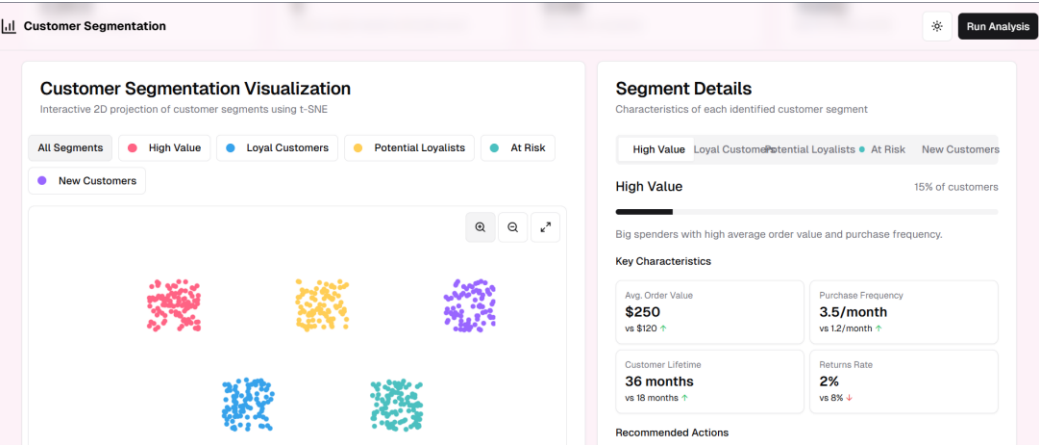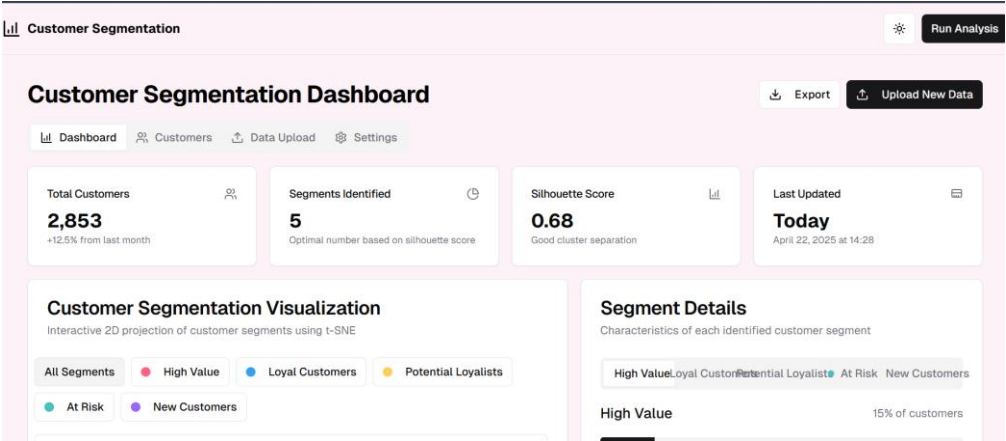# UI/UX OF : **Customer Segmentation Using Unsupervised Learning**
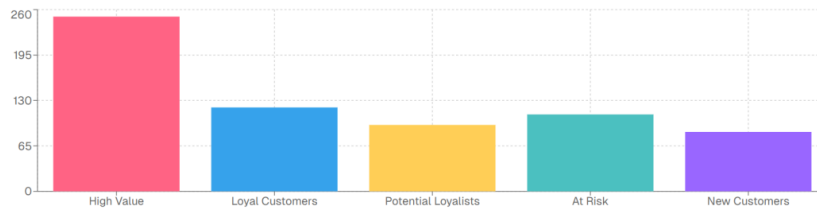
Segmentation Metrics

Key metrics and features that define each segment

| Distribution | Order Value | Purchase Frequency | Customer Lifetime |

Average Order Value ($)

260
195
130
65
0

High Value | Loyal Customers | Potential Loyalists | At Risk | New Customers

Average order value by segment. High Value customers spend more than twice the average.
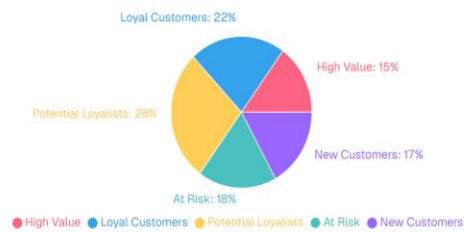

☀ Run Analysis

Segmentation Metrics

Key metrics and features that define each segment

| Distribution | Order Value | Purchase Frequency | Customer Lifetime |

Customer Distribution (%)

Loyal Customers: 22%

High Value: 15%

Potential Loyalists: 28%

New Customers: 17%

At Risk: 18%

● High Value ● Loyal Customers ● Potential Loyalists ● At Risk ● New Customers

Distribution of customers across the identified segments. The largest segment is Potential Loyalists at 28%.

Customer Data

Browse and filter customer data with segment assignments

🔍 Search customers...

⇄ Filter   ⬇ Export

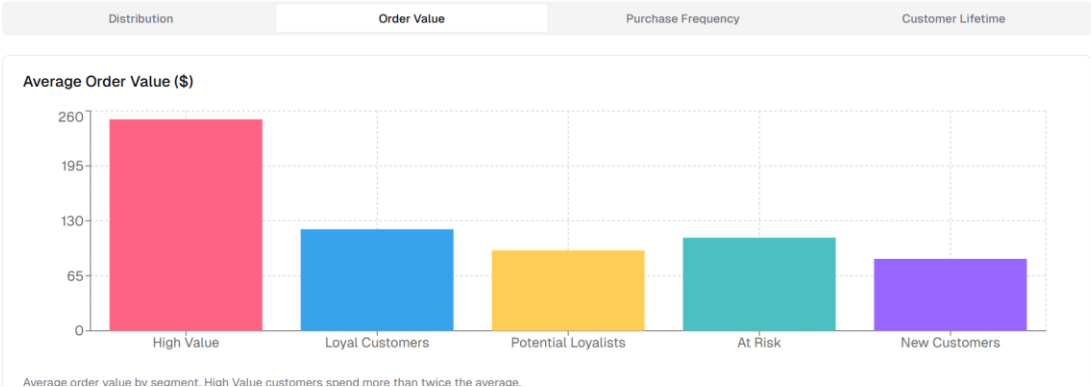| All Segments | ● High Value | ● Loyal Customers | ● Potential Loyalists | ● At Risk | ● New Customers |

ID	Customer	Total Spent	Orders	Last Purchase	Segment
1	**Customer 1** customer1@example.com	$1,214	27	2/12/2025	● High Value
2	**Customer 2** customer2@example.com	$3,234	33	2/16/2025	● High Value
3	**Customer 3** customer3@example.com	$2,199	39	2/27/2025	● Potential Loyalists
4	**Customer 4** customer4@example.com	$1,233	31	1/31/2025	● At Risk

Segmentation Metrics

Key metrics and features that define each segment

| Distribution | Order Value | Purchase Frequency | Customer Lifetime |

Average Order Value ($)

Average order value by segment. High Value customers spend more than twice the average.

Segmentation Settings

Configure parameters for the unsupervised learning algorithm

Algorithm

K-Means Clustering ⌄

Number of Clusters

2 ———————————●————————————— 5 ————————————————— 10

Features to Include

☑ Purchase Frequency
☑ Average Order Value
☑ Customer Lifetime Value
☑ Recency
☑ Product Categories

Apply Settings & Run Segmentation