

Clustering Report

Clustering Algorithm Used : K-Means clustering.

The features used are :

- Region
- Total Money Spent
- Total Quantity Purchased
- Unique Products Purchased
- Number of Transactions

I used all the features in the transaction and customers except datetime, also reducing the dimension of features will reduce the DB score

Number of clusters formed : 9

DB index : .7314

Method to find No of clusters : Elbow Method with inertia and DB score

