Task 3: Customer Segmentation

Objective

To perform customer segmentation using clustering techniques to identify groups with distinct behaviors and characteristics.

Results

Optimal Clusters Formed: 3.
DB Index: 0.95227765676549, indicating Good Cluster Separation.

Cluster Summaries:
Cluster 0: High-spending customers.
Cluster 1: Medium-spending customers.
Cluster 2: Low-spending occasional buyers.

Customer Clusters (2D Projection)