🛍️ **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)

30	−	+

🔁 Frequency (number of purchases)

5	−	+

💰 Monetary (total spend)

200.00	−	+

📊 Predict Cluster

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