

# Customer Segmentation Report 2025-04-12 11:12

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## Key Metrics

|                       |         |
|-----------------------|---------|
| Total Customers       | 4       |
| Churn Risk Percentage | 0.0%    |
| High Spenders         | 0       |
| Avg Predicted Value   | UGX 750 |

## Customer Sample (Top 10)

| ID   | Name       | Segment                         | Churn Risk | Predicted Value | Next Purchase |
|------|------------|---------------------------------|------------|-----------------|---------------|
| 1000 | Customer 1 | Middle-Aged High Spenders       | 10%        | UGX 1,500       | 2025-04-13    |
| 1001 | Customer 2 | Young, Moderate-Income Shoppers | 10%        | UGX 500         | 2025-05-05    |
| 1002 | Customer 3 | Middle-Aged High Spenders       | 10%        | UGX 500         | 2025-04-25    |
| 1003 | Customer 4 | Middle-Aged High Spenders       | 10%        | UGX 500         | 2025-05-05    |