Task 3: Customer Segmentation / Clustering Report

Number of Clusters Formed:

5 clusters as the optimal solution based on the analysis.

Davies-Bouldin (DB) Index: 1.041

The final DB Index value is calculated for these 5 clusters.

Other Clustering Metrics:

PCA is used for visualization, projecting clusters into 2D space to assess their separability visually.

The DB Index is also plotted across different numbers of clusters (2 to 10), helping determine the optimal number.