

## 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)

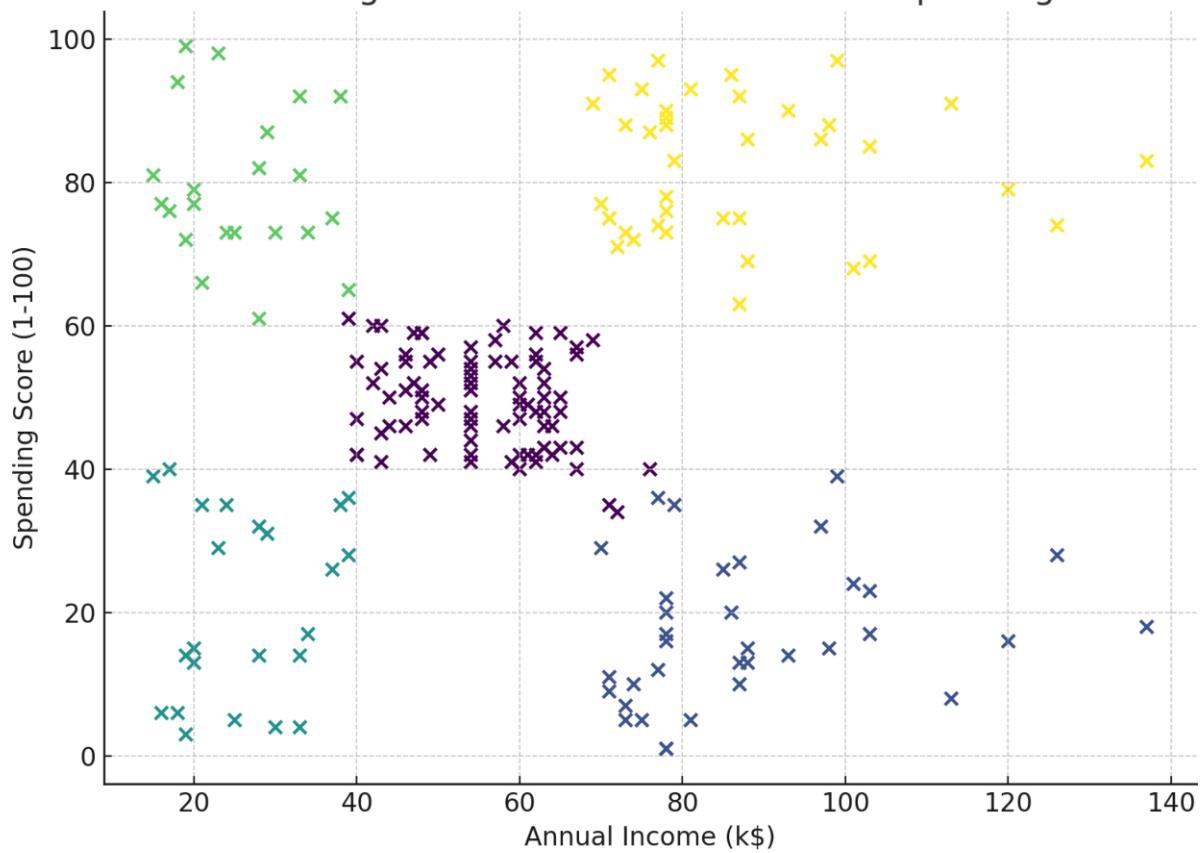
Summary:

This report summarizes the customer segmentation performed using K-Means clustering. The analysis was conducted on a dataset of 200 customers, utilizing two primary features: 'Annual Income (k\$)' and 'Spending Score (1-100)'. The results of the clustering process have been visualized through various plots and files generated alongside this report, including a cleaned CSV file, a Streamlit app script, and cluster plots.

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

Cluster (1-100)	Annual Income (k\$)_count	Annual Income (k\$)_mean	Annual Income (k\$)_median	Spending Score (1-100)_0	Spending Score (1-100)_2	Spending Score (1-100)_4
55.30	1	54.0	81	49.52		
50.0		35	88.20	85.0		
35		17.11	16.0		2	
26.30		25.0	23	20.91		
17.0	3	22	25.73	24.5		
22		79.36	77.0		4	
86.54		79.0	39	82.13		
83.0						

Customer Segmentation: Annual Income vs Spending Score



Cluster Sizes

