

Chipotle Customer Segmentation – Executive Report

Business Objective

Segment customers to improve satisfaction and retention strategies.

Dataset Overview

Customer survey dataset including satisfaction scores and behavioral indicators.

Data Preparation

- Handled missing values
- Standardized survey responses
- Applied K-Means clustering

Key Insights

- Distinct customer segments value different service attributes
- Certain clusters show higher churn risk

Recommendations

- Tailor marketing campaigns by segment
- Target retention offers to high-risk clusters