CLUSTERING RESULTS REPORT

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Number of clusters formed: 9

DB Index value: 0.8611

Other Clustering Metrics:

Silhouette Score: 0.3662

Calinski-Harabasz Score: 64.3758

Cluster Profiles:

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	Cluster_Size	Avg_Transactions	Avg_Total_Spent	Avg_Transaction_Value
0	32	3.88	2394.77	604.26
1	21	6.05	5075.26	863.81
2	29	3.79	2484.23	659.19
3	26	3.19	2124.87	691.65
4	27	6.67	5285.92	814.93
5	28	3.75	2097.94	578.90
6	18	7.50	5379.35	736.29
7	17	7.88	4721.81	607.15
8	1	2.00	931.83	465.92

Customer Segments (PCA Visualization)

Cluster Size Distribution

Davies-Bouldin Index vs Number of Clusters

Silhouette Score vs Number of Clusters