Task 3 : Customer Segmentation/Clustering

Clustering Results

- **Number of Clusters Formed:**
  The clustering algorithm segmented the customers into **10 clusters**.
- **Davies-Bouldin Index (DBI):**
  The calculated DBI for the clusters is **0.87**, indicating good cluster compactness and separation.
- **Other Relevant Metrics:**
  - The scatter plot of the clusters shows distinct and well-defined groupings, indicating meaningful segmentation.
  - Normalized features such as TotalValue, Quantity, and ProductPrice were used to create the clusters, ensuring that each feature contributed equally to the analysis.

Davies-Bouldin Index: 0.874354292939002

Customer Segmentation (KMeans Clustering)