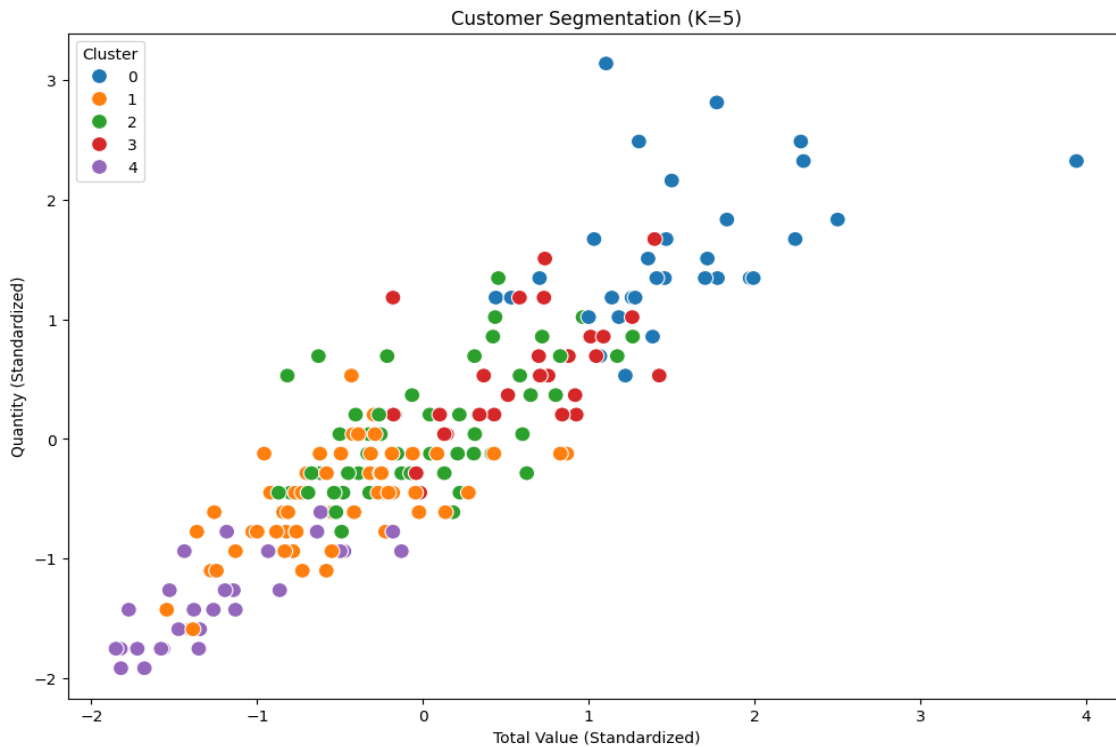


# Clustering Report

Number of Clusters Formed: 5

Davies-Bouldin Index: 1.0729

Silhouette Score: 0.2962



## Clustering Plot Explanation:

The plot visualizes customer segments based on their standardized total purchase value and total quantity purchased. Each point represents a customer, colored according to the cluster to which it belongs. Clusters are formed by the KMeans algorithm, aiming to group customers with similar spending behavior. Customers within the same cluster exhibit a similar combination of total spending and quantities bought.

## Observations from the clustering results:

The plot reveals distinct customer groups. Observe the cluster density and separation to infer buying habits. Clusters with high total value and quantity may represent high-value customers, while others may represent budget-conscious shoppers or those who purchase items in smaller amounts. Further analysis could correlate these clusters with other customer attributes and characteristics to gain deeper insights into business strategies.