Silhouette plot of (x = k4$cluster, dist = dist(customer_data[, 3:5], "euclidean"))

n = 200

4 clusters C_j

$j : n_j \mid ave_{i \in C_j} \, s_i$

1 : 28 | 0.51

2 : 39 | 0.58

3 : 95 | 0.29

4 : 38 | 0.44

Silhouette width s_i

Average silhouette width : 0.41