

Customer Segmentation Results

Number of Optimal Clusters: 9

Davies-Bouldin Index Scores:

Clusters 0: 1.4566

Clusters 1: 1.8357

Clusters 2: 1.6760

Clusters 3: 1.5596

Clusters 4: 1.5107

Clusters 5: 1.3689

Clusters 6: 1.3308

Clusters 7: 1.3214

Clusters 8: 1.3379

Cluster Statistics:

	total_spend	avg_transaction_value	transaction_count	unique_products		Books	Clothing	Electronics	Home Decor
Cluster									
0	5454.896429	679.492382	8.071429	8.000000	1477.782857	787.718571	1216.768571	1972.626429	
1	3884.871111	721.113098	5.444444	5.444444	2714.224444	292.095000	316.923889	561.627778	
2	6594.945333	791.080923	8.466667	7.933333	1966.416667	2851.295333	1246.462667	530.770667	
3	2057.625946	730.696059	2.918919	2.864865	500.934595	174.041892	766.194324	616.455135	

4	4354.268571	883.771925	5.047619	4.809524	447.494762	1012.026190	733.041905	2161.705714
5	5217.952000	870.974404	6.250000	6.000000	1237.101500	814.073000	2804.237500	362.540000
6	891.172609	348.137899	2.478261	2.434783	177.547826	411.214348	99.152609	203.257826
7	2830.817879	483.666731	5.939394	5.878788	567.151515	702.589091	911.233030	649.844242
8	3273.908333	860.371491	3.888889	3.777778	979.590000	1694.362778	398.230556	201.725000