Zeotap

Customer Segmentation/Clustering

Report

Subrojyoti Paul

24.01.2025

Customer Segmentation Report Using K-Means Clustering

Clustering Overview

- Algorithm Used: K-Means Clustering

- **Number of Clusters**: 10 (optimal k determined using the Davies-Bouldin Index)

- Clustering Metrics:

  - **Davies-Bouldin Index (DBI):** 1.5212
  - **Silhouette Score:** 0.1936

Visualization

A 2D PCA scatter plot showing distinct but partially overlapping clusters.