

## Customer Segmentation Report

Number of Clusters: 4

Davies-Bouldin Index: 0.8651

Clustering Insights:

1. Cluster 0 contains high-value customers with large transaction volumes.
2. Cluster 1 represents customers with moderate spending and average transaction counts.
3. Cluster 2 includes low-value customers with minimal transactions.
4. Cluster 3 captures sporadic buyers with occasional large purchases.