

Customer Segmentation Analysis Report

Executive Summary

Analysis of customer data revealed 8 distinct customer segments, with a Davies-Bouldin Index of 1.0562 and a Silhouette Score of 0.2800, indicating moderately well-defined clusters with some overlap.

Clustering Results

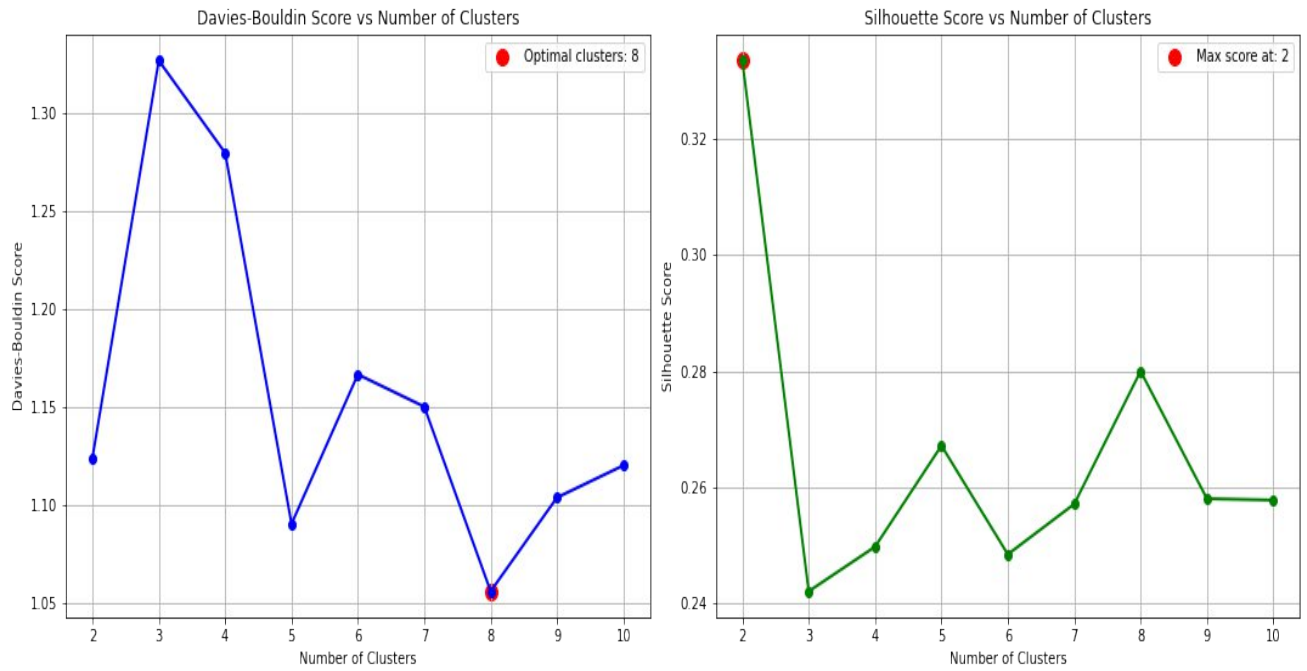
Key Metrics

- **Number of Clusters:** 8
- **Davies-Bouldin Index:** 1.0562
- **Silhouette Score:** 0.2800

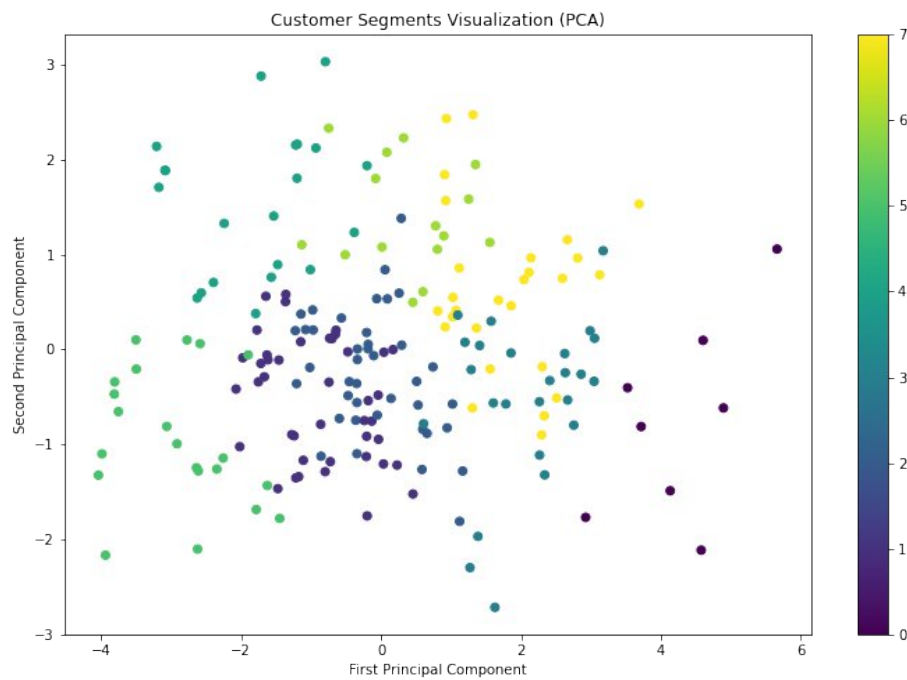
Cluster Distribution

The customer base is distributed across 8 segments, with the following sizes:

- Cluster 1: 42 customers (21.2%)
- Cluster 2: 40 customers (20.2%)
- Cluster 7: 27 customers (13.6%)
- Cluster 3: 25 customers (12.6%)
- Clusters 4 & 5: 21 customers each (10.6%)
- Cluster 6: 15 customers (7.6%)
- Cluster 0: 8 customers (4%)



Customer Segments Visualization (PCA)



Feature Distribution Box Plots

