**Recommendations**

**Cluster 0: High Coupon Usage, Low Loyalty**

**Characteristics**: Customers frequently use coupons but are less loyal.

**Recommendations**:

Enhanced Promotions: Offer exclusive, time-limited promotions to capture their attention and create urgency.

Loyalty Incentives: Implement a rewards program that provides incremental benefits with repeat purchases to build loyalty.

Targeted Campaigns: Use personalized marketing campaigns to highlight discounts and promotions based on their past coupon usage patterns.

**Cluster 1: Moderate Coupon Usage, High Loyalty**

**Characteristics**: Customers use coupons moderately and show high brand loyalty.

**Recommendations**:

Exclusive Offers: Provide exclusive access to new products or special discounts as a reward for their loyalty.

Personalized Recommendations: Send tailored product recommendations based on their purchase history and preferences.

Customer Engagement: Engage these customers with surveys or feedback requests to further understand their needs and preferences.

**Cluster 2: Low Coupon Usage, Low Loyalty**

**Characteristics**: Customers rarely use coupons and have low loyalty.

**Recommendations**:

Re-engagement Strategies: Develop campaigns to re-engage these customers, such as introductory offers or personalized outreach.

Value Proposition: Highlight the unique value propositions of your brand to entice them to use coupons and increase their engagement.

Customer Feedback: Consider gathering feedback to understand their lack of engagement and address any potential barriers.

**Cluster 3: High Coupon Usage, High Loyalty**

**Characteristics**: Customers are highly engaged with coupons and show strong loyalty.

**Recommendations:**

VIP Programs: Create a VIP program with exclusive benefits, early access to sales, and personalized service to reward their loyalty.

Referral Incentives: Encourage them to refer friends or family with additional incentives, leveraging their positive experience.

Enhanced Communication: Keep these customers informed about new product launches and special offers through personalized communication channels.