Customer Journey Analysis – Flowlharrt

Data Collection
Collect customer interaction data

Data Preprecessing
- Handle missing values
- Normalize or sode numetical data
- Encode categerical features (One-Hol/Label Encoding
- Sessionize data if-needed (prl) by user & time

Feature Engineering
- Create features-like:
- Time spent on site
- Pages visited
- Recency-frequency, monetary (RFM) values
- Conversion status

Cluster Interpretation & Labeling

No → ## Visualization

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Cluster Interpretatiion & Labeling
- Apply-PCA / t-SNE / UMAAP
- Reduce-high-alimensional features to 2D or-3D for visualization
- Cluster customert-based on ᴄᴏᴄ reduced reatures

Visualization
- Plot clusters jusing 2D/3D catter/ plots)
- Use color to alstinquish lourney segments-uttrnic adjustions

Insights & Action