

Clustering Results Report

1. Number of Clusters:

- **9 clusters** were formed based on the optimal DB Index.

2. Metrics:

- **Davies-Bouldin Index (DB Index):** 1.4883437690487145
- **Silhouette Score:** 0.1818948970468092

3. Customer Segmentation Insights:

- Customers are grouped based on transaction behavior (TotalValue, Quantity) and profile attributes (Region, SignupMonth, etc.).
- The clusters reflect distinct segments, such as:
 - High-value, frequent buyers.
 - Low-value, infrequent buyers.
 - Customers active in specific months or regions.