Customer Segmentation Report

1. Number of Clusters Formed

Total Clusters: 3

2. Cluster Summary

Cluster	Number of Customers
0	64
1	76
2	59

3. Clustering Metrics

- Davies-Bouldin Index (DB Index): 1.2669

- Silhouette Score: 0.4523

4. Insights

- Cluster 1 contains the largest group of customers, while Cluster 2 has the smallest.

- The clusters appear moderately well-defined based on the DB Index and Silhouette Score.

5. Visualization

A PCA-based 2D scatterplot visualizes the clusters, with distinct colors representing each cluster.

This plot highlights the separation and overlap between clusters.