Clustering Analysis Report

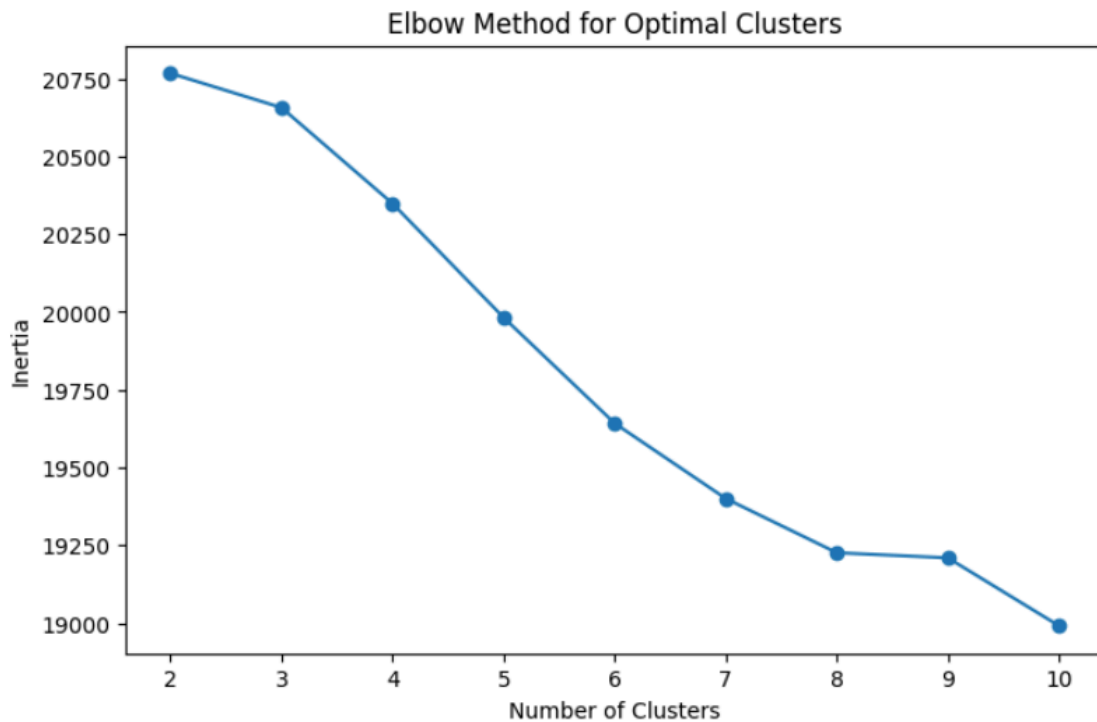## 1.Number of Clusters Formed

Using the Elbow Method, 4 optimal clusters were found.

2.Davies-Bouldin Index

The Davies-Bouldin Index value of the clustering results is 4.24, which shows that the quality of the clustering is decent.

3.Inertia

The inertia value decreases with an increasing number of clusters, as in the fig below. The balance between cluster separation and closeness appears optimal.

4. Cluster Distribution

The segmentation or cluster distribution are based on Total Spending and Quantity Purchased.