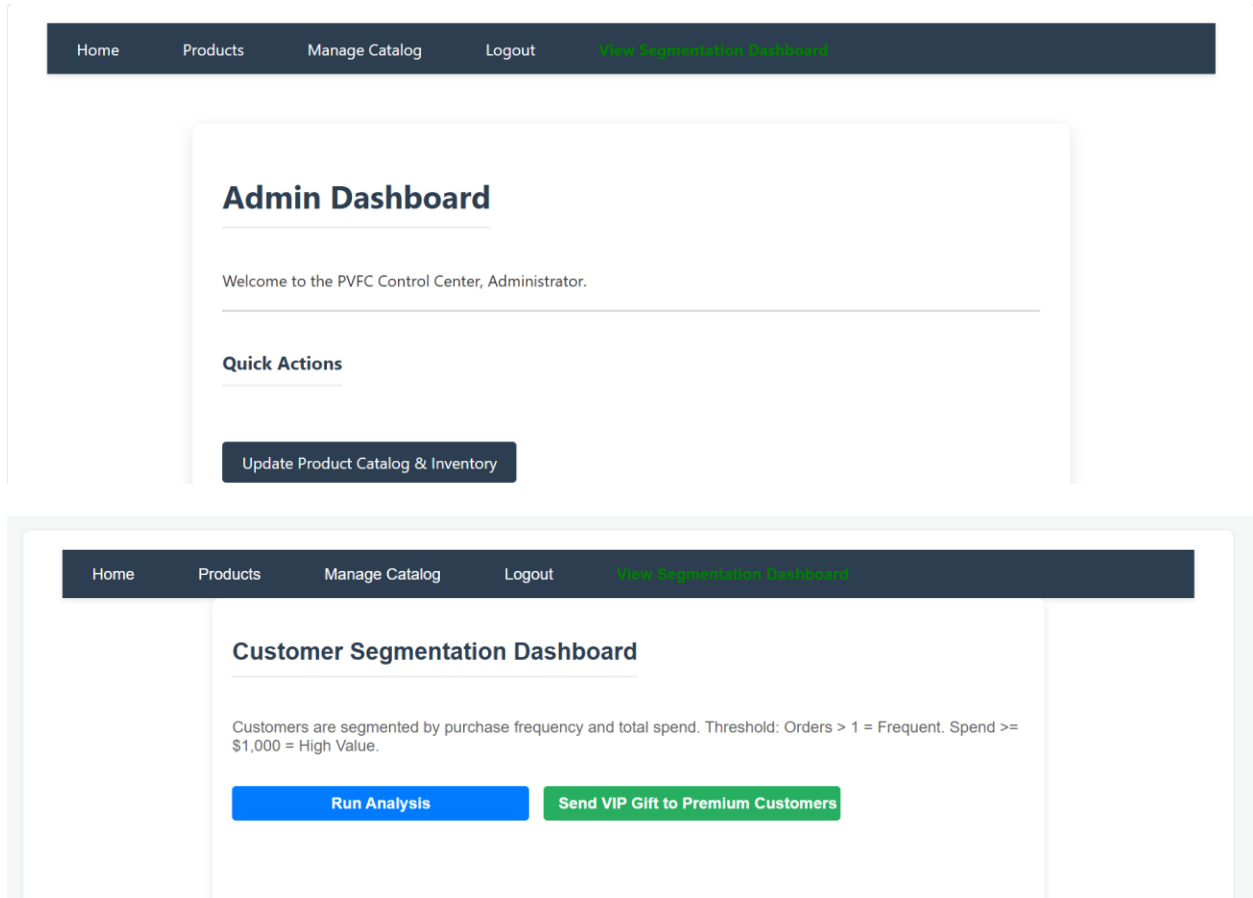


Segmentation dashboard is only visible to admin.



Running analysis

Customer Segmentation Dashboard

Customers are segmented by purchase frequency and total spend. Threshold: Orders > 1 = Frequent. Spend >= \$1,000 = High Value.

Segmentation completed successfully.

Run Analysis

Send VIP Gift to Premium Customers

Premium Customers

High Frequency (>1) AND High Spend (>=\$1000)

Customer	Orders	Spend (\$)
Contemporary Casuals	4	7,010.00
Value Furniture	2	6,900.00
Home Furnishings	2	2,750.00
Eastern Furniture	2	3,880.00
Urban Living	3	9,400.00

High-Value Buyers

Low Frequency (=1) AND High Spend (>=\$1000)

Customer	Orders	Spend (\$)
Impressions	1	2,000.00
California Classics	1	1,875.00
Battle Creek Furniture	1	1,875.00
Mountain Scenes	1	1,125.00
Luxury Lofts	1	8,000.00

Frequent Shoppers

High Frequency (>1) AND Low Spend (<\$1000)

Customer	Orders	Spend (\$)
Cozy Spaces	2	380.00
Bargain Barn	3	790.00

Casual Customers

Low Frequency (=1) AND Low Spend (<\$1000)

Customer	Orders	Spend (\$)
American Euro Lifestyles	1	940.00
Minimalist Hub	1	180.00

Sending gift to VIP customers

Customers are segmented by purchase frequency and total spend. Threshold: Orders > 1 = Frequent. Spend >= \$1,000 = High Value.

System Notification: VIP Gifts dispatched to Premium Customers!

Run Analysis

Send VIP Gift to Premium Customers