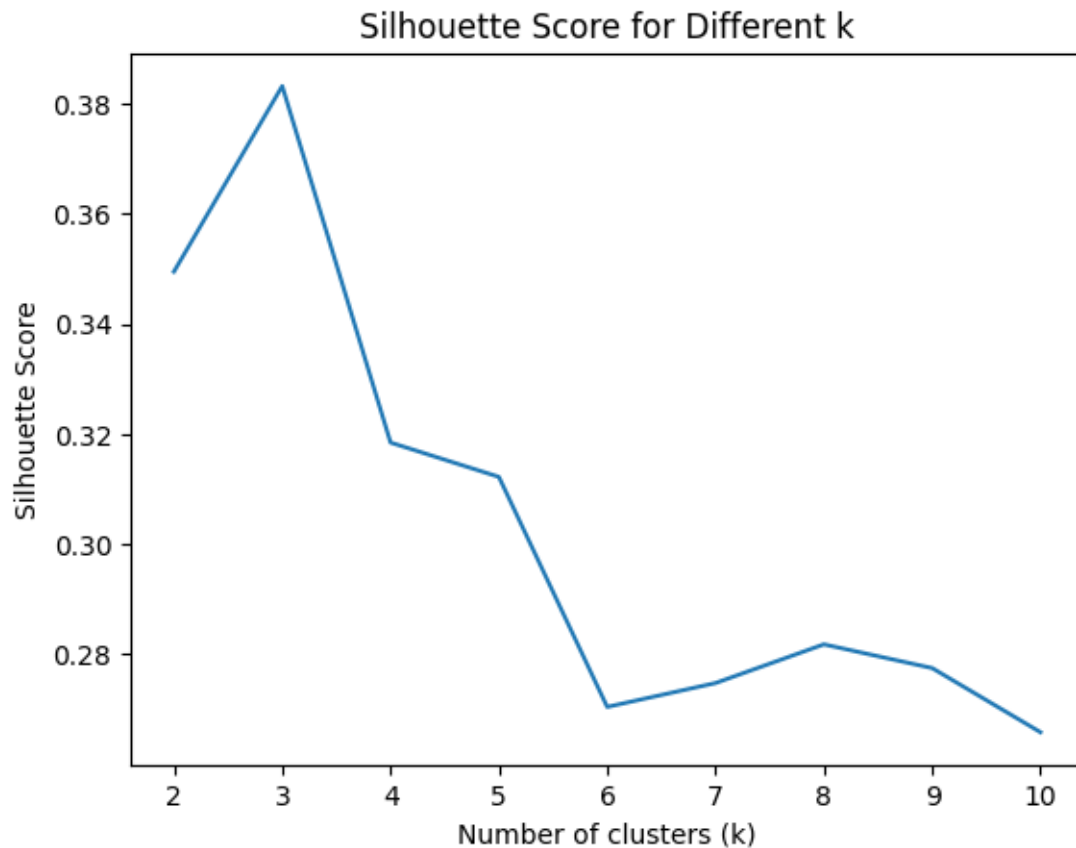


Customer Segmentation Clustering Report

The Report provides the analysis of Customer Segmentation using transactions data, customers data and the products data. To classify consumers based on transaction data and profile information, grouping them into different groups based on their purchasing patterns, transactions rate, and business engagement.

K-means clustering is utilized in the ecommerce analysis and 3 clusters are chosen as it integrates clustering efficiency and understanding.



Davies-Bouldin Index: 0.8812020904812945

Silhouette Score: 0.38318610099914624

Silhouette Score says that the clusters are not divided well showing poor performance, and Davies-Bouldin Index is well but still shows it needs improvement.