



Based on our model's evaluation we determined 4 differentiable segments which can be profiled as follows: -

- **Segment 1 (PURPLE):** These are middle-aged, senior male customers who purchase clothes (specifically blouses) and shop quarterly with medium spending.
- **Segment 2 (BLUE):** These are senior male customers with regular, fortnightly purchases, often buying footwear (sandals) and leaving relatively good reviews.
- **Segment 3 (GREEN):** Senior male customers, typically from North Dakota, who purchase jackets and make medium-spending fortnightly purchases.
- **Segment 4 (YELLOW):** Adult (not seniors) male customers, focused on purchasing jewelry, who shop quarterly with a medium spending category.

3D Cluster Visualization (PCA)



