

Customer Segmentation Report Outline

1. Executive Summary

- Overview of segmentation objectives
- Main findings
- Key recommendations

2. Introduction

- Background and context
- Purpose of the report
- Data sources

3. Methodology

- Data preparation
- Segmentation techniques used
- Tools and processes

4. Segmentation Results

1. Summary of segments
2. Detailed segment profiles
 - Demographics
 - Behavioral characteristics
 - Needs and preferences
3. Visualization of segments

5. Business Implications

- Opportunities by segment
- Actions and strategies
- Potential challenges

6. Recommendations

- Key actions for each segment
- Next steps

7. Appendix

- Detailed tables & charts
- Glossary
- References