

Cluster Analysis and Recommendations

1. Cluster 0:

- **Description:** Lower-value, infrequent buyers who haven't purchased recently.
- **Action:**
 - Use targeted marketing campaigns.
 - Offer special discounts or reminders to encourage them to return and purchase again.

2. Cluster 1:

- **Description:** Higher-value, regular buyers but not active recently.
- **Action:**
 - Implement loyalty programs.
 - Provide personalized deals to re-engage them.

3. Cluster 2:

- **Description:** Higher-value, very frequent buyers, many of whom are still actively purchasing.
- **Action:**
 - Offer exclusive deals and promotions.
 - Enhance loyalty programs to maintain their engagement.

4. Cluster 3:

- **Description:** Lower-value, infrequent buyers but recent purchasers.
- **Action:**
 - Implement retention strategies.
 - Provide better customer service.
 - Offer incentives to encourage more frequent purchases.
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5. **Cluster 4:**

- **Description:** High spenders with infrequent purchases.
- **Action:**
 - Provide personalized offers and luxury services.
 - Focus on maintaining loyalty through tailored experiences.

6. **Cluster 5:**

- **Description:** Frequent buyers with lower spending per purchase.
- **Action:**
 - Introduce bundle deals and upselling strategies.
 - Implement loyalty programs to encourage higher spending.

7. **Cluster 6:**

- **Description:** Top-tier customers with extreme spending and frequent purchases.
- **Action:**
 - Develop VIP programs and exclusive offers.
 - Provide premium experiences to maintain their engagement and loyalty.