**Clustering Analysis**

**Code:**

* Uses KMeans to cluster customers based on TotalValue, Quantity, and Price.
* Implements the Elbow Method to determine the optimal number of clusters.
* Computes the Davies-Bouldin Index (DBI) to evaluate clustering performance.

**Output Highlights:**

* Plots the inertia values to identify the "elbow" point for optimal clusters.
* Prints the DBI value (~0.57), indicating reasonably good clustering quality.

**Purpose:**

* To segment customers into distinct groups for better business insights, such as personalized offers or region-specific campaigns.