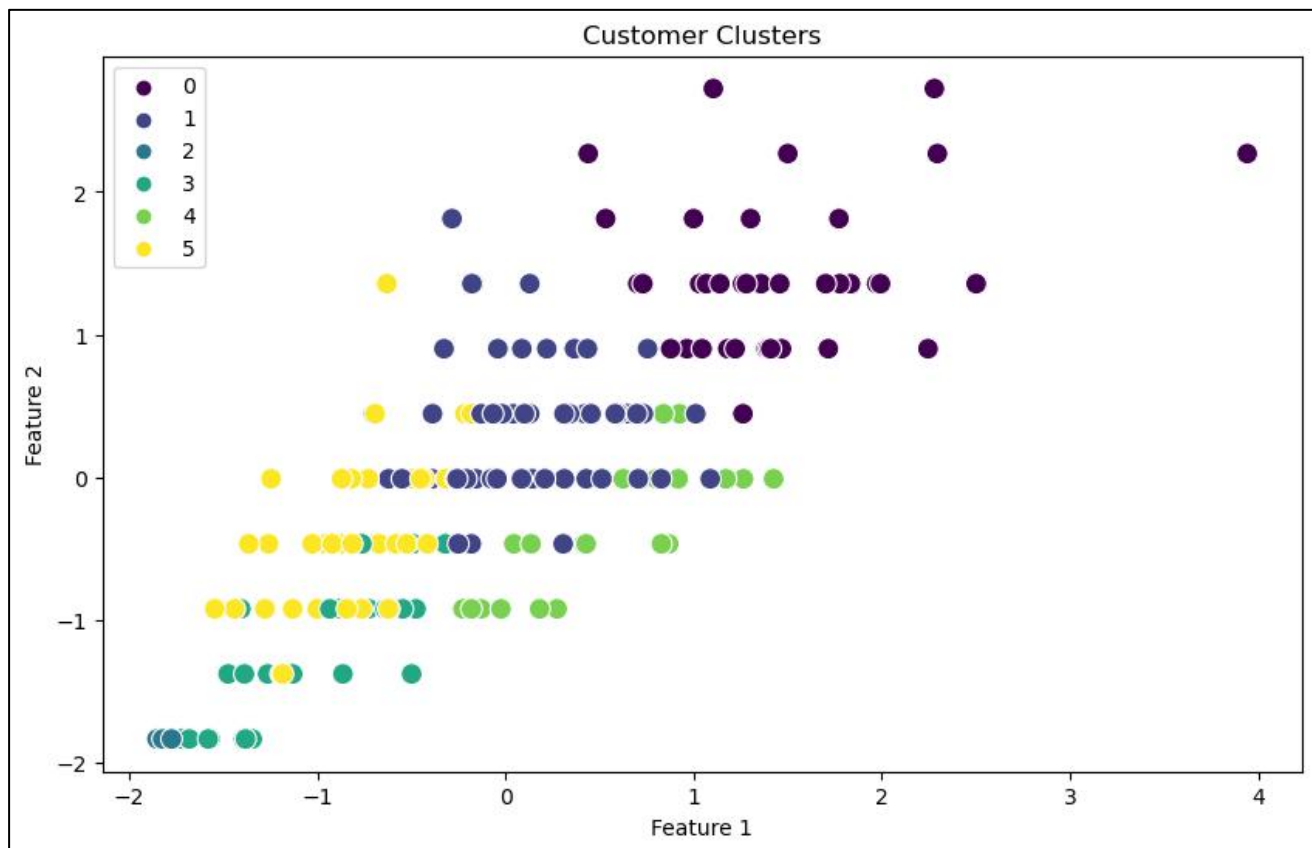


Data Science Assignment: eCommerce Transactions Dataset

Task 3: Customer Segmentation / Clustering

The overall clustering over customers is performed using k-means algorithm using Davies-Bouldin index.



The metrics for it are as follows:

Number of Clusters: 6

Davies-Bouldin Index: 0.8759

Similarly performing it using these following algorithms gave these metrics:

1. Agglomerative Clustering

Number of clusters: 2

Davies-Bouldin Index: 0.6168

2. DB Scan

Best epsilon: 1.0

Number of Clusters: 2

Davies-Bouldin Index: 0.2512