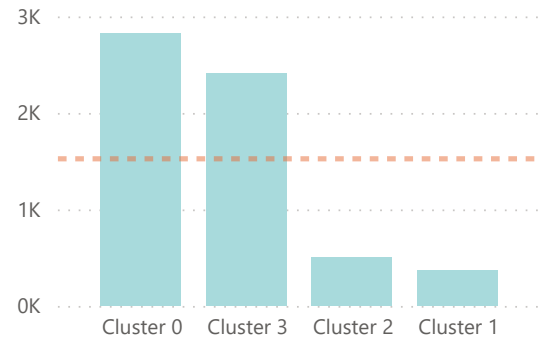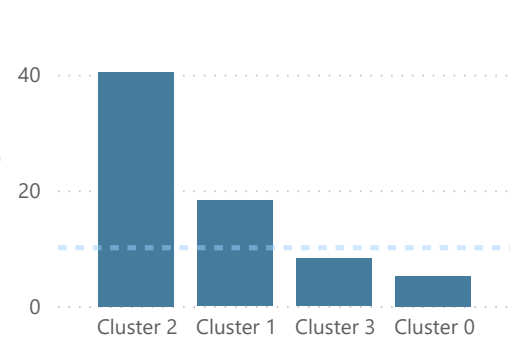# Interpret results and plan for actions

Cluster	Count of Cluster	Average of TicketSize	Average of TotalSpend	Average of TotalQuantity	Average of TotalVisits	Average of TotalSKUs	Average of total_days	Average of recency
Cluster 0	2825	5.21	9.65	7.66	1.73	5.14	47.08	433.48
Cluster 1	366	18.31	2,519.41	2071.14	172.18	367.94	792.38	5.65
Cluster 2	502	40.49	244.23	182.66	6.67	61.05	288.96	248.75
Cluster 3	2407	8.27	178.17	140.50	21.16	50.98	604.40	54.51
Total	**6100**	**10.11**	**246.04**	**198.29**	**20.03**	**49.60**	**331.62**	**243.07**
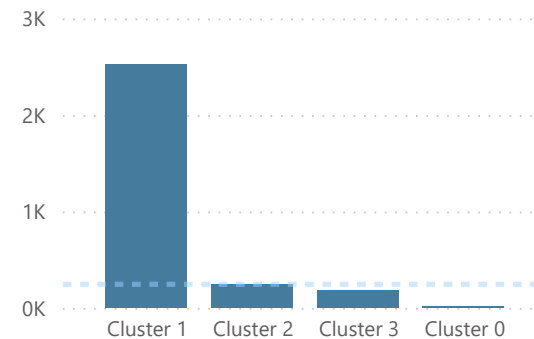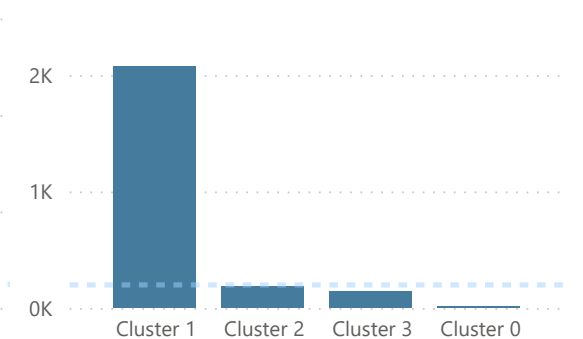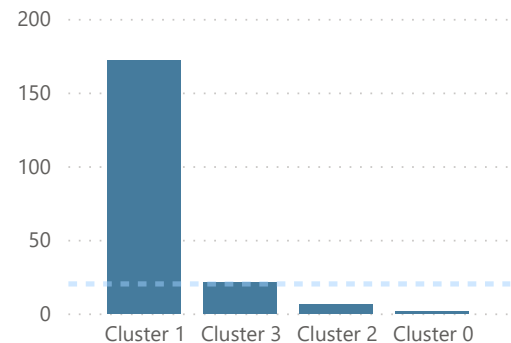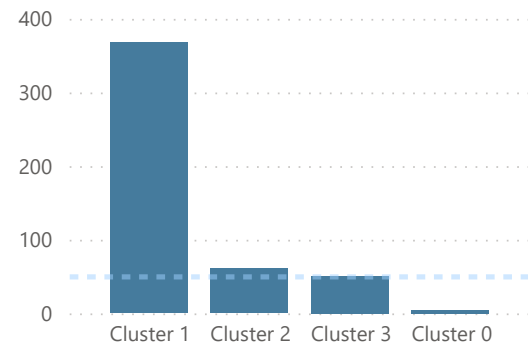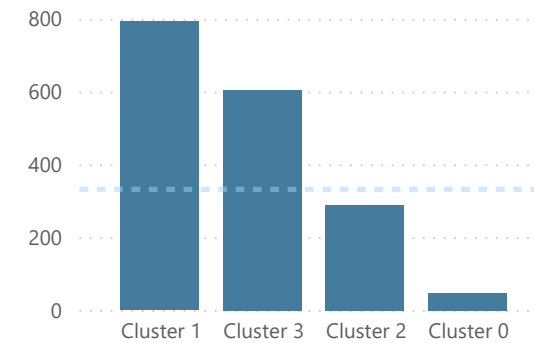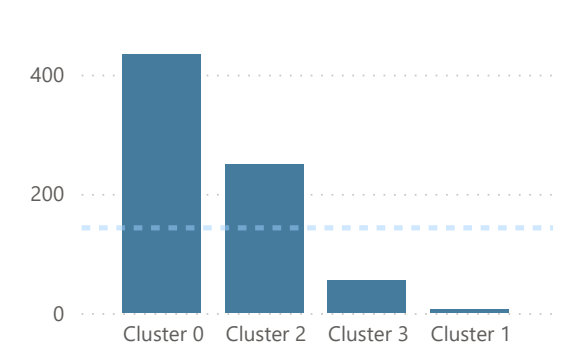
Plan for actions

Cluster	Number of Customer	Ticket size	Spend	Quantity	Visit	SKU	Day	Recency	Action
0	2825	Low	Low	Low	Low	Low	Short	Short	Upsell campaign
1	366	High	High	High	High	High	Long	Short	Loyalty member
2	502	High	Low	Low	Low	fairly low	Short	Long	Cross-sell promotion
3	2407	Low	Low	Low	Low	Low	Long	Short	Upsell campaign