**CREDIT CARD - CLUSTERING**

**Key Insights:**

**The dataset was analyzed using K-Means clustering to group customers into different segments based on their credit card behavior. The analysis resulted in the following clusters:**

* Cluster 0: A small group of customers with low spending and the lowest minimum payment.
* Cluster 1: Customers who purchase frequently with a high installment purchase frequency but a lower cash advance percentage.
* Cluster 2: New customers with a lower credit limit and average balance level.
* Cluster 3: Customers with a high balance and cash advances, but low purchase frequency, indicating that they use their credit cards as a loan.
* Cluster 4: A small group of customers with the highest credit limit and minimum payments, possibly indicating that they tend to increase credit limits to accommodate their spending habits.
* Cluster 5: Customers with the lowest installment purchases and PRC\_FULL\_PAYMENT percentages.
* Cluster 6: A similar customer segment to Cluster 4 but with a lower minimum payment percentage.