

Customer Segmentation Report

Clustering Results:

1. Number of Clusters: 10
2. Davies-Bouldin Index: 1.06
3. Clustering performed using KMeans algorithm with the following features:
 - TotalSpent
 - TotalTransactions
 - TotalQuantity
 - AvgTransactionValue
 - Region

Insights:

1. The clustering algorithm grouped customers into distinct segments based on their spending patterns, transaction behavior, and regional preferences.
2. Cluster 0 represents high-value customers who spend the most and have frequent transactions.
3. Cluster 1 represents moderate-value customers with average spending and transaction frequency.
4. Regional preferences and average transaction values were significant factors in forming clusters.