

E-Commerce Data Analysis Report - Clustering

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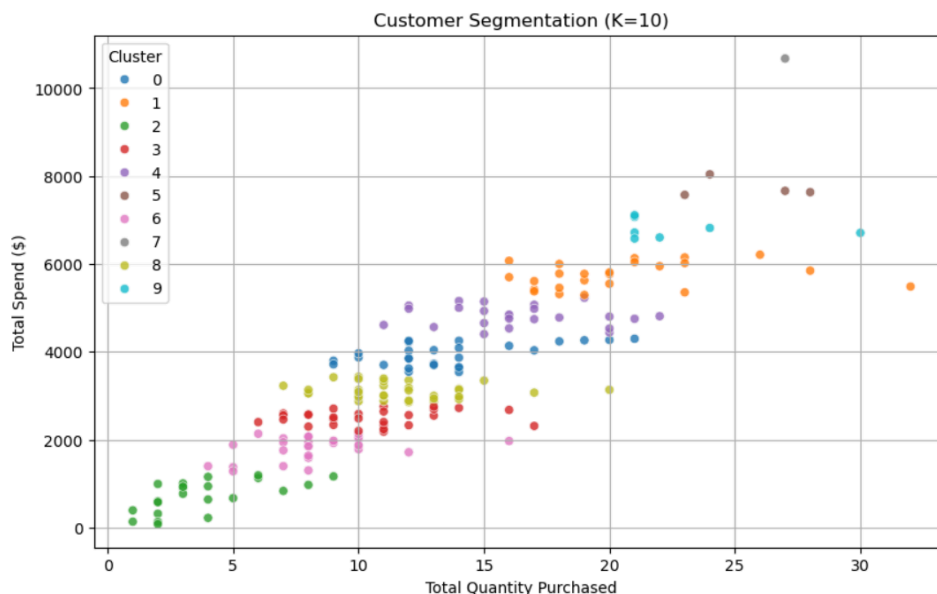
Customer Segmentation:

- The methodology used for customer segmentation is K-Means Clustering.
- The segmentation of customers based on the Total Quantity Purchased and Total Spend.
- The optimal number of clusters was determined using the Davies-Bouldin Index (DBI).

Results From Clustering:

- Optimal Number of Clusters: 10
- Davies-Bouldin Index (DBI): 0.4176025701333674

Visual Representation of Clusters:



We can use these clusters to customize advertising campaigns, offer personalized discounts, and improve customer retention.