

Report On Your Clustering Results

The main reasons to use two clusters because of several factors such as follows:

1. **Simplicity:** It could be based on the idea that customers naturally fall into two main categories, such as high-value vs. low-value buyers or frequent vs. occasional shoppers.
2. **Starting Point:** Using two clusters is a simple starting point for testing. The results can then be reviewed to decide if more clusters would make the segmentation better.
3. **Data Patterns:** If the data shows two clear groups, like spenders vs. non-spenders or regional differences, two clusters may seem like a logical choice.
4. **Metrics:** Tools like the Davies-Bouldin might show that two clusters create the most distinct and compact groups in this dataset.
5. **Business Needs:** The goal might be to divide customers into two actionable categories, such as high-value and low-value groups, or those likely to stay vs. those likely to leave.