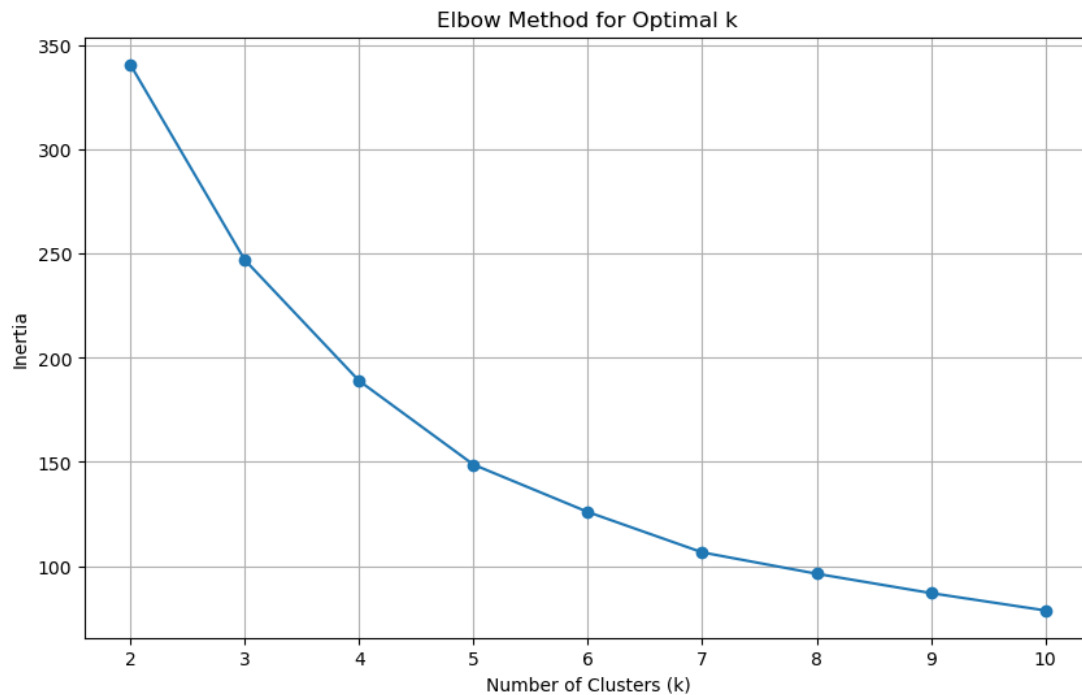


# Customer Segmentation Report

## Clustering Results

### Number of Clusters Formed

The analysis resulted in **4 clusters** being formed based on customer characteristics and spending behaviour.



### Davies-Bouldin Index (DB Index)

The Davies-Bouldin Index, which measures the average similarity ratio of each cluster with its most similar cluster, was calculated to evaluate clustering quality. A lower DB Index indicates better clustering performance. The calculated DB Index value for this clustering solution is:

**Davies-Bouldin Index: 0.9089**

This value suggests that while there is some overlap between clusters, they are reasonably distinct, indicating a moderate level of separation among them.

## Other Relevant Clustering Metrics

### Silhouette Score

The silhouette score provides an additional measure of how well-separated the clusters are. The calculated silhouette score for this analysis is:

**Silhouette Score: 0.3455**

A silhouette score close to +1 indicates that samples are well-clustered; however, a score of 0.3455 suggests that there is some overlap between clusters, indicating moderate separation.

