

# Online Retail EDA & Clustering Report

This report contains a complete Exploratory Data Analysis (EDA) and Customer Segmentation using K-Means clustering on the Online Retail dataset. Visuals, behavioral insights, and business recommendations are included.

## **Final Business Insights & Recommendations**

1. High-Value Customers: Offer loyalty perks and early access deals.
2. Frequent Low Spenders: Recommend higher-priced or bundled products.
3. Infrequent Low Spenders: Re-engage through emails or discounts.
4. Loyal Big Buyers: Promote bulk buying options with special discounts.

Focus marketing by cluster behavior. Prioritize UK and top-performing products. Use dashboards to automate insights.