**The Elbow Method**

WCSS

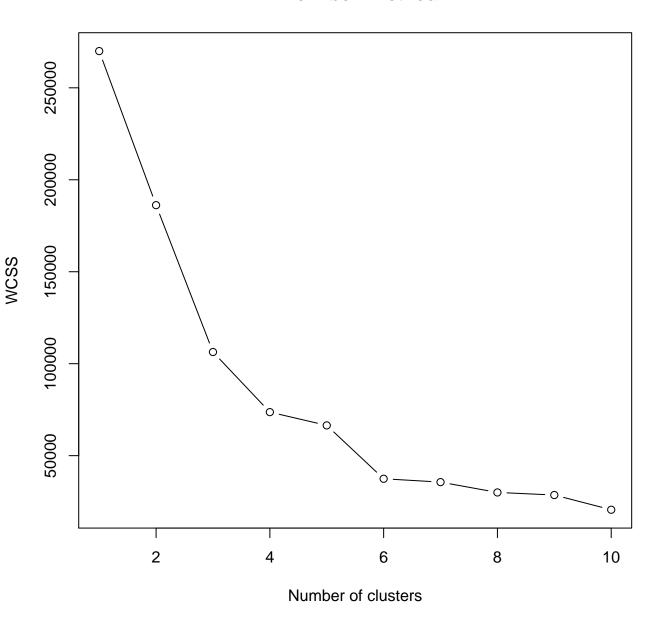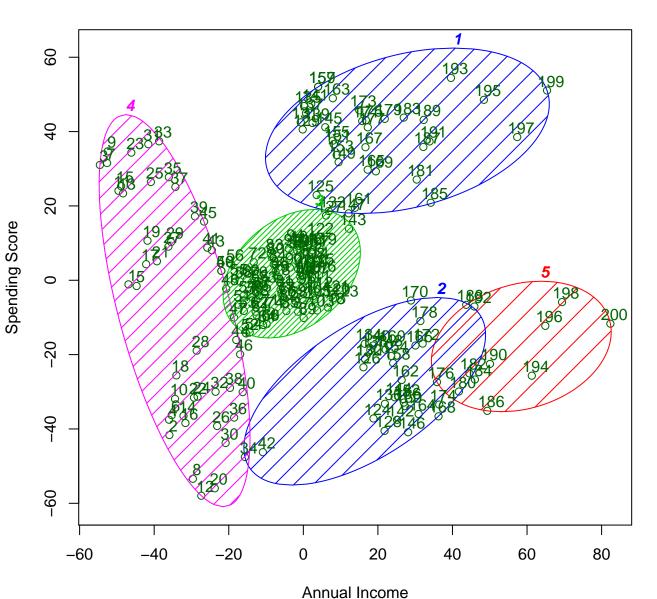Number of clusters

**Clusters of customers**

These two components explain 100 % of the point variability.