Customer Segmentation Report

Customer Segmentation Results

Optimal Number of Clusters: 5

Best DB Index Value: 0.89

Cluster Summary:

Cluster 0.0:

- Average Spending: 2960.31

- Total Spending: 186499.68

- Total Quantity Purchased: 783.00

- Total Customers: 63.0

Cluster 1.0:

- Average Spending: 754.30

- Total Spending: 15840.36

- Total Quantity Purchased: 89.00

- Total Customers: 21.0

Cluster 2.0:

- Average Spending: 4699.85

- Total Spending: 150395.26

- Total Quantity Purchased: 454.00

- Total Customers: 32.0

Cluster 3.0:

- Average Spending: 2213.86

- Total Spending: 92982.14

- Total Quantity Purchased: 322.00

- Total Customers: 42.0

Cluster 4.0:

- Average Spending: 5958.00

- Total Spending: 244278.12

- Total Quantity Purchased: 889.00

- Total Customers: 41.0