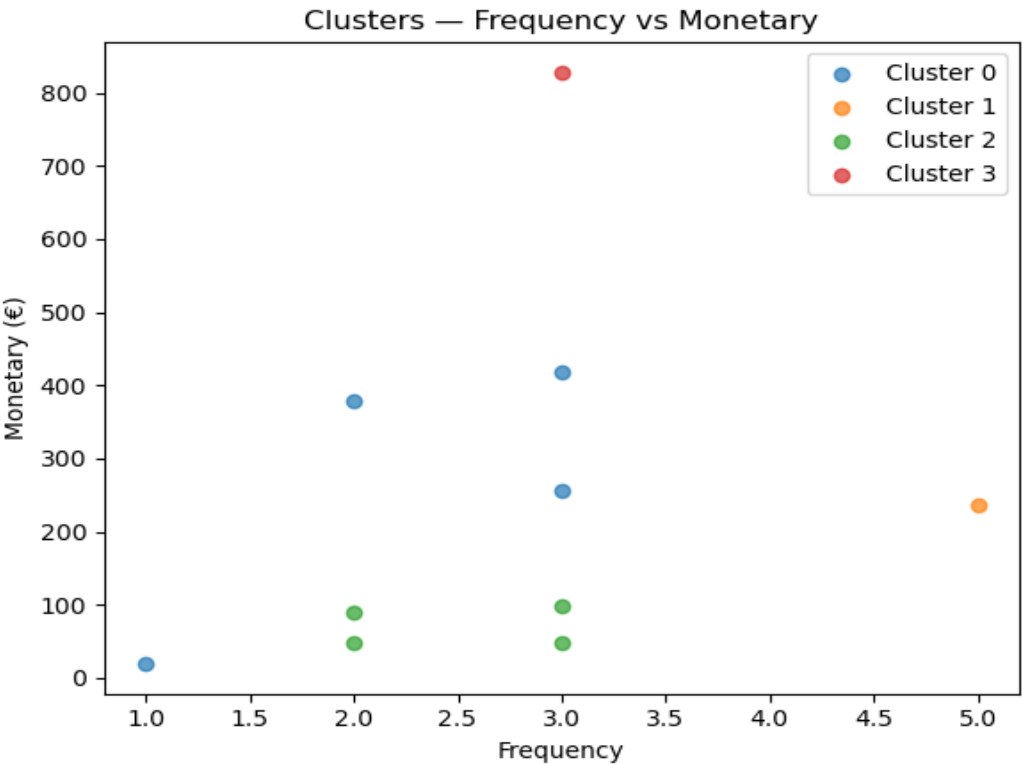# Customer Segmentation Report

This report summarizes the results of the customer segmentation analysis based on RFM (Recency, Frequency, Monetary) features. Customers have been grouped into distinct clusters, each representing a different behavior pattern.

Cluster	RecencyDays	Frequency	Monetary	Count
0.0	103.5	2.25	267.95	4.0
1.0	17.0	5.0	236.5	1.0
2.0	24.0	2.5	71.1	4.0
3.0	1.0	3.0	827.9	1.0

Insights:
- Low Recency + High Frequency + High Monetary = Champions (loyal, valuable customers).
- High Recency + Low Frequency = At risk or dormant customers.
- Medium scores = Regular customers with growth potential.

Cluster Scatter Plot:

This segmentation enables targeted marketing strategies such as retention campaigns for at-risk customers, VIP rewards for champions, and upsell campaigns for regular customers.