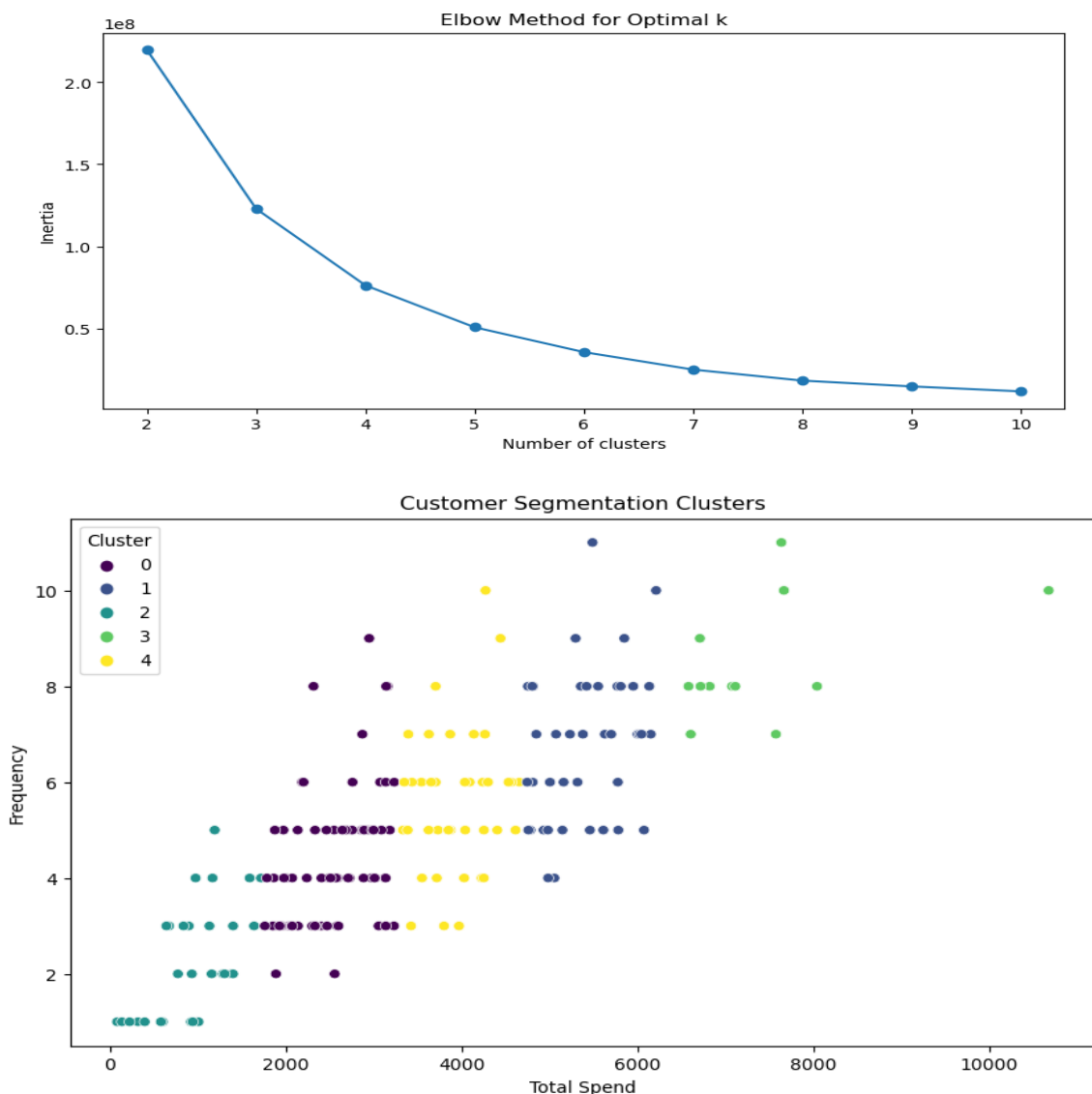


Customer Segmentation

This report details a customer segmentation analysis using K-Means clustering on data from Customers.csv and Transactions.csv. Key features, including Total Spend, Transaction Frequency, and Recency, were engineered to analyze customer behavior. The Elbow Method identified five optimal clusters, which were evaluated using the Davies-Bouldin Index (0.5344) and Silhouette Score (0.5279), indicating moderate clustering quality. Visualizations illustrate distinct customer segments based on spending and transaction frequency, offering insights for targeted marketing strategies. This analysis provides a foundation for understanding customer behavior and enhancing engagement through tailored marketing efforts.



The Final Model Accuracy is DB Index: 0.5344060137673075,Silhouette Score: 0.52787766625618