

Customer Segmentation Analysis

Clustering Metrics

Number of Clusters: 2
Davies-Bouldin Index: 1.9184
Silhouette Score: 0.1701

Cluster Statistics

Cluster 0:

Size: 75 customers
Average Spend: \$5356.52
Average Transactions: 6.7

Cluster 1:

Size: 124 customers
Average Spend: \$2324.65
Average Transactions: 4.0