Clustering Results Report

Explanation of the Clustering Results

This report summarizes the results of clustering customers into different segments using K-Means clustering. The features used for clustering include 'TotalSpent' and 'NumTransactions,' which were normalized to ensure fair comparisons. The Davies-Bouldin Index (DB Index) was calculated to evaluate the clustering performance. A lower DB Index indicates better clustering quality.

Number of Clusters

Number of clusters formed: 5

DB Index

Davies-Bouldin Index value: 0.917539475349112

Cluster Visualization

The scatter plot below shows the clusters in two-dimensional PCA-reduced space. Each point represents a customer, and the colors indicate their respective clusters.