**Segment Interpretation (from Python Analysis)**

After performing K-Means clustering on customer perceptions of McDonald's, we identified 4 distinct segments:

Segment 0 – Loyal Fans

- Love the food: High scores on 'yummy', 'tasty', 'fast', 'cheap', 'convenient'

- Low negativity: Rarely say it's disgusting or expensive

- Best segment for promotions and loyalty marketing

Segment 1 – Strong Detractors

- Dislike everything: Low scores on positives, high on negatives like 'greasy', 'fattening', 'disgusting'

- Not ideal for targeting – possibly lost customers

Segment 2 – Selective Supporters

- Enjoy taste but concerned about health and cost

- Could respond to messaging around quality, ingredients, or value

Segment 3 – Value Seekers

- Appreciate speed and affordability, not taste

- Good target for deals and budget meal campaigns

**Summary Table**

|  |  |  |
| --- | --- | --- |
| Segment | Attitude | Marketing Focus |
| 0 | Loyal Fans | Loyalty and reward programs |
| 1 | Strong Detractors | Low priority for targeting |
| 2 | Selective Supporters | Focus on health value messaging |
| 3 | Value Seekers | Highlight convenience and pricing |