

# Customer Segmentation and Clustering Report

This report summarizes the results of the customer segmentation and clustering analysis.

The goal was to segment customers based on their profile and transaction behavior using clustering techniques.

The Davies-Bouldin Index (DB Index) was used to evaluate clustering performance.

## Clustering Results:

- Optimal Number of Clusters: 2
- Davies-Bouldin Index (DB Index): 1.33

## Clustering Results CSV:

Clustering\_Results.csv

## DB Index Plot:

