Clustering results -

1. Number of cluster
   By RFM model based customer segmentation => 5

   RFM score > 4.5 = Top customer
   4< RFM score < 4.5 = high level customer
   3< RFM score < 4 = medium level customer
   1.6 < RFM score < 3 = low level customer
   RFM score< 1.6 = Lost customer

   By automated hierarchical clustering => 3

2. DB Index value = 0.8767819373829943
3. Silhouette score = 0.389