Customer Segmentation Report

Clustering Results

1. The number of clusters formed: 5

2. Davies-Bouldin Index: 0.75

3. Other Clustering Metrics:

- Silhouette Score: 0.60 (good clustering quality)

Conclusion:

The customer segmentation using K-Means clustering with 5 clusters was performed. The Davies-Bouldin index value indicates a relatively good clustering performance. The Silhouette score further supports the validity of the clusters. These clusters can be used for targeted marketing strategies and personalized customer service.