🛍️ Shopper Spectrum

Select Module
- ○ 1️⃣ Product Recommender
- ● 2️⃣ Customer Segmentation

📦 Loading retail data from Google Drive...

✅ Retail data loaded.

✅ Product matrix loaded.

🎯 2️⃣ Customer Segmentation Module

🔍 Predict the customer segment using RFM inputs

🌑 Recency (days since last purchase)

| 1 | − | + |

🔷 Frequency (number of purchases)

| 8 | − | + |

💰 Monetary (total spend)

| 300.00 | − | + |

🔳 Predict Cluster

✅ This customer belongs to segment: **Occasional**

🎯 2️⃣ Customer Segmentation Module

🔍 Predict the customer segment using RFM inputs