**Key Insights from the clustering results:**

* Cluster 0 (Purple): This cluster mostly consists of people with mid to lower income (20-80). They generally have low spending scores in the range of 0-40 with some scattered higher spending. This group seems to consist of customers with modest incomes and lower spending habits. They might be more price-sensitive or less inclined to spend.
* Cluster 1 (Blue): This cluster generally consists of people with higher income (60-140). They certainly have high spending scores in the range of 60-100. It includes high-income customers with high spending scores. They are likely to be valuable customers who are less price-sensitive and more inclined to spend on premium products or services.
* Cluster 2 (Teal): This cluster consists group of people with low to mid income (20-80). They have high spending scores in the range of 60-100. These customers have lower to mid-level incomes but high spending scores. They might prioritize spending on certain products or experiences despite a lower income, indicating brand loyalty or specific interests.
* Cluster 3 (Green): This cluster consists of people with low to mid income (20-60). They have mid-range spending scores in the range of 40-60. They show moderate income and spending scores. They are likely average consumers who spend moderately and may be influenced by promotions and discounts.
* Cluster 4 (Yellow): This cluster consists of people with higher income (60-140). They have low spending score in the range of 20-40. They have high incomes but low spending scores. They might be conservative spenders, potentially investing their money elsewhere or saving rather than spending on retail.

**Business Recommendations:**

This part contains the required strategies and products/ services to be targeted for each cluster.

* **Cluster 0 (Purple):**
  + **Strategies:**
    - Introduce budget-friendly products and promotions.
    - Focus on value-for-money propositions.
    - Implement loyalty programs to encourage higher spending.
  + **Products/Services:**
    - Discounted products, basic or essential items, and budget-friendly services.
* **Cluster 1 (Blue):**
  + **Strategies:**
    - Promote premium products and exclusive offers.
    - Personalize marketing to highlight high-value and exclusive services.
    - Implement VIP loyalty programs with exclusive benefits.
  + **Products/Services:**
    - Premium and luxury products, exclusive memberships, and high-end services.
* **Cluster 2 (Teal):**
  + **Strategies:**
    - Highlight value-added services or products.
    - Offer payment plans or financing options to encourage purchases.
    - Create targeted marketing campaigns that emphasize product quality and value.
  + **Products/Services:**
    - Mid-range products with high perceived value, niche products that cater to specific interests.
* **Cluster 3 (Green):**
  + **Strategies:**
    - Implement frequent moderate discounts and promotions.
    - Encourage repeat purchases through loyalty programs.
    - Utilize bundling strategies to increase average transaction value.
  + **Products/Services:**
    - Popular mid-range products, seasonal promotions, and bundled offers.
* **Cluster 4 (Yellow):**
  + **Strategies:**
    - Emphasize quality and investment value in marketing campaigns.
    - Introduce high-end, value-oriented products.
    - Offer educational content on the benefits and long-term value of premium products.
  + **Products/Services:**
    - High-quality, durable products, investment-worthy items, and sophisticated services.