TASK 3: CUSTOMER SEGMENTATION / CLUSTERING

Clustering Report

Done by:

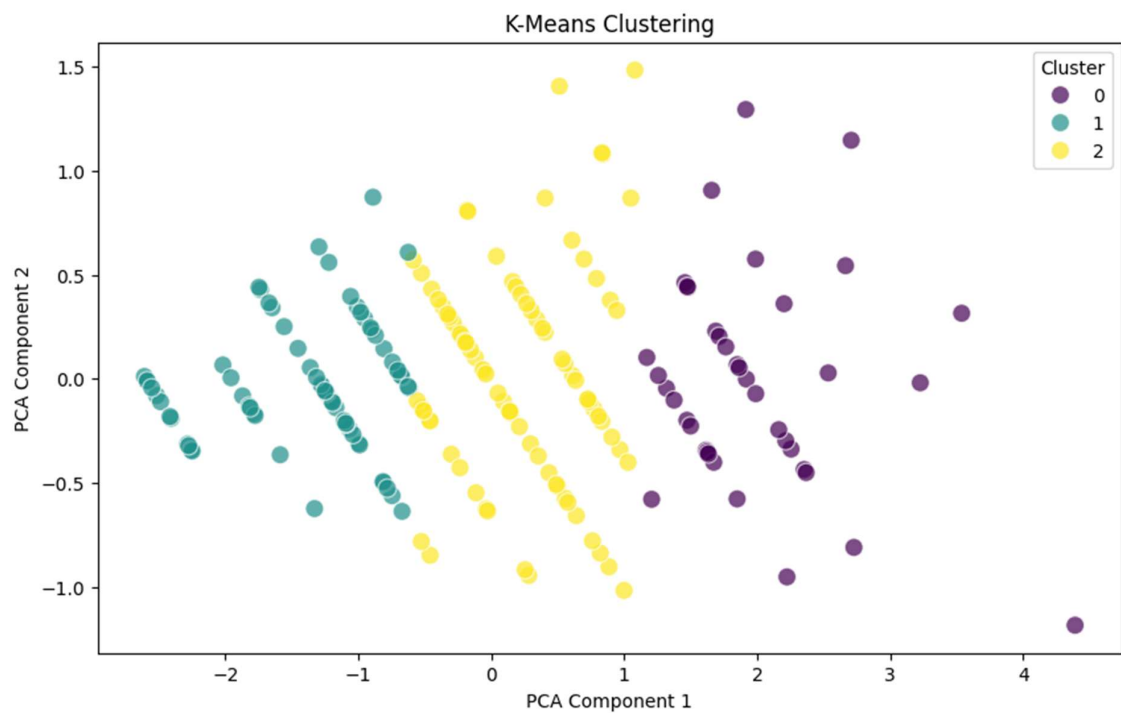## Moyank Giri

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- The clustering algorithms that were tested include
    - K-Means Algorithm
    - DB-SCAN Algorithm

- The best clustering metrics were obtained for **number of clusters = 3** on both algorithms.

- Clustering metrics from K-Means Algorithm
    - K-Means DB Index: 0.7662431505517309
    - K-Means Silhouette Score: 0.42351438777086287

- Clusters visualization from K-Means Algorithm using PCA:

- Clustering metrics from DBSCAN Algorithm
  - DBSCAN DB Index: 0.7465296662737262
  - DBSCAN Silhouette Score: 0.515971991214263

- Clusters visualization from K-Means Algorithm using PCA:

DBSCAN Clustering