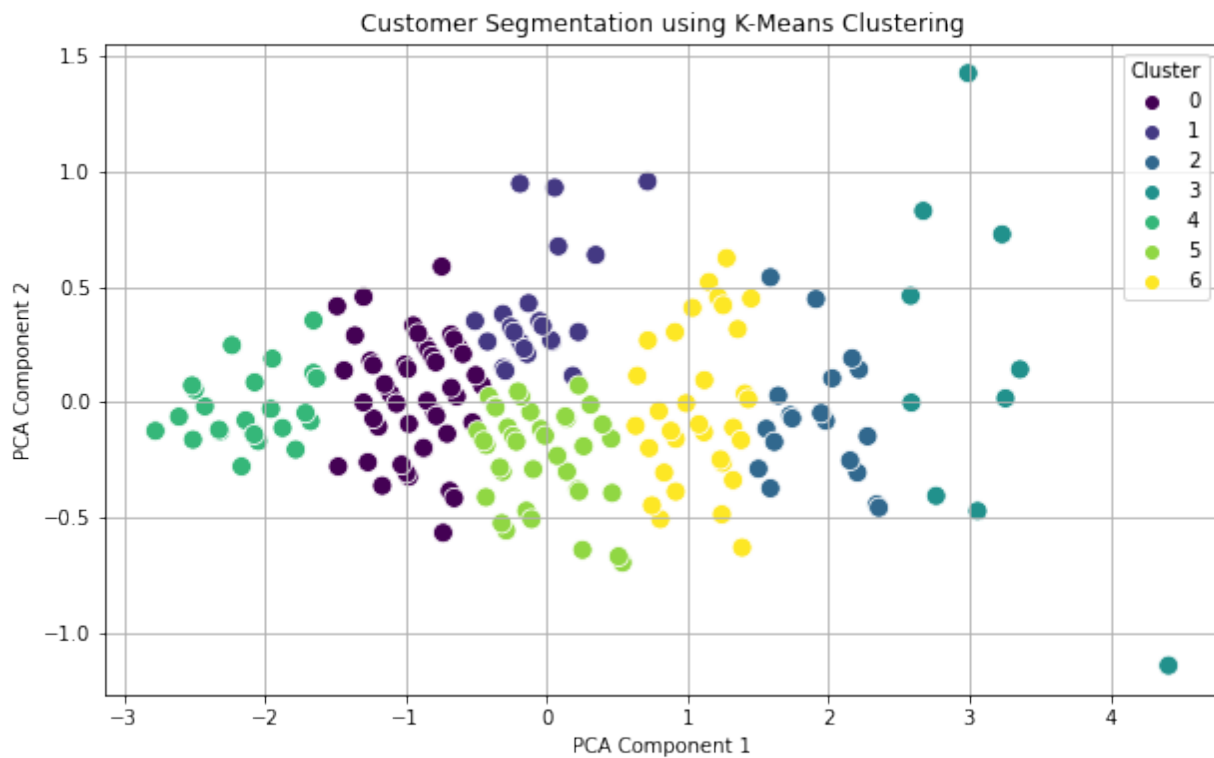# Customer Segmentation Report

Date: 2025-01-24

Introduction

Clustering Results

Number of clusters formed: 7

Davies-Bouldin Index: 0.85

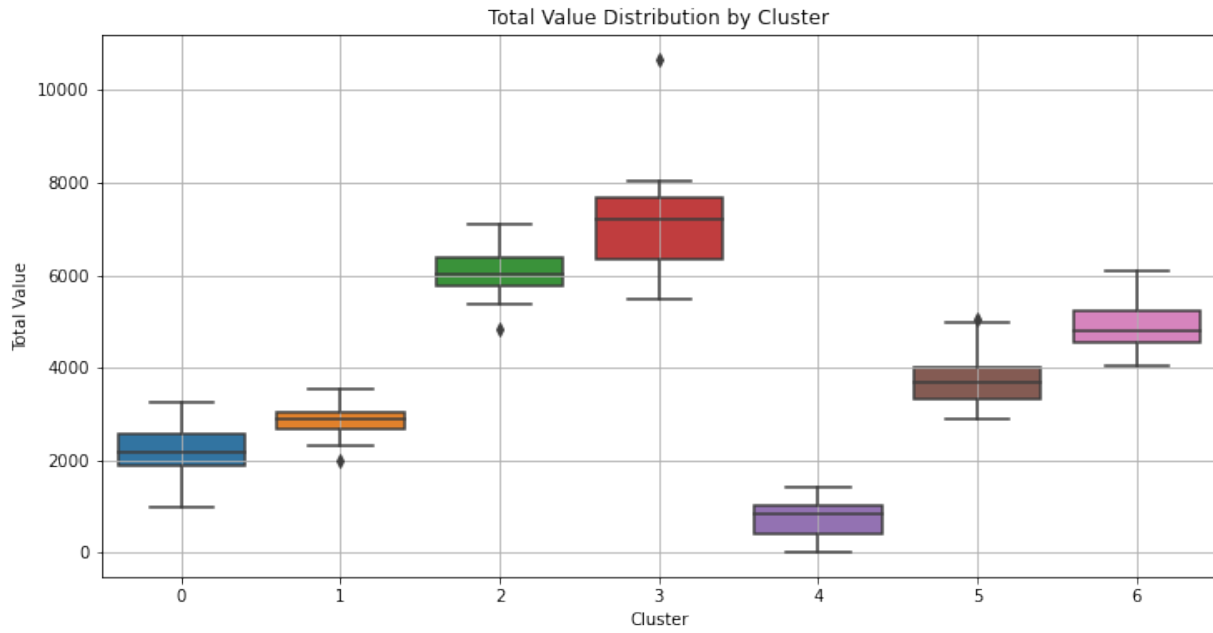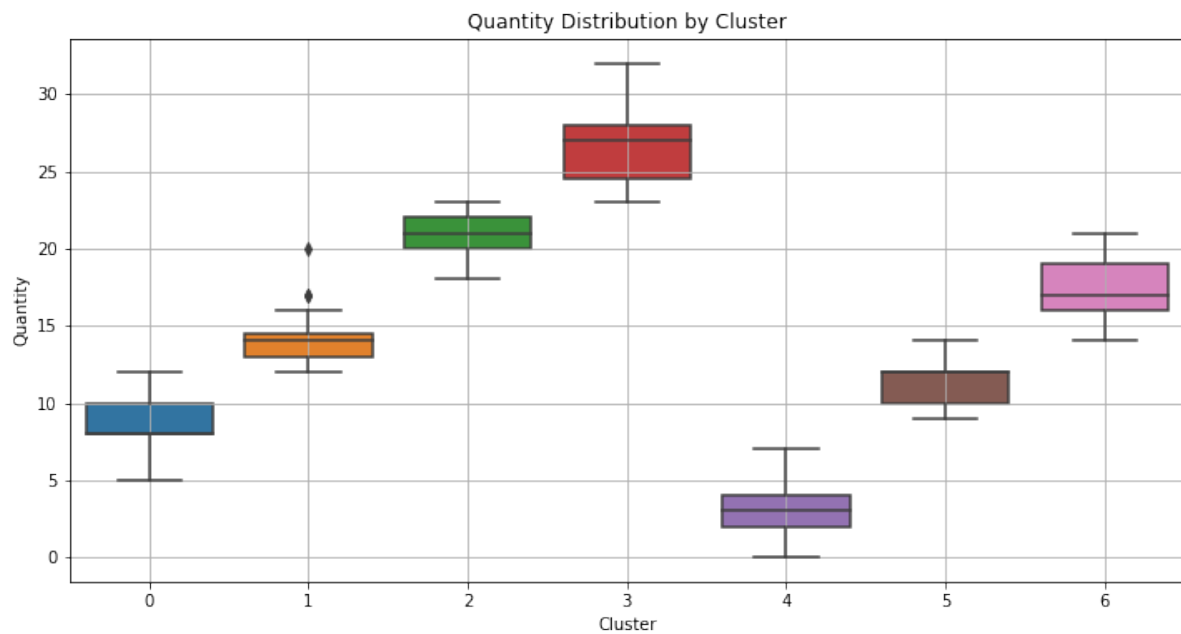Average Silhouette Score: 0.38

Visualizations

Customer Segmentation using K-Means Clustering

Total Value Distribution by Cluster

Customer Segmentation Report

Total Value Distribution by Cluster

Quantity Distribution by Cluster

Conclusion

The customer segmentation analysis revealed distinct clusters of customers based on their purchasing behavior. The Davies-Bouldin Index and silhouette score indicate the quality of the

clustering. These insights can be leveraged for targeted marketing strategies and personalized customer engagement.