

CLUSTERING REPORT

Number of Clusters Formed:

The plot shows **10 clusters**, each represented by a distinct color. These clusters are the result of applying a clustering algorithm (e.g., K-Means) to segment the customers.

Davies-Bouldin Index (DB Index):

A lower DB Index indicates better-defined clusters. Davies-Bouldin Index (DB Index) value for the **10 clusters** was approximately **0.89**.

This indicates that the clustering is of good quality, with compact clusters that are well-separated from each other, making the segmentation effective for customer analysis.

Visual Representation:

