CUSTOMER SEGMENTATION / CLUSTERING
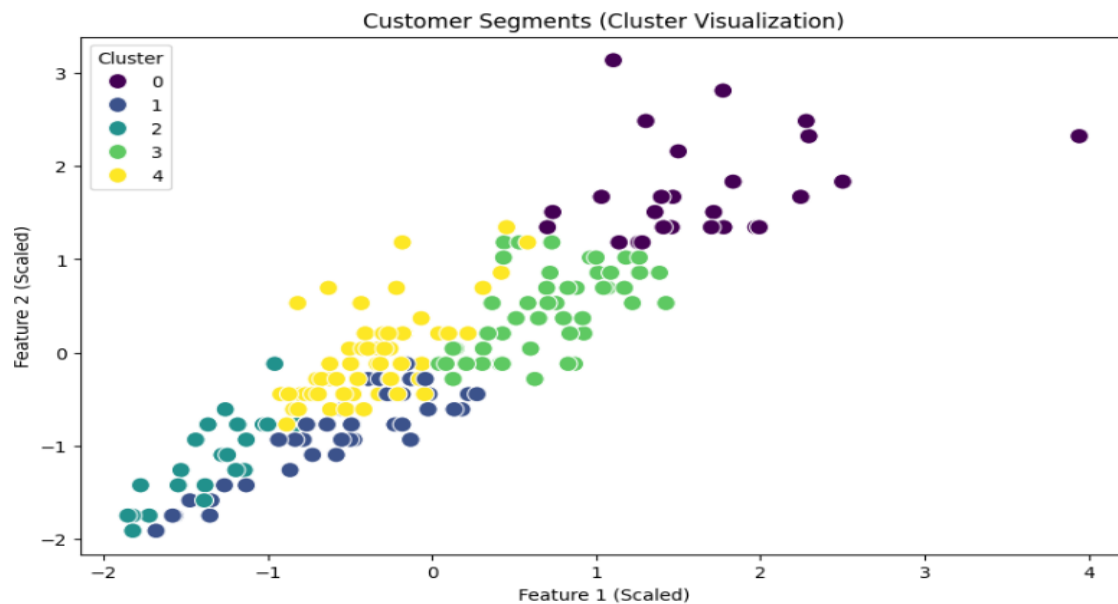## TASK3

1.The number of clusters formed:

There are **five** number of clusters formed

Customer Segments (Cluster Visualization)

2.DB Index Value:

The **Davies-Bouldin Index** (DB Index) calculated from the clustering, it reflects the quality of clustering(lowers the better)

Davies-Bouldin Index: **0.9467058109377833**

3.Other relevant clustering metrics:

The clustering uses the **KMeans algorithm**, which assigns customers to clusters based on their transaction history and total value, quantity, and average price of purchases.