

Clustering Results Report:

1. Number of Clusters Formed:

- **2 clusters** were formed as the optimal number of clusters based on the Davies-Bouldin Index.

2. Davies-Bouldin Index:

- The value for the final clustering solution is **1.39**, indicating a fair separation between clusters and reasonable intra-cluster compactness.

3. Silhouette Score:

- The value for the clustering solution is **0.26**, suggesting moderate cluster cohesion and separation.

4. Cluster Visualization:

- A PCA-based 2D scatter plot illustrates the clusters. Each cluster is visually distinct and represented with a unique color.

5. Saved Results:

- **File Name:** Customer_Segments.csv (<https://drive.google.com/file/d/1TWp4ZIhC58lFAhvtrOm9-oJTr2i6txrR/view?usp=sharing>)
- **Contents:** Contains each customer's ID along with their respective cluster assignment.