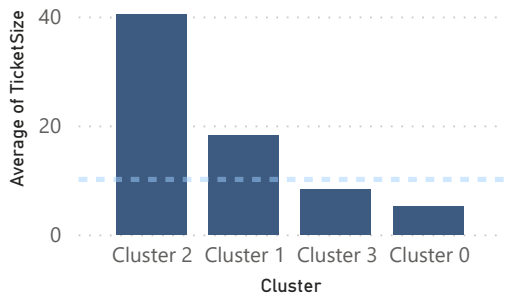
Interpret results and plan for actions

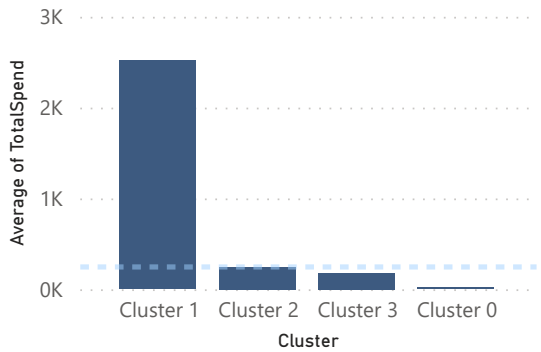
Cluster	Count of Cluster	Average of TicketSize	Average of TotalSpend	Average of TotalQuantity	Average of TotalVisits	Average of TotalSKUs	Average of total_days	Average of recency
Cluster 0	2825	5.21	9.65	7.66	1.73	5.14	47.08	433.48
Cluster 1	366	18.31	2,519.41	2071.14	172.18	367.94	792.38	5.65
Cluster 2	502	40.49	244.23	182.66	6.67	61.05	288.96	248.75
Cluster 3	2407	8.27	178.17	140.50	21.16	50.98	604.40	54.51
Total	**6100**	**10.11**	**246.04**	**198.29**	**20.03**	**49.60**	**331.62**	**243.07**

