

## Customer Segmentation Report (AI-Enhanced K-Means)

Total customers analyzed: 200

Features used: Annual Income (k\$), Spending Score (1-100)

Clustering algorithm: K-Means (k=5)

### Summary:

This report summarizes the customer segmentation performed using K-Means clustering. Generated on 'Annual Income (k\$)' and 'Spending Score (1-100)'. Files produced alongside report: cleaned CSV, Streamlit app script, cluster plots.

### Cluster Summary (counts, means, medians)

Cluster	Annual Income (k\$)_count	Annual Income (k\$)_mean	Annual Income (k\$)_median	Spending Score (1-100)_count	Spending Score (1-100)_mean	Spending Score (1-100)_median
55.30		54.0	81			49.52
50.0	1		88.20			85.0
35		17.11	16.0	2		
26.30		25.0	23			20.91
17.0	3		25.73			24.5
22		79.36	77.0	4		
86.54		79.0	39			82.13
83.0						



