

# **Customer Segmentation Report**

## **The Number of Clusters Formed:**

- 4 clusters were selected as optimal based on the Elbow Method.

## **DB Index Value:**

- 0.433, indicating good clustering quality (lower values are better).

## **Other Relevant Clustering Metrics:**

- **Silhouette Score:** 0.701, showing well-defined clusters (values closer to 1 are better).