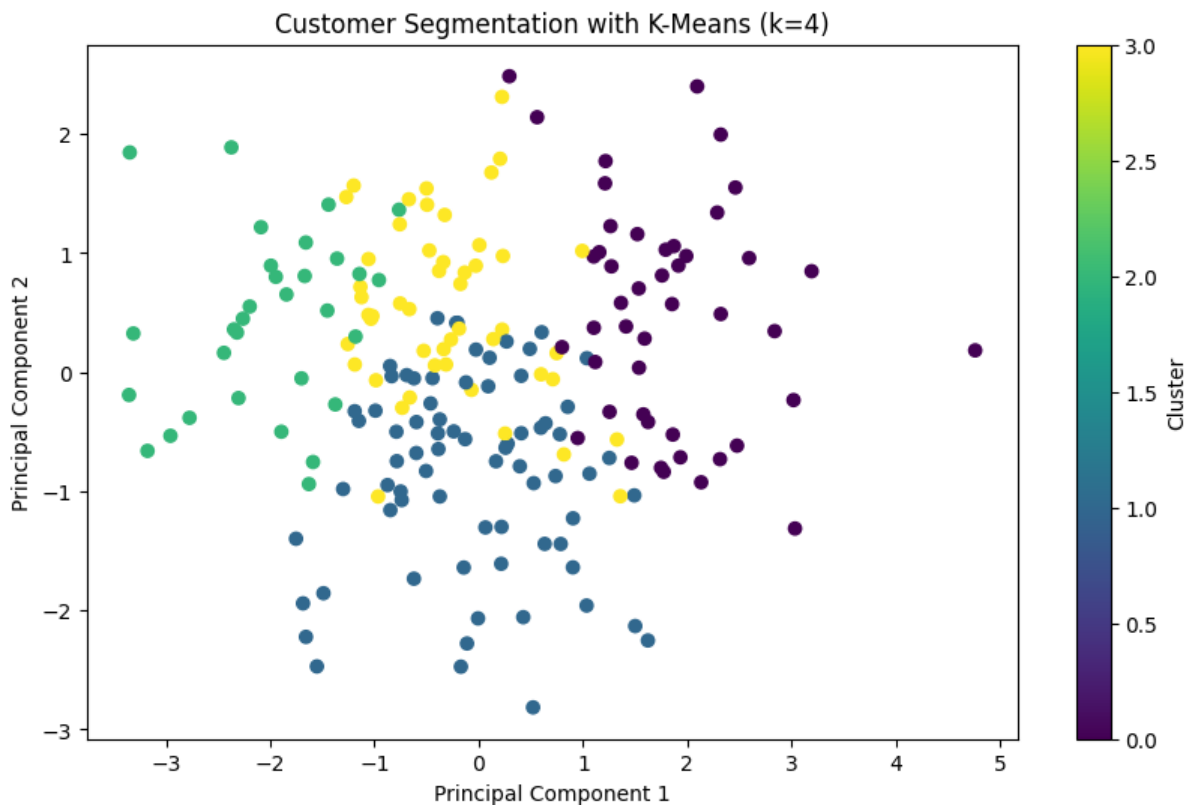


Clustering Results Report

Number of Clusters Formed: The customer segmentation resulted in **4 clusters**, identified using the K-Means clustering algorithm. These clusters represent distinct groups based on customer demographics and transaction behavior.



DB Index Value: The Davies-Bouldin Index (DB Index) for k=4 was calculated to be **1.16**. This value indicates that the clusters are reasonably well-separated, with a lower DB Index suggesting better cluster separation and cohesion.

Elbow Method for Optimal k

