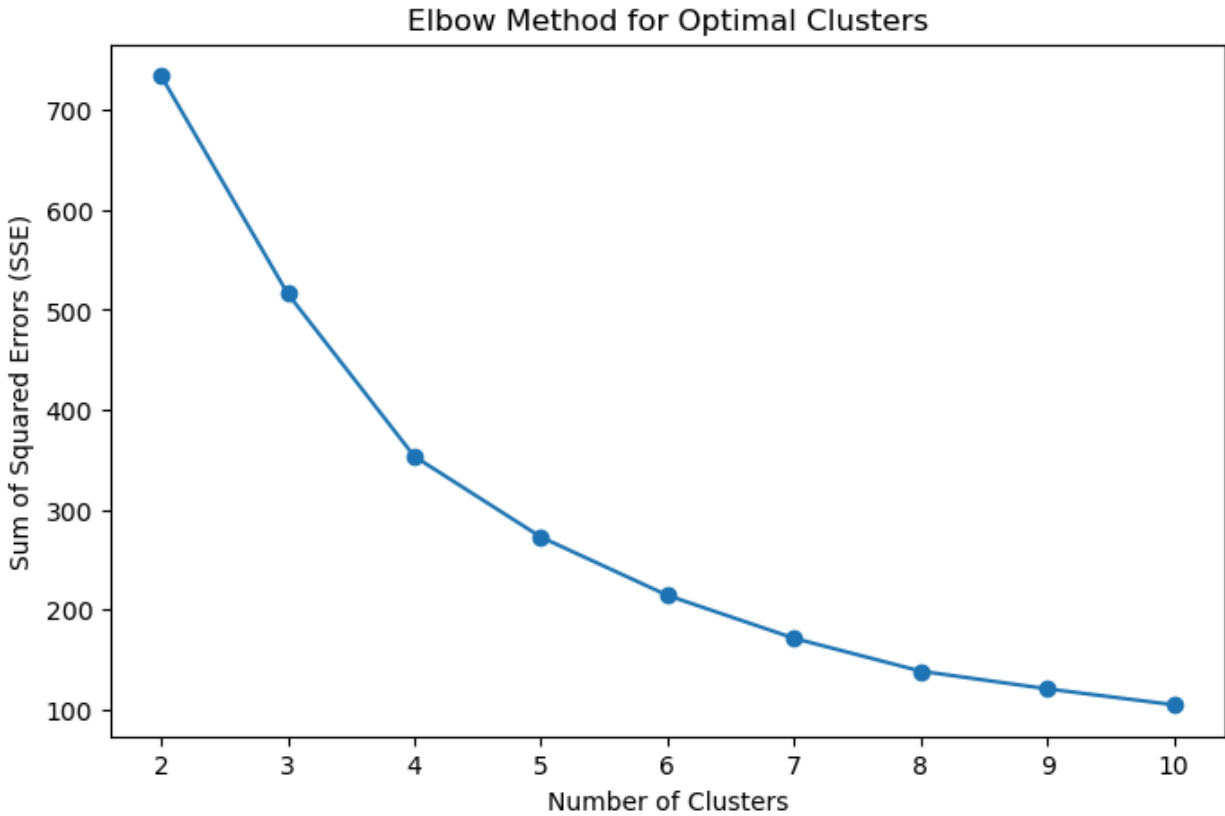


Customer Segmentation

Clustering Algorithm used: Elbow Method



Optimal number of clusters formed: 5 (calculated using KneeLocator from kneed library)

Davies-Bouldin Index for 5 clusters: 0.79

Silhouette Score for 5 clusters: 0.46

Cluster Sizes:

0 47

4 43

2 41

1 41

3 27

Name: Cluster, dtype: int64

Cluster Centroids:

	Quantity	TotalValue	Region_Europe	Region_North America	Region_South America
0	-0.285017	-0.225581	1.726268	-0.548319	-0.649175
1	-0.237314	-0.315615	-0.579284	1.823756	-0.649175
2	1.412398	1.388219	-0.410586	-0.259041	0.205299
3	-0.743785	-0.713748	-0.579284	-0.548319	-0.649175
4	-0.341871	-0.327982	-0.579284	-0.548319	1.540416

Cluster Visualization:

