

Insights:

1. **Regional Alignment:** Customers from the same region show higher similarity due to regional encoding
2. **Temporal Patterns:** Customers with closer signup dates have stronger correlations
3. **Price Sensitivity:** Similar average category prices indicate comparable purchasing power
4. **Category Preferences:** Electronics-focused customers cluster together due to higher price averages
5. **Seasonal Trends:** Q4 signups show distinct patterns in clothing category preferences