In the EDA and Cohort Analysis we have below observations

* There is a sharp drop in the customer purchase in second month, on an average around 80% people are not making any purchases.
* Cohort 1 is performing better as compared to other cohorts, with more retention of customers.
* Almost after a year, we can see a retention of around 50%, may be old customers may have returned back. Since it is a gift company, December is the time, where people buy more gifts for eve of Christmas and NewYear.
* Throughout the matrix, we can see fluctuations, which may be because of nature of business, where customers or clients do periodic purchases, followed by periods of inactivity.
* We can advice the customer to bring in off-season items and newer marketing methods to boost sales during the rest of year.

As we can observe from above boxplots that our model has nicely created 3 segements of customer with the interpretation as below:

* Customers with Cluster Id 0 are less frequent buyers with low monetary expenditure and also they have not purchased anything in recent time and hence least important for business.
* Customers with Cluster Id 1 are the customers having Recency, Frequency and Monetary score in the medium range.
* Customers with Cluster Id 2 are the most frequent buyers, spending high amount and recently placing orders so they are the most important customers from business point of view.