At first glance, the scatterplot of the data showed some significant grouping, in fact, I counted 15 rather tightly knit clusters, although some of these clusters were in close proximity:  
A diagram of blue dots

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In a previous course, I we also worked with k-means clustering, so I worked with that script, setting the range of possible clusters up to 20 to create a nice Elbow graph of the data (after scaling with StandardScalar.

A graph with blue lines

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The argument could be made from this graph that a k-value of 5 to 7 or 8 would be appropriate, but in the other course, we also used a test called a silhouette score to help determine the optimal value for k. Essentially, this test calculates the average distance from each point to each of its neighbors in its cluster *and* the average distance from each point to each of the points in the closest neighboring cluster. It then finds the difference between these two averages and divides by the maximum of those two averages. A value close to 1 reveals good clustering. It is a measure of the ‘tightness’ of each cluster and its distance from neighboring clusters. Using this test, the optimal value for k is 15: A screen shot of a computer

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In the elbow graph you can see it completely levels out at 15.

The resulting graph of colored 15 clusters with centers marked:

A chart of potential clients groups

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Now, this goes along with the initial suspicion of 15 groups, with very few colors mixing among the groups. However, depending upon the employer’s willingness to hire 15 salespeople to focus on all these groups (which may rely on the potential profit of the exercise), this grouping may be fiscally irresponsible.

To view a more economical option, I limited the range of clusters in the elbow chart to 9, and in this version a very strong argument can be made for k=5.  
A graph of a number of clusters

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Using this number of clusters results in the following graph:

A chart of dots with numbers and symbols

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In this version you can see there is also very little mixed coloration. Thus, 5 groups of potential customers would likely provide the most cost-effective approach to reaching out.