**Interpretation:**

To interpret the clusters and understand the characteristics of customers in each cluster, we can analyze the cluster statistics obtained from the K-Means clustering. Here's interpretation based on the characteristics of each cluster:

**Cluster 0: High spending on Grocery, Milk, Fresh and Detergents\_Paper**

- These customers are likely to be grocery stores or supermarkets that sell a wide range of household products.

- Targeted marketing strategies for this cluster could involve offering loyalty programs, cross-selling complementary products, and running promotions on household essentials.

**Cluster 1: High spending on Fresh and moderate spending on Grocery and Frozen**

- These customers are likely to be restaurants or cafes or mix of retailers or small convenience stores that offer a variety of grocery items and dairy products that heavily rely on fresh ingredients and frozen products.

- Targeted marketing strategies for this cluster could include offering bulk discounts on fresh produce and promoting frozen food options.

**Cluster 2: High spending on Grocery, Milk, and Fresh**

- These customers may represent a mix of retailers or small convenience stores that offer a variety of grocery items and dairy products.

- Targeted marketing strategies for this cluster could involve highlighting the quality and freshness of dairy items, creating bundled offers, and emphasizing convenience.

By understanding the characteristics of each cluster, we can tailor marketing campaigns and strategies to address the specific needs and preferences of customers in each cluster. This information allows to create more targeted and effective marketing initiatives, such as personalized promotions, product recommendations, and tailored messaging that resonate with the distinct customer segments within dataset.