

Number of Clusters Formed:

The data was grouped into 3 clusters based on customer spending patterns, transaction behaviour, and average transaction value.

Davies-Bouldin Index (DB Index):

Value: 0.75 (Example)

Interpretation: Lower values indicate better clustering performance. A DB Index of 0.75 suggests

good separation between clusters and compact groupings.

Silhouette Score:

Value: 0.62 (Example)

Interpretation: The score is moderately high, indicating that clusters are fairly well-separated and meaningful.

Cluster Characteristics:

Cluster centres represent average spending and transaction statistics for each group:

Cluster 0: Moderate spenders, consistent transactions.

Cluster 1: Low spenders with fewer transactions.

Cluster 2: High spenders with higher transaction values.

Actionable Insights:

Cluster 2 (High Spenders): Target for premium offerings or loyalty programs.

Cluster 1 (Low Spenders): Engage with promotions to boost spending.

Cluster 0 (Moderate Spenders): Focus on retaining this group with personalized offers.

The full segmentation results are saved in

FirstName_LastName_Segmentation_Report.csv,

containing customer details and cluster assignments.

Let me know if you'd like additional visualizations or deeper analysis!