

Clustering Report

1) Number of Clusters Formed:

- 4 clusters were formed using the KMeans clustering algorithm.

2) DB Index Value:

- The Davies-Bouldin Index (DBI) value for the clusters is 2.29. A lower DBI value suggests better cluster separation, though further tuning may improve it.

• Other Relevant Clustering Metrics:

- Cluster Size Distribution
- Cluster 0: 25 customers
- Cluster 1: 40 customers
- Cluster 2: 20 customers
- Cluster 3: 15 customers
- **Silhouette Score:** Not calculated here but can be used for further evaluation.