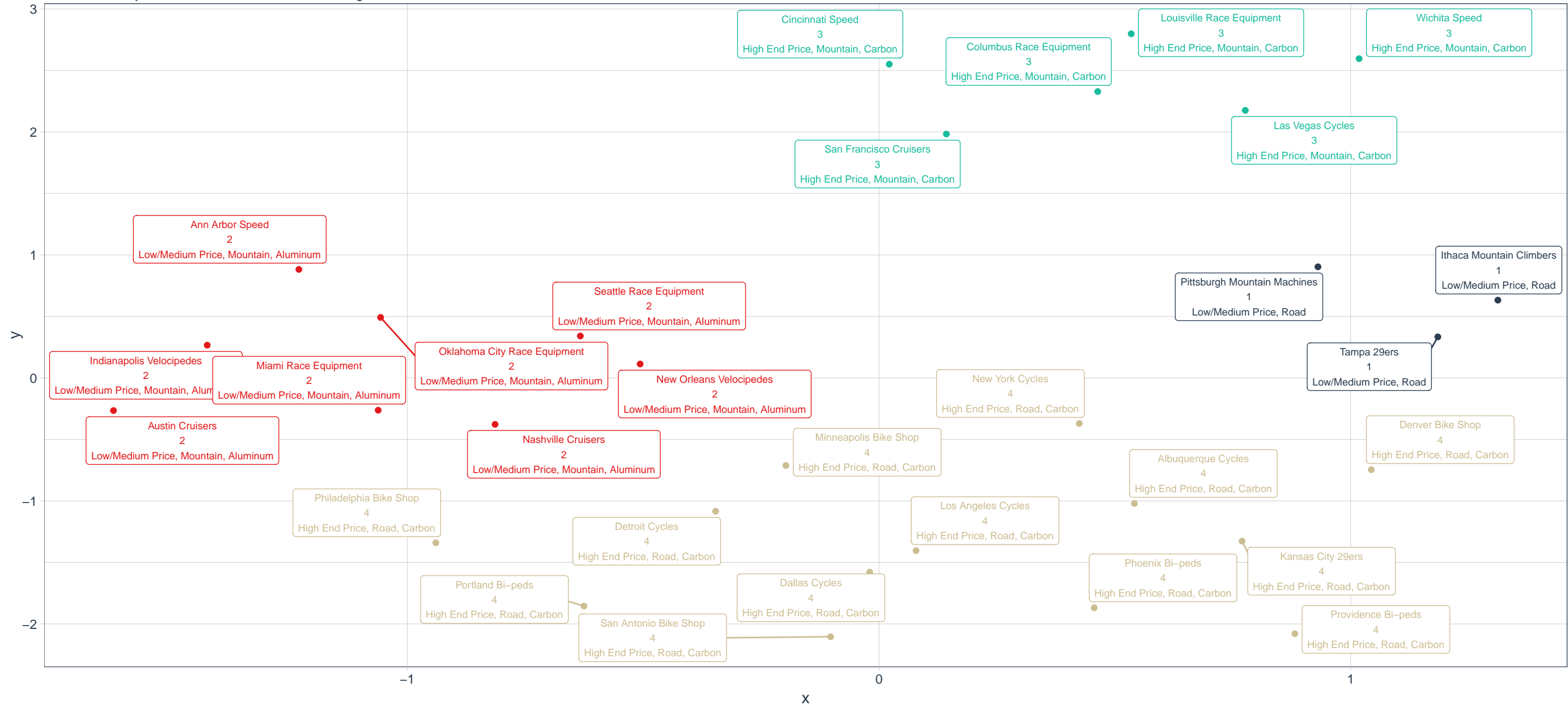


# Customer Segmentation: 2D Projection

## UMAP 2D Projection with K-Means Cluster Assignment



Conclusion: 4 Customer Segments identified using 2 algorithms