Configuration Panel

Upload Transaction-Level CSV

Drag and drop file here
Limit 200MB per file • CSV

Browse files

📄 ecommerce_customer_d... ✕
20.3MB

Select Features for Clustering

Customer ID ✕
TotalSpend ✕
PurchaseFreque... ✕
AvgBasketSize ✕
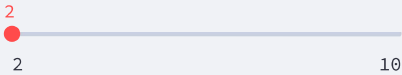AvgSpendPerTra... ✕ ⊗ ⌄
DistinctCategories ✕
ReturnRate ✕ Age ✕
RecencyDays ✕
TenureDays ✕

Number of Clusters

2

2   10

🔍 Customer Journey Clustering with Enhanced Feature Engineering
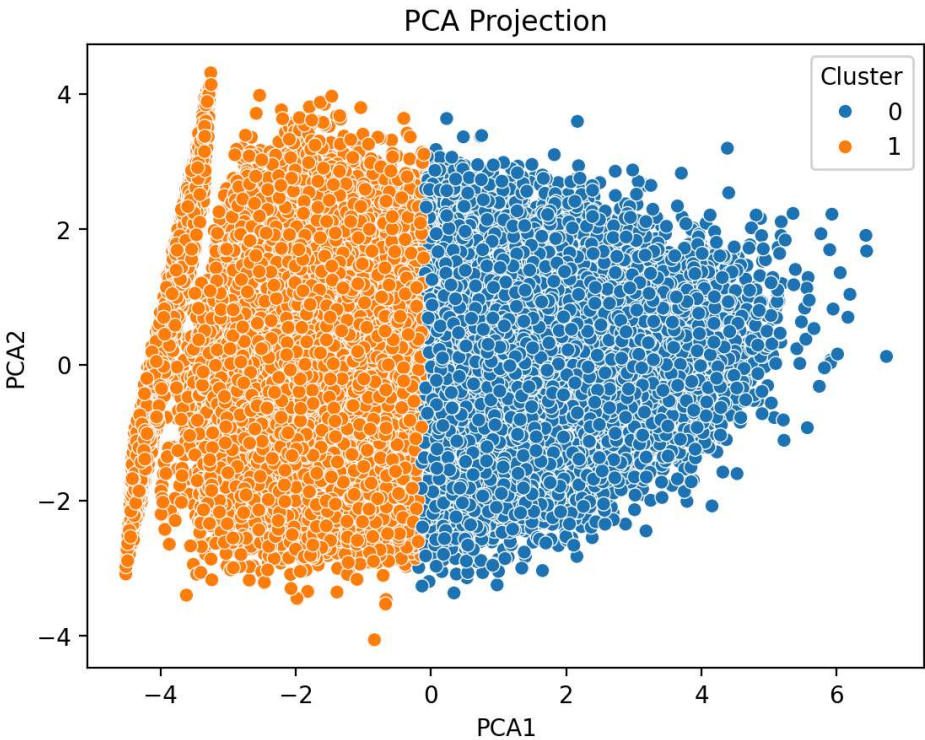
Data loaded successfully!

🔧 Feature Engineering

Engineered customer-level features including Recency, Tenure, Spend, and more.

