Customer Segmentation Analysis Report

1. Clustering Results

Number of Clusters: 4

Davies-Bouldin Index: 1.38

Silhouette Score: 0.23

2. Cluster Characteristics

Cluster 0 (Moderate Buyers): 52 customers

- Average 4.92 transactions

- Average spend: $2,389.46

Cluster 1 (Regular Buyers): 67 customers

- Average 3.97 transactions

- Average spend: $3,044.72

Cluster 2 (High-Value Customers): 62 customers

- Average 7.21 transactions

- Average spend: $5,602.37

Cluster 3 (Low-Frequency Buyers): 18 customers

- Average 1.72 transactions

- Average spend: $800.04

3. Visualizations

Customer Segments Visualization

Cluster Sizes

Total Spending Distribution by Cluster