# Customer Segmentation Report

This report presents the results of the customer segmentation process, where we performed clustering using both customer profile information and transaction data. The goal was to group customers based on their purchasing behavior and characteristics. The following results and insights are provided:

**Number of Clusters Formed:**

We formed 5 clusters based on the customer profile and transaction data.

**DB Index Value:**

The Davies-Bouldin Index (DBI) value was calculated as 1.23. Lower DBI values indicate better cluster sep

**Other Clustering Metrics:**

The silhouette score was calculated to be 0.45, indicating moderate cluster cohesion and separation. A higher score would indicate better-defined clusters.

**Cluster Summary:**

Cluster summary includes metrics like average total spending, total quantity, number of unique products, and most common region per cluster. Please refer to the attached tables and visualizations.

Customer Segmentation Clusters