Customer Segmentation Analysis

Upload your dataset (CSV)

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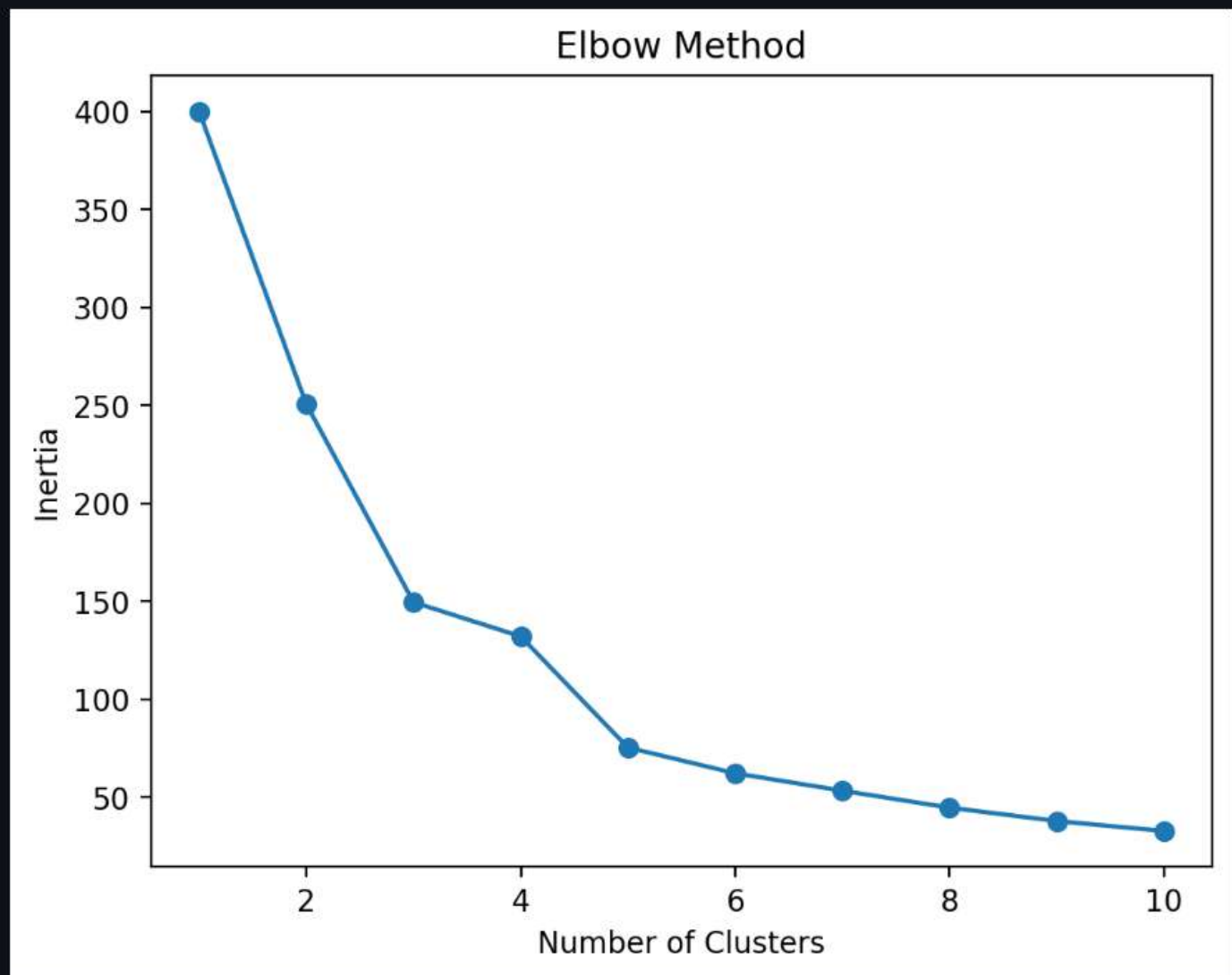📄 customer_segmentation_data.csv 4.3KB ✕

Dataset Preview:

	Customer_ID	Gender	Age	Annual_Income	Spending_Score
0	1	Male	49	81,235	35
1	2	Female	56	69,240	87
2	3	Male	49	80,726	81
3	4	Male	21	25,492	90
4	5	Male	47	116,279	8

Elbow Curve

Elbow Curve

Elbow Method

K-means Clustering

Select the number of clusters

3

2   10

Clustered Data Preview:

	Customer_ID	Gender	Age	Annual_Income	Spending_Score	Cluster
0	1	Male	49	81,235	35	2
1	2	Female	56	69,240	87	1
2	3	Male	49	80,726	81	1
3	4	Male	21	25,492	90	1
4	5	Male	47	116,279	8	2

Cluster Visualization

Customer Segments