

ZEOTAP ASSIGNMENT

TASK-3

Analysis of Clustering Results

Number of Clusters Formed: The optimal number of clusters is determined based on the lowest Davies-Bouldin Index value. This index measures how well-separated the clusters are; lower values indicate better separation.

DB Index Value: The final DB Index value provides insight into the quality of clustering. A lower value suggests that the clusters are compact and well-separated.

Visual Representation: Scatter plots visualize how customers are segmented based on their spending and transaction behavior. Each cluster can be analyzed to understand distinct customer segments.

This approach provides a robust framework for customer segmentation using clustering techniques. The combination of profile and transaction data allows for meaningful segmentation that can be leveraged for targeted marketing strategies and personalized customer engagement efforts.