

Customer Segmentation Analysis Report

1. Optimal Number of Clusters: 2

2. Clustering Metrics:

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Davies-Bouldin Index: 0.5812

Silhouette Score: 0.6236

Calinski-Harabasz Index: 840.0816

3. Cluster Sizes:

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0 191

1 208

4. Key Characteristics of Each Cluster:

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Cluster 0:

Top features: total_spend: 3591.70, avg_transaction_value: 708.25,
std_transaction_value: 456.38

Cluster 1:

Top features: account_age: 507.35, total_spend: 19.14, avg_transaction_value:
7.46