Customer Segmentation Report

This report presents the results of customer segmentation using the K-Means clustering algorithm. The dataset was analyzed to identify distinct customer groups based on their gender, age, annual income, and spending score.

Five customer segments were identified:

- Cluster 0: Older, balanced gender, average income, moderate spending.

- Cluster 1: High-income males, low spending.

- Cluster 2: Young males, moderate income, high spending.

- Cluster 3: High-income females, medium-high spending.

- Cluster 4: Young females, low income, good spending.

These insights can be used to tailor marketing strategies for each group to improve engagement and revenue.

Customer Segments Visualized with PCA