Count of Cluster by Cluster

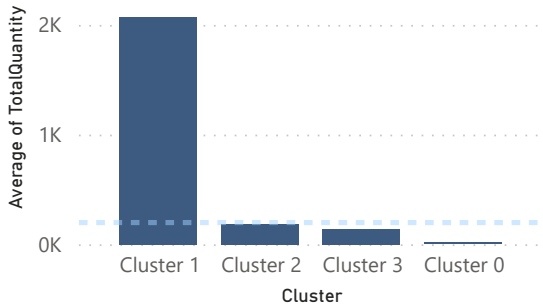
Average of TicketSize by Cluster



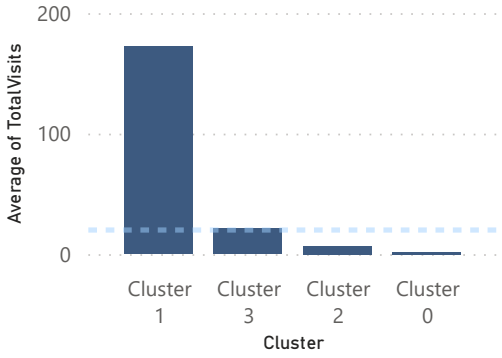
Average of TotalSpend by Cluster



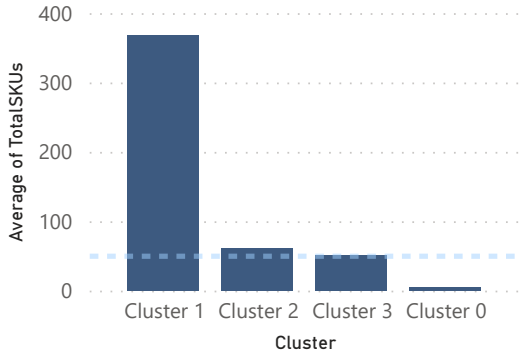
Average of TotalQuantity by Cluster



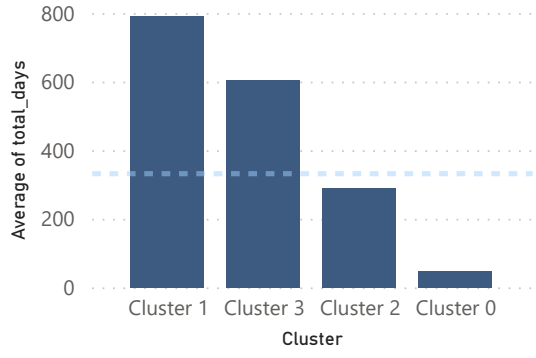
Average of TotalVisits by Cluster



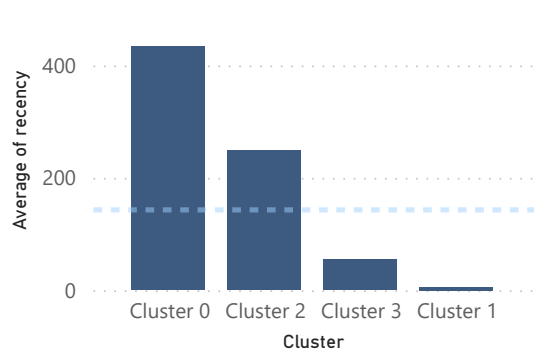
Average of TotalSKUs by Cluster

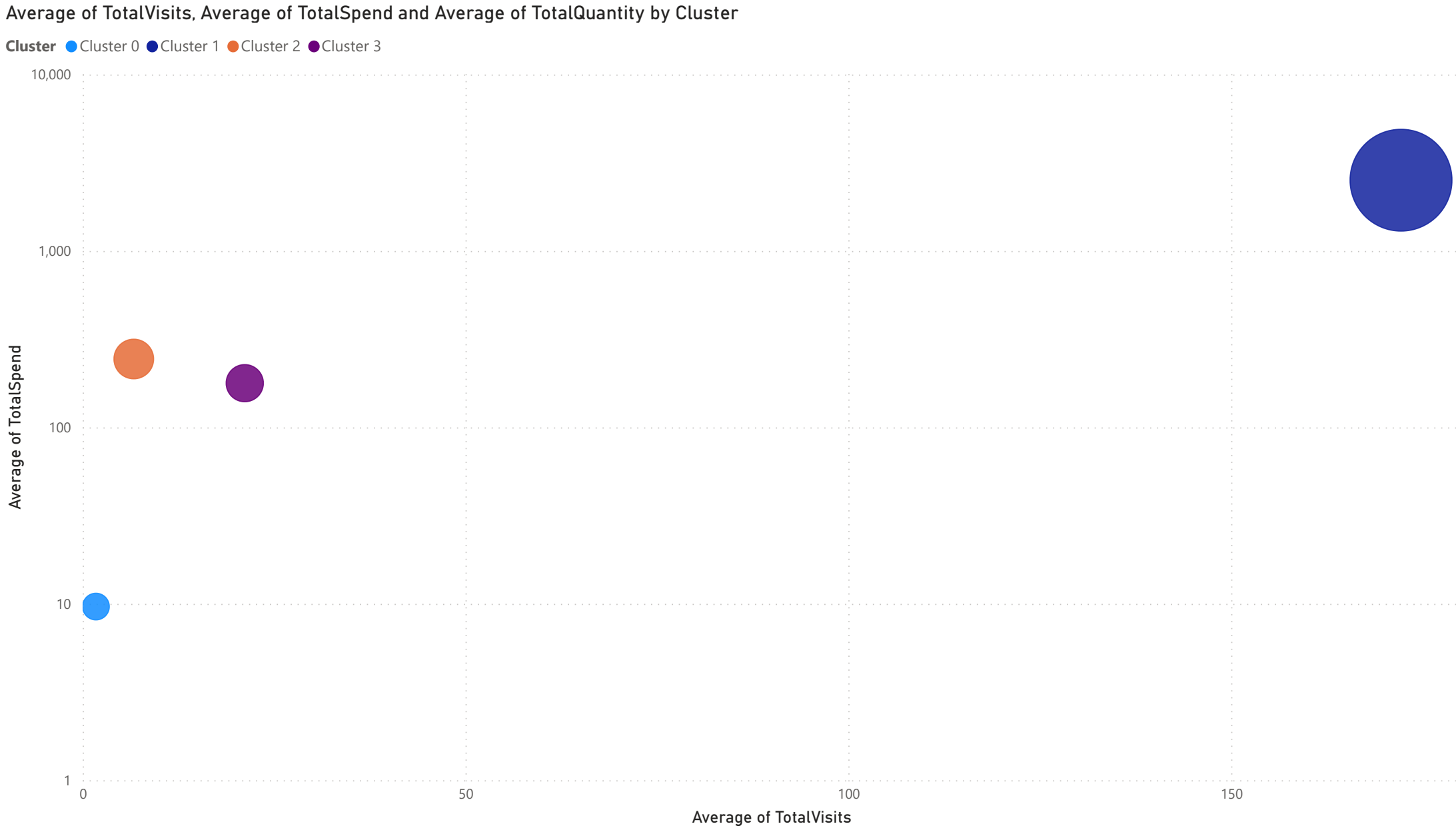


Average of total_days by Cluster



Average of recency by Cluster




Average of TotalVisits, Average of TotalSpend and Average of TotalQuantity by Cluster
Cluster
Cluster 0
Cluster 1
Cluster 2
Cluster 3
10,000
1,000
100
10
1
Average of TotalSpend
0
50
100
150
Average of TotalVisits

Plan for actions

Cluster	Number of Customer	Ticketsize	Spend	Quantity	Visit	SKU	Day	Recency	Action
0	2825	Low	Low	Low	Low	Low	Short	Short	Upsell campaign
1	366	High	High	High	High	High	Long	Short	Loyalty Promotion
2	502	High	Low	Low	Low	fairly low	Short	Long	Cross-sell promotion
3	2407	Low	Low	Low	Low	Low	Long	Short	Upsell campaign