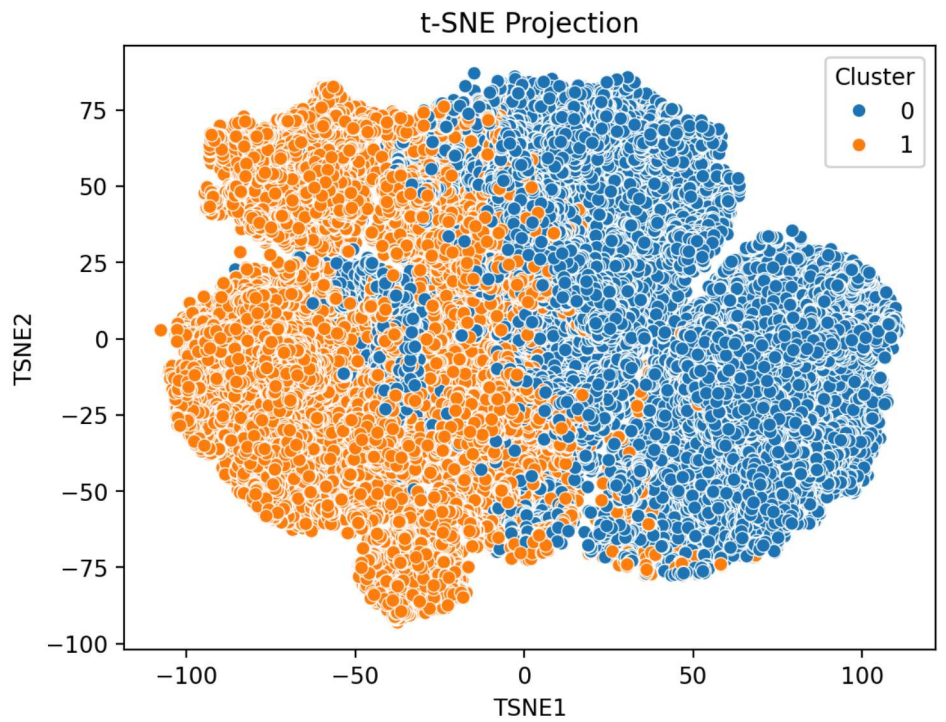|	DistinctCategories	ReturnRate	PreferredPaymentMethod	Gender	Age	RecencyDays	TenureDays
0	3	0	Credit Card	Female	67	896	1896
1	4	0.6667	PayPal	Female	42	680	1747
2	3	0	Credit Card	Male	31	830	1941
3	4	0.6	Cash	Male	37	1049	1674
4	2	0.6	Credit Card	Female	24	1032	1861

📊 PCA and t-SNE Visualizations
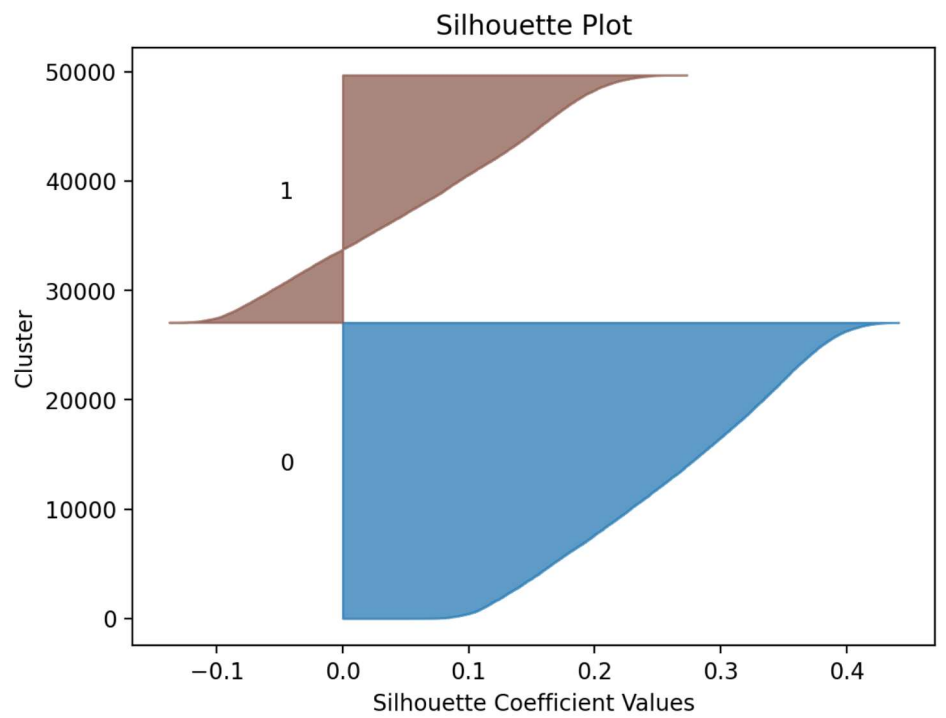
PCA Projection

t-SNE Projection

📈 Silhouette Analysis

📋 Cluster Feature Summary

Cluster	ReturnRate		Age			RecencyDays			TenureDays		
	median	count	mean	median	count	mean	median	count	mean	median	count
0	0.4	27050	44.142	44	27050	779.8504	737	27050	1786.7463	1829	27050
1	0.4	22611	43.4628	43	22611	976.7602	909	22611	1592.6492	1660	22611

📌 Cluster Feature Radar

Cluster 0 Radar

Cluster 1 Radar