Customer Segmentation Report

Number of Clusters: 9

Davies-Bouldin Index: 1.01

Key Insights:

1. Customers are divided into 9 segments based on spending, transactions, and product variety.

2. Some clusters contain high-value customers who purchase frequently, while others have occasional buyers.

3. The segmentation helps in targeted marketing and personalized offers.

4. PCA visualization shows distinct groups, indicating meaningful segmentation.

5. Cluster sizes vary, with the smallest having 13 customers and the largest 28. Recommendation: - Focus on high-value clusters for premium offers. - Engage low-value clusters with promotions to increase retention