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| Paper Identifier | Features | Business Context | Techniques |
| Vucetic et al,2018 | Supervised Clustering | Marketing | K-Means using PL based algorithm |
| Aziz et al, 2019 | Segmentation Model | Small Medium Enterprise | K-Means Clustering and LRFM Model |
| Ye Jingyi, 2021 | Market Segmentation | E- Commerce | K-Means Clustering |
| Sano et al, 2021 | Clustering and Classification | Marketing | AEF, RFM, k-means, Ward method, FCM, and the decision tree |
| Antony et al,2019 | Clustering Optimization | RFM Analysis | K-Means Method and eight indexes of validity to determine the optimal number of clusters namely Elbow Method, Silhouette Index, Calinski-Harabasz Index, Davies-Bouldin Index, Ratkowski Index, Hubert Index, Ball-Hall Index, and Krzanowski-Lai Index |
| Puh et al, 2020 | Class Analysis in Customer Segmentation | Food Retailing | Latent Class Model |
| Abdi et al, 2018 | Clustering and Classification in Customer Behavior | Telecom Company | K-Means Clustering, Neural network, |
| McLoughlin et al, 2014 | Customer Segmentation using Clustering Approach | Electricity | k-means, k-medoid and Self Organising Maps (SOM) |
| Li et al, 2012 | Customer Value Segmentation | Transportation | K-Means Method and KLRFMD model |
| Marisa et al, 2019 | Relationship between Revenue and Customer Payment | Small Medium Enterprise | K-Means Clustering |
| Chindyana et al ,2021 | Customer Segmentation | Tourism | K-Means Method and DBSCAN Method |
| Zhao et al,2021 | High-Dimensional Customer Segmentation with Correlated Variables | E-commerce | K-Means Clustering and RFM Model |