**Report on Customer Segmentation using K-Means Clustering**

**1. Number of Clusters:**

- The analysis used the Elbow method to determine the optimal number of clusters, which was found to be **4**.

**2. Davies-Bouldin Index (DB Index):**

- Value of DB index is found to be **1.0341**

**3. Silhouette Score**:

- Silhouette Score: **0.4093**