Cluster Source Monetary Value Frequency Recency Suggested Action-Based Name

Cluster	Source	Monetary Value	Frequency	Recency	Suggested Action-Based Name
Cluster -3 (Red)	Outlier Analysis	Very High	Moderately High	Recent	**VIP Retention Focus** (Top-tier VIP customers—keep them engaged with loyalty rewards, VIP perks, and referrals)
Cluster -2 (Green)	Outlier Analysis	Moderate	Moderate	Long Ago	**Win-Back Campaign Target** (Previously engaged but dormant—use reactivation offers, surveys, and targeted marketing)
Cluster -1 (Orange)	Outlier Analysis	Low	Very Low	Moderate	**Minimal Engagement – Passive Nurturing** (Occasional low spenders—use cost-efficient engagement like automated emails or light promotions)
Cluster 0 (Blue)	Outlier & Cluster Analysis	Low	Low	Recent	**Encourage Growth – Upsell & Frequency Boost** (Still engaged but low spend—push loyalty programs and targeted discounts)
Cluster 1 (Orange)	Cluster Analysis	Low	Very Low	Moderate	**Minimal Engagement – Passive Nurturing** (Similar to Cluster -1 but likely needs segmentation for better targeting)
Cluster 2 (Green)	Cluster Analysis	Moderate	High	Recent	**Consistent Spenders – Strengthen Relationship** (Regular spenders—focus on product recommendations, exclusive offers, and content marketing)
Cluster 3 (Red)	Cluster Analysis	High	High	Recent	**Loyalty & Referral Expansion** (Frequent high-value buyers—expand loyalty incentives, create referral incentives, and exclusive benefits)