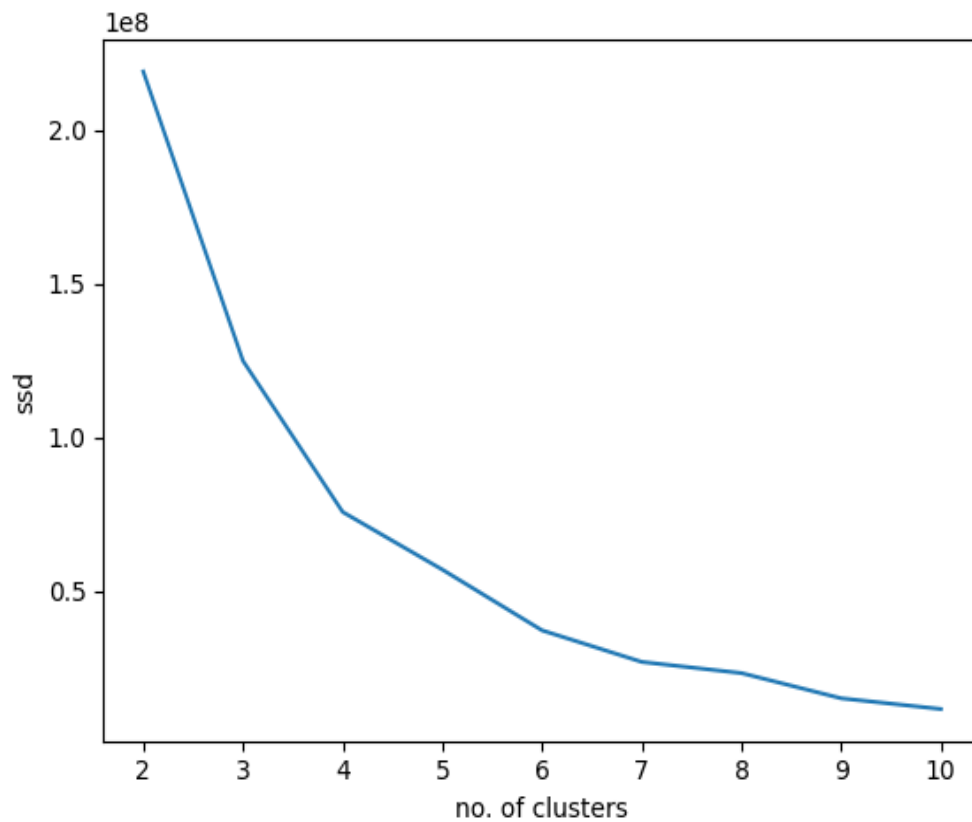


## Customer Segmentation

1. The number of clusters formed is **2**, by the following analysis:

a. Elbow Curve



b. Silhouette analysis

2 - 0.5948650084797624

3 - 0.5387775794830971

4 - 0.5362848561522604

5 - 0.5302643250768352

6 - 0.5343352919877704

7 - 0.5470694176111413

8 - 0.515093083925179

2. **DB Index** value is **“0.55”**

### 3. Visualization

