

Customer Segmentation Report

Number of Clusters Formed: 9

Davies-Bouldin Index: 0.5683835826482855

Cluster Analysis Summary:

TotalValue \						
	count	mean	std	min	25%	50%
Cluster						
0	5.0	8217.138000	1416.068680	7073.28	7634.4500	7663.700
1	22.0	3408.342273	632.500089	2300.42	2915.5700	3385.960
2	25.0	5605.597200	867.215948	4251.56	4982.8800	5354.880
3	43.0	2492.217674	815.549667	580.34	1969.3950	2562.940
4	36.0	3023.521111	538.999697	2201.70	2567.1550	2998.780
5	14.0	1116.524286	649.070461	132.64	735.3525	1001.520
6	20.0	1186.707500	623.632957	82.36	821.2725	1162.225
7	15.0	5324.436667	517.561527	4533.32	4845.1700	5419.920
8	19.0	5186.434211	795.634125	4239.60	4550.9850	4980.770

CustomerAge \								
	75%	max	count	mean	std	min	25%	50%
Cluster								
0	8040.3900	10673.87	5.0	0.400000	0.547723	0.0	0.0	0.0
1	3998.4325	4271.61	22.0	1.000000	0.000000	1.0	1.0	1.0
2	6132.3600	7572.91	25.0	2.000000	0.000000	2.0	2.0	2.0
3	3090.3550	3969.40	43.0	2.023256	0.152499	2.0	2.0	2.0
4	3385.0325	4036.27	36.0	0.000000	0.000000	0.0	0.0	0.0
5	1751.6175	2005.38	14.0	0.000000	0.000000	0.0	0.0	0.0

6	1784.0450	2138.26	20.0	1.050000	0.223607	1.0	1.0	1.0
7	5737.4250	6149.78	15.0	1.000000	0.000000	1.0	1.0	1.0
8	5704.1300	6819.57	19.0	0.000000	0.000000	0.0	0.0	0.0

75% max

Cluster

0	1.0	1.0
1	1.0	1.0
2	2.0	2.0
3	2.0	3.0
4	0.0	0.0
5	0.0	0.0
6	1.0	2.0
7	1.0	1.0
8	0.0	0.0