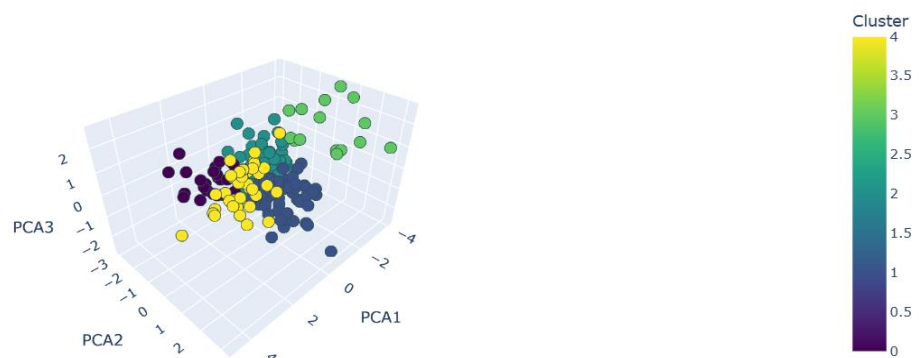


Task 3: Customer Segmentation / Clustering Perform customer segmentation using clustering techniques.

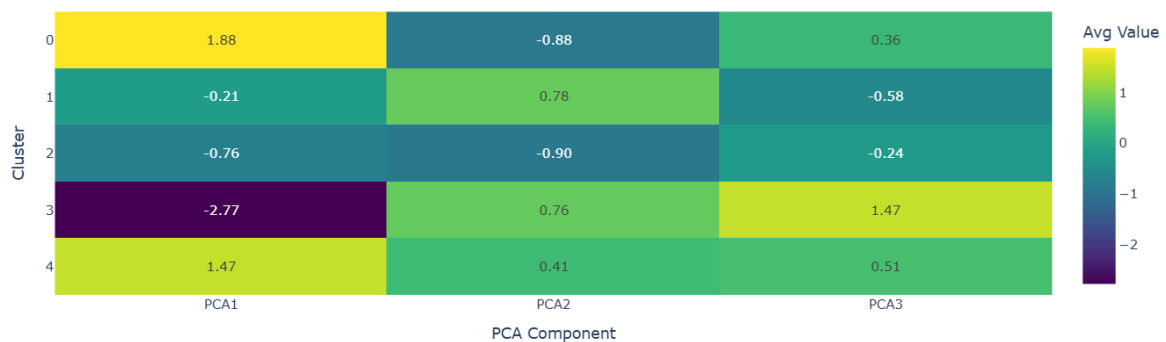
Use both profile information (from Customers.csv) and transaction information (from Transactions.csv).

- The number of clusters formed: 5
- DB Index value: 1.2106915032096284
- Other relevant clustering metrics.

3D Visualization of Customer Segmentation



Cluster-Wise Average PCA Values



The above representation illustrates the clustering metrics of different PCA component. Cluster-wise average PCA values are analyzed.