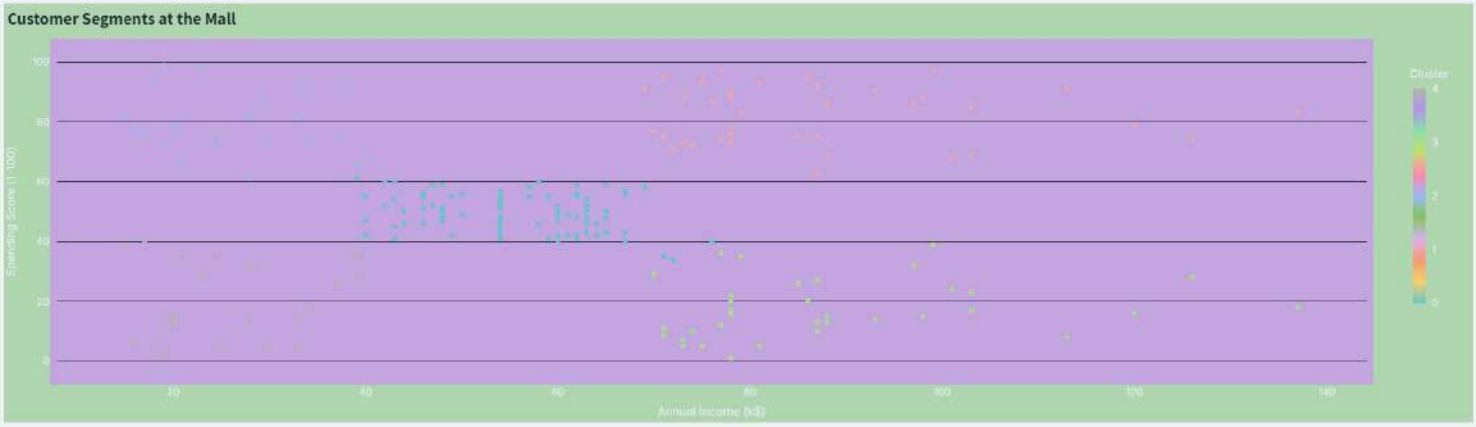
Mall Customer Segmentation

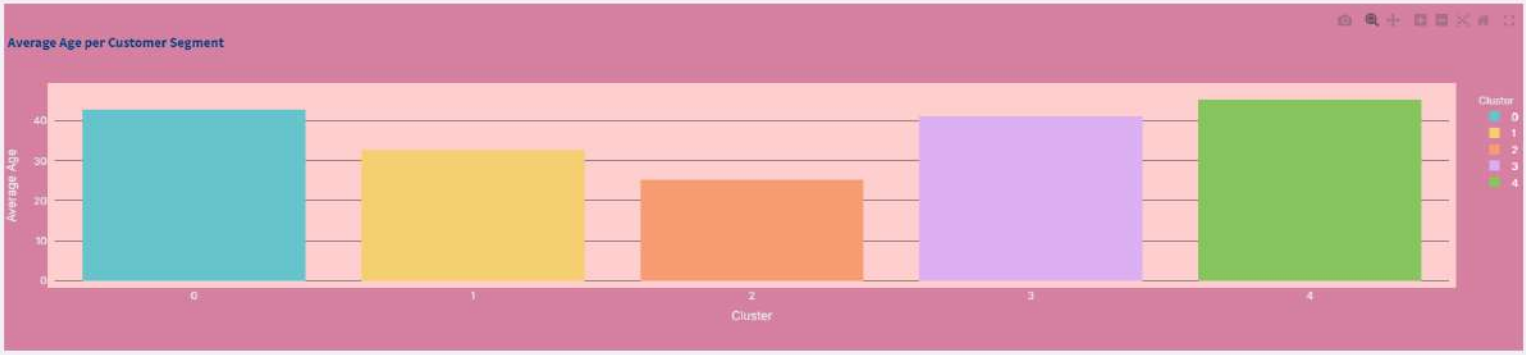
Customer Segments Visualization

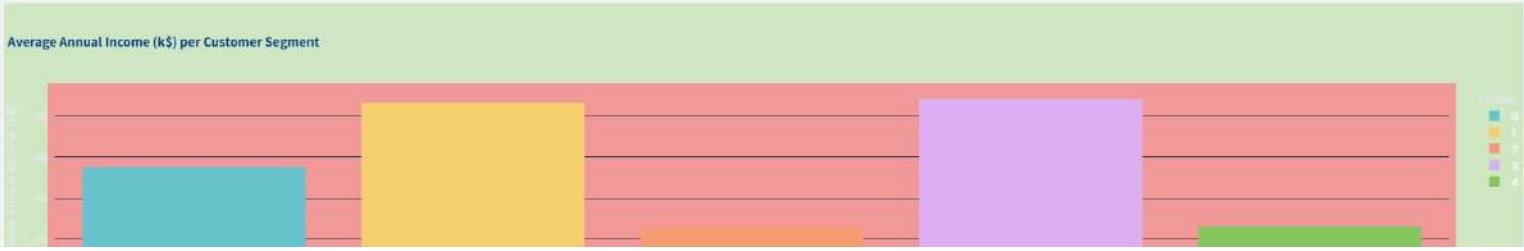
This scatter plot visualizes the customer segments based on their Annual Income and Spending Score.



Understanding Each Customer Segment

Explore the average characteristics of customers within each identified segment.





Predict Customer Segment for New Input

Enter the details of a new customer to predict their segment.

30 − +

60 − +

50 − +

Predict Segment

Predicted Customer Segment:

Based on the input, this customer is likely to be a: **Target Customers (High Income, High Spending Score)** (Cluster 0)

Customer Segmentation Insights for the Mall

Based on the K-Means clustering, we've identified 5 distinct customer segments:

1. **Target Customers (High Income, High Spending Score):**

- **Prediction:** These are your most valuable customers. They have high purchasing power and are frequent, high-spending shoppers.
- **Action:** Focus on loyalty programs, exclusive offers, premium product launches, and personalized shopping experiences to retain them. Encourage repeat visits through VIP events.

2. **Careful Customers (Low Income, Low Spending Score):**