Customer Journey Analysis – Flow Chart

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 tourney seg-
  ments-utt nic adjustions

Insights & Action