Customer Clustering Report

1. Clustering Overview

Based on the evaluation of clustering models using the Davies-Bouldin Index (DB Index), the optimal number of clusters formed is 7 and the DB Index value for the optimal clustering solution is 0.9969. A lower DB Index indicates better-defined and well-separated clusters.
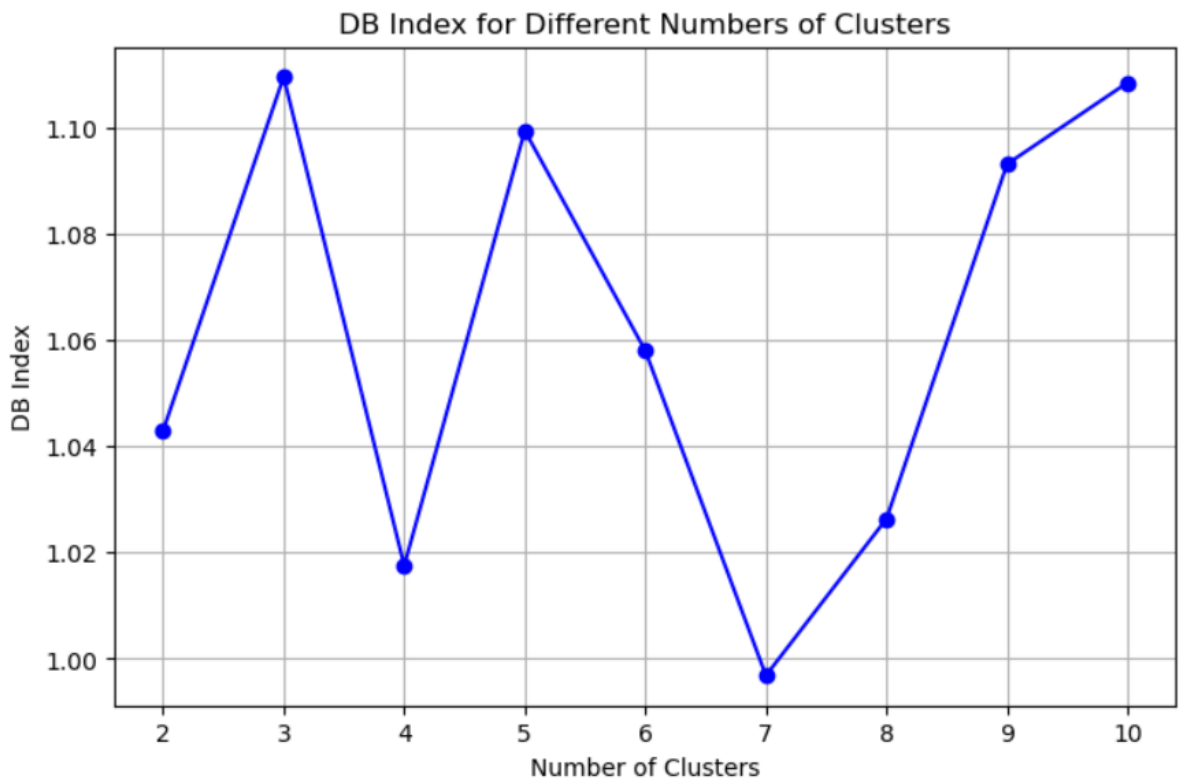
2. Visual Representation of Clusters

Customer Clusters (PCA Visualization)

3. DB Index Trends

DB Index for Different Numbers of Clusters

Table : DB Index Trends for Different Numbers of Clusters

Number of Clusters	DB Index
2	1.04
3	1.10
4	1.02
5	1.10
6	1.05
7	1.00
8	1.03
9	1.08
10	1.11