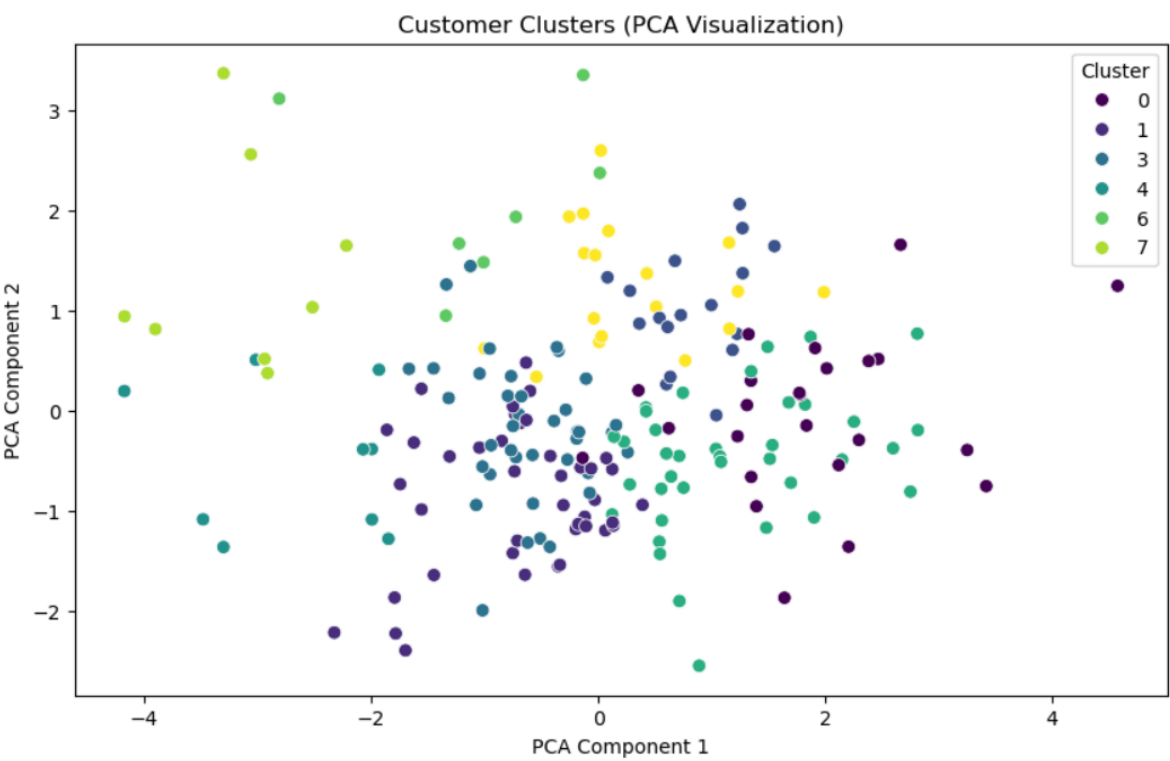# Customer Segmentation Clustering Report

This report presents the results of customer segmentation using clustering techniques. Profile information from Customers.csv and transaction details from Transactions.csv were analyzed. The optimal number of clusters was found to be 9, based on the Davies-Bouldin (DB) Index value of 1.221295. Other metrics such as silhouette scores were also calculated. PCA visualization of clusters highlights the segmentation. Relevant clustering metrics and visualizations are included below.

PCA Visualization of Clusters
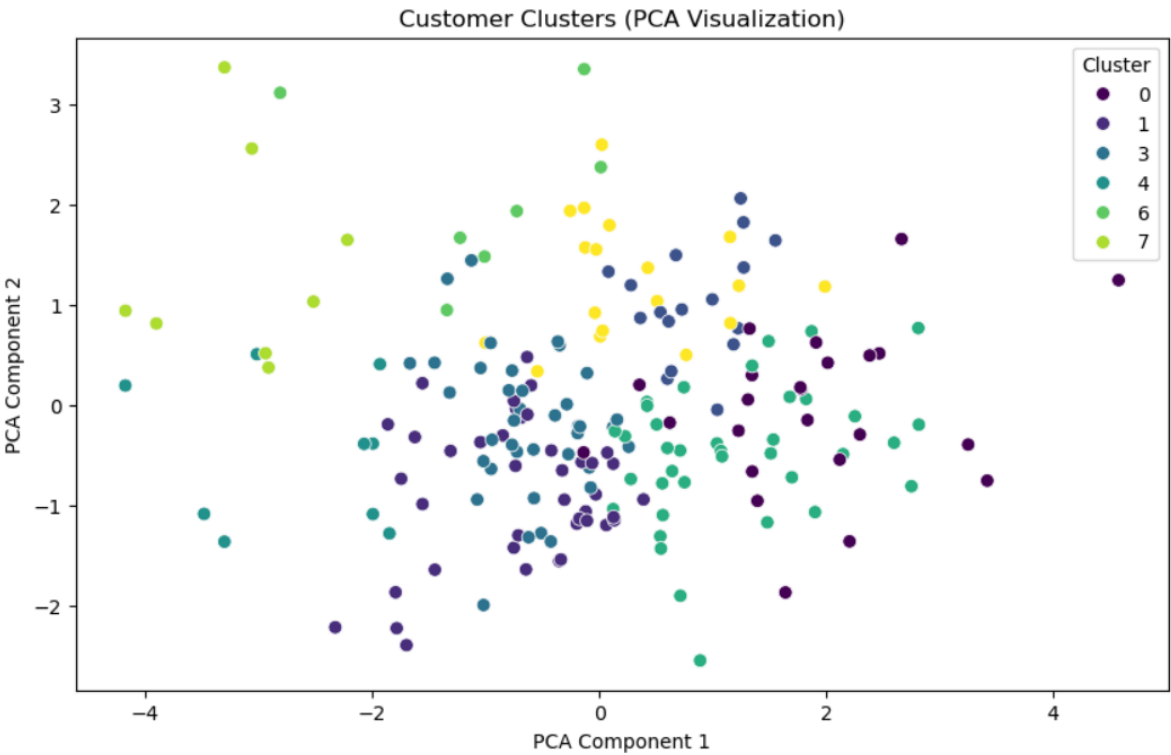
Visualizing clusters

Clustering Metrics Table

Customer Clusters (PCA Visualization)

Visualizing clusters