Customer Segmentation Report

Clustering Summary

Optimal Number of Clusters (K): 4

Davies-Bouldin Index: 0.8722

Silhouette Score: 0.4820

Cluster Sizes:

- Cluster 0: 50 customers

- Cluster 1: 46 customers

- Cluster 2: 59 customers

- Cluster 3: 45 customers

Clustering Metrics

The Davies-Bouldin Index (DB Index) for K=4 is 0.8722. A lower DB Index indicates better clustering with well-separated clusters.

The Silhouette Score for K=4 is 0.4820. A higher Silhouette Score indicates better-defined clusters.

Cluster Visualization with PCA

Customer Segmentation Report

Customer Segments Visualized with PCA