# X

# **Customer Segmentation for E-commerce**

Upload your customer data (CSV)



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customer\_segmentation\_50\_entries.csv 1.3KB

#### X

### Raw Data

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score
0	1	Male	42	55	8
1	2	Male	35	83	3:
2	3	Female	47	87	73
3	4	Male	58	129	1:
4	5	Male	41	122	1:
5	6	Male	28	112	94
6	7	Male	41	76	63
7	8	Male	40	55	Ç
8	9	Female	31	150	98
9	10	Male	60	146	69

**©** Select Number of Clusters

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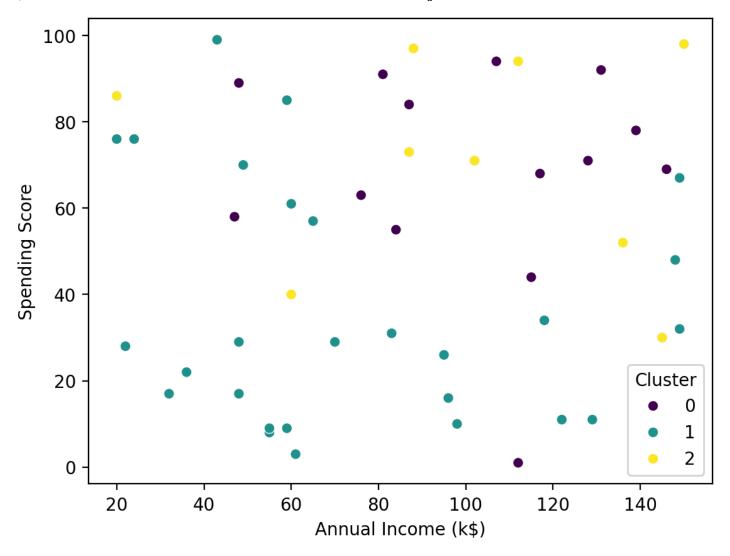
Preprocessing data...



	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score	Pages Visited
0	1	Male	42	55	8	
1	2	Male	35	83	31	
2	3	Female	47	87	73	
3	4	Male	58	129	11	
4	5	Male	41	122	11	
5	6	Male	28	112	94	
6	7	Male	41	76	63	
7	8	Male	40	55	9	
8	9	Female	31	150	98	
9	10	Male	60	146	69	

Cluster Visualization

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## Cosine Similarity Matrix

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	0.3937	0.0212	0.3207	0.6908	-0.197	-0.1846	0.8729	-0.4257	-0.6068	0.0644	0.3894	0.6238	0.2557	0.3193	-0.6238	0.5493	0.4343	-0.09
0.3937	1	0.4696	0.6455	0.0422	0.5769	-0.7697	0.7682	0.329	-0.494	0.4545	0.2621	-0.0776	0.1115	0.7646	-0.5771	0.5989	0.1402	-0.77
0.0212	0.4696	1	0.3532	-0.0852	0.8096	-0.1344	0.1919	0.7547	0.1786	0.5362	0.3858	0.1859	0.4667	0.3786	0.1777	0.4069	0.0819	-0.16
0.3207	0.6455	0.3532	1	0.2955	0.1836	-0.7436	0.5476	0.1478	0.114	-0.0852	0.3955	0.2398	0.207	0.0713	0.0065	0.613	0.0102	-0.2
0.6908	0.0422	-0.0852	0.2955	1	-0.1806	0.0729	0.4031	-0.1695	-0.0643	-0.3354	-0.0953	0.3748	0.0049	-0.0411	-0.0824	-0.047	0.8033	0.45
-0.197	0.5769	0.8096	0.1836	-0.1806	1	-0.2509	0.0733	0.9111	0.0065	0.6456	-0.1184	-0.3872	0.1912	0.6606	0.0017	0.0352	0.2346	-0.32
-0.1846	-0.7697	-0.1344	-0.7436	0.0729	-0.2509	1	-0.5588	-0.0252	0.3296	-0.3316	-0.0857	0.2249	-0.2772	-0.4638	0.4072	-0.5396	0.2358	0.58
0.8729	0.7682	0.1919	0.5476	0.4031	0.0733	-0.5588	1	-0.2221	-0.6992	0.2664	0.4696	0.4142	0.2401	0.5719	-0.7557	0.7521	0.2326	-0.5
-0.4257	0.329	0.7547	0.1478	-0.1695	0.9111	-0.0252	-0.2221	1	0.3769	0.3197	-0.1554	-0.3799	-0.032	0.3209	0.3605	-0.1807	0.2575	-0.10
-0.6068	-0.494	0.1786	0.114	-0.0643	0.0065	0.3296	-0.6992	0.3769	1	-0.494	-0.023	0.0304	-0.1068	-0.7407	0.9893	-0.3327	-0.1177	0.56

## **T** Personalized Recommendations by Cluster

Cluster 0: Budget Products, Discounted Essentials, Affordable Electronics

Cluster 1: Premium Fashion, Luxury Gadgets, Smart Devices

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### **Customer Segmentation**

Cluster 2: Casual Wear, Daily Use Products, Eco-Friendly Items

**Cluster 3:** Office Supplies, Work From Home Kits, Productivity Tools

**Cluster 4:** Fitness Equipment, Health Supplements, Yoga Mats



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