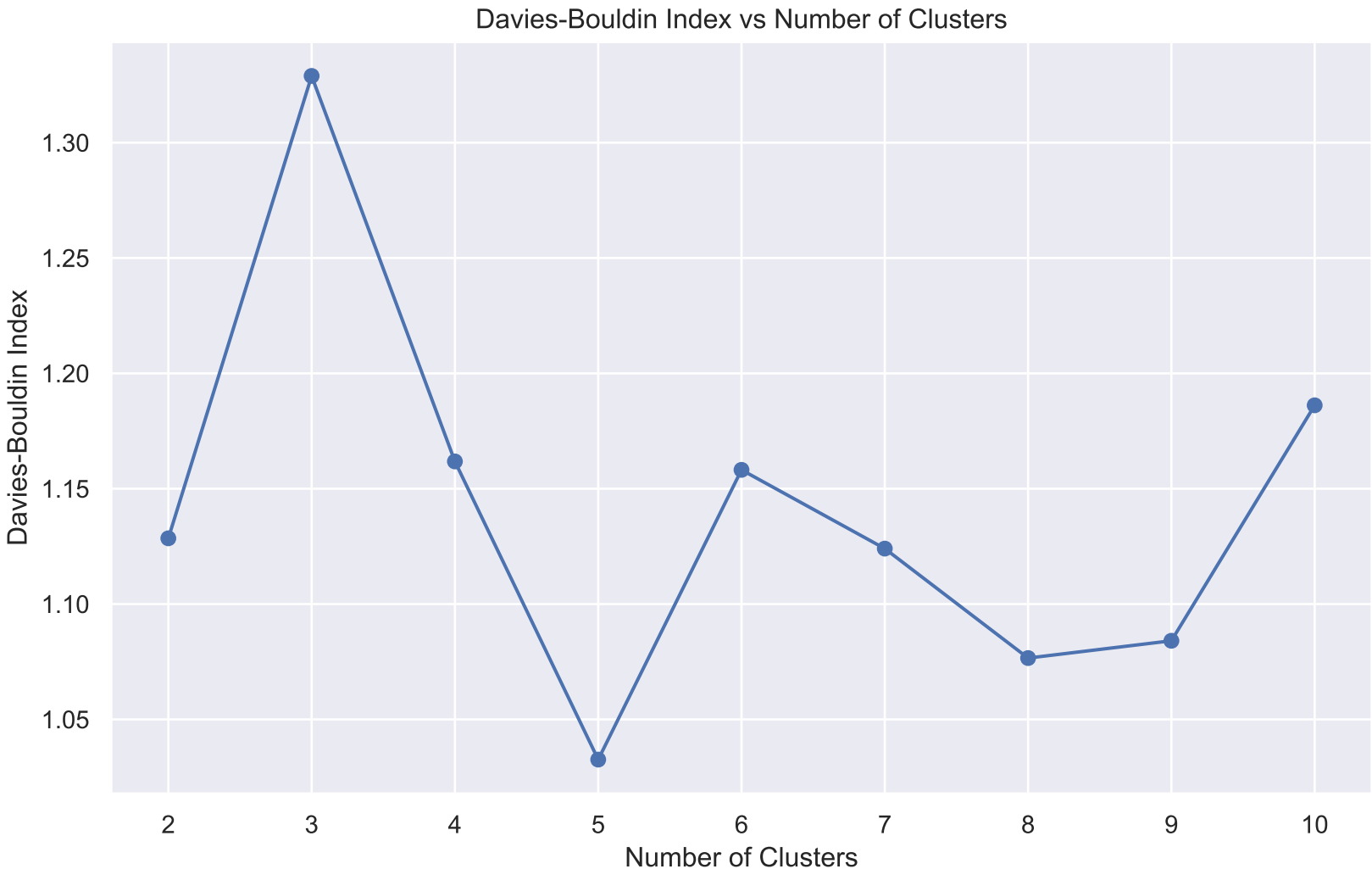
Davies-Bouldin Index vs Number of Clusters
Davies-Bouldin Index
1.30
1.25
1.20
1.15
1.10
1.05
2
3
4
5
6
7
8
9
10
Number of Clusters

Customer Segments
Transaction Count
Total Spend
Cluster
0
5000
10000
15000
20000
25000
30000
35000
2
4
6
8
10
12
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0

Clustering Results Summary:

Optimal Number of Clusters: 5

Davies-Bouldin Index: 1.0326

Cluster Characteristics:

Cluster 0: 56 customers
- Avg Transaction Count: 7.6
- Avg Total Spend: $21167.70
- Avg Items per Customer: 40.1

Cluster 1: 21 customers
- Avg Transaction Count: 3.0
- Avg Total Spend: $6201.61
- Avg Items per Customer: 13.5

Cluster 2: 70 customers
- Avg Transaction Count: 5.2
- Avg Total Spend: $11573.95
- Avg Items per Customer: 24.1

Cluster 3: 34 customers
- Avg Transaction Count: 2.8
- Avg Total Spend: $4079.55
- Avg Items per Customer: 10.9

Cluster 4: 19 customers
- Avg Transaction Count: 2.7
- Avg Total Spend: $13377.81
- Avg Items per Customer: 18.2