Data Assignment #2  
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**Cluster’s characteristic:**

# Core - Your Best Customers: Highly engaged customers who have bought the most recent, the most often, and generated the most revenue. (R3F3M3)

# Loyal - Your Most Loyals: Customers buy the most often from your store. (RxF3Mx)

# Whales - Your Highest Paying Customers: Customers who have generated the most revenue for your store. (RxFxM3)

# Newbie - Your Newest Customers: First time buyers on your site. (R3F1Mx)

# Slip - Once Loyal, Now Gone: Great past customers who haven't bought in awhile. (R1F1Mx)

**Output:**

**차트이(가) 표시된 사진

자동 생성된 설명**

Nobody in the Core group. Most biggest group is consisted of Slip customers(3187) who bought something online once but after then they have gone. 2nd largest group is Regular customers(1492), who have no specialized recency, frequency or monetary value. So do so far.

Next, Newbie customers(776) group is just once but newly purchased. A buyer group which has frequency to place an order repeatly as Loyal customers(261) observed. Whales customers(162) had monetary contribution.