Data Science Assignment: eCommerce Transactions Dataset

Task 3: Customer Segmentation / Clustering

The key insights from the data are:

○ The number of clusters formed- 4

○ **DB Index value**- 0.9268357619520267

○ **Silhouette Score**: 0.33531054299092644

Cluster Profiles:

Cluster	Total Value	Quantity	Transaction ID	Days Since Signup	Region
0	6036.052683	21.512195	7.902439	648.121951	South America
1	2876.149483	10.724138	7.902439	895.568966	Europe
2	3588.180323	13.500000	5.370968	275.048387	North America
3	1400.882895	5.157895	2.263158	407.894737	Asia