Clustering Report

Number of Clusters Formed:

Optimal number of clusters (based on Davies-Bouldin Index) = 10
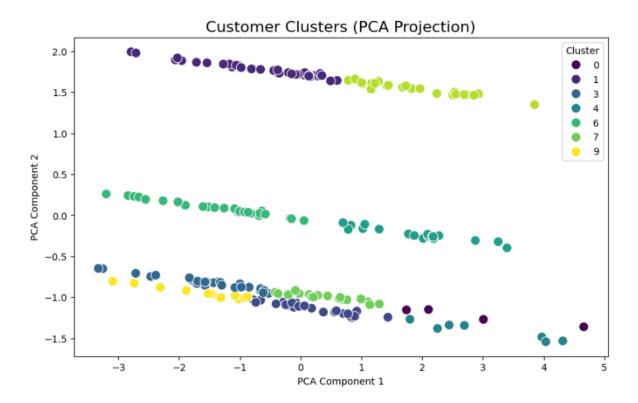
Davies-Bouldin Index:

DB Index: 0.79002838575684 (lower values indicate better clustering).

Cluster Summary Table:

	Cluster	TotalSpending	TransactionCount	TotalQuantity
0	0	6856.610000	8.500000	24.750000
1	1	2561.333143	3.971429	9.371429
2	2	3334.220385	5.615385	12.961538
3	3	2056.031481	3.481481	7.814815
4	4	6244.077143	9.285714	24.142857
5	5	5379.353889	7.500000	19.611111
6	6	2124.869231	3.192308	7.961538
7	7	4385.017895	5.578947	15.000000
8	8	5404.412500	6.875000	19.208333
9	9	1685.779231	2.538462	6.692308

Customer Clusters using PCA:

Davies-Bouldin Index vs Number of Clusters: