

Task 3: Customer Segmentation / Clustering

1.) Number of clusters formed: 2 Clusters

- The clusters are based on the variables Quantity and Total Value.
- The optimal number of clusters is 2.
- Cluster 0 is represented by blue dots and Cluster 1 is represented by green dots.

2.) DB Index value: 0.6410413058708929

3.) Silhouette Score: 0.4407047616425415

