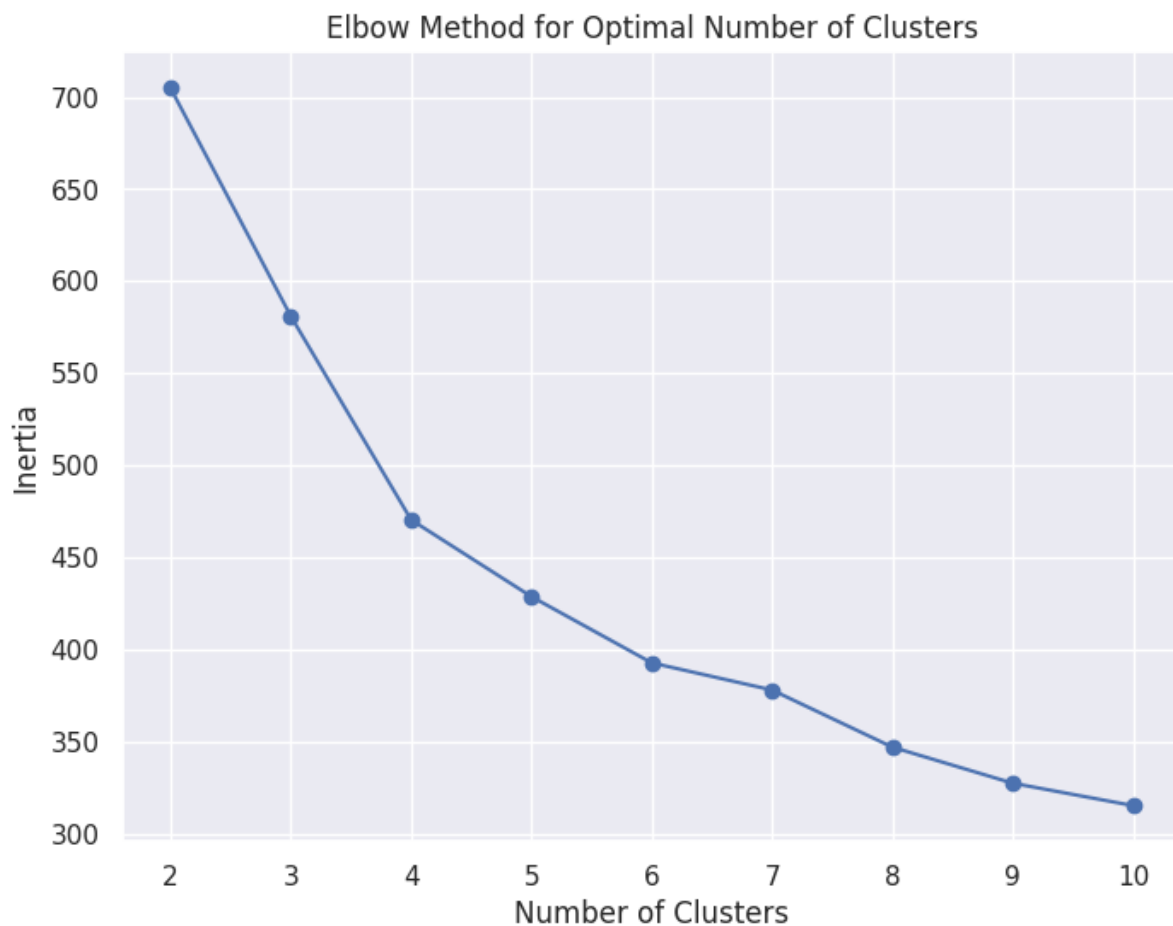


Clustering Results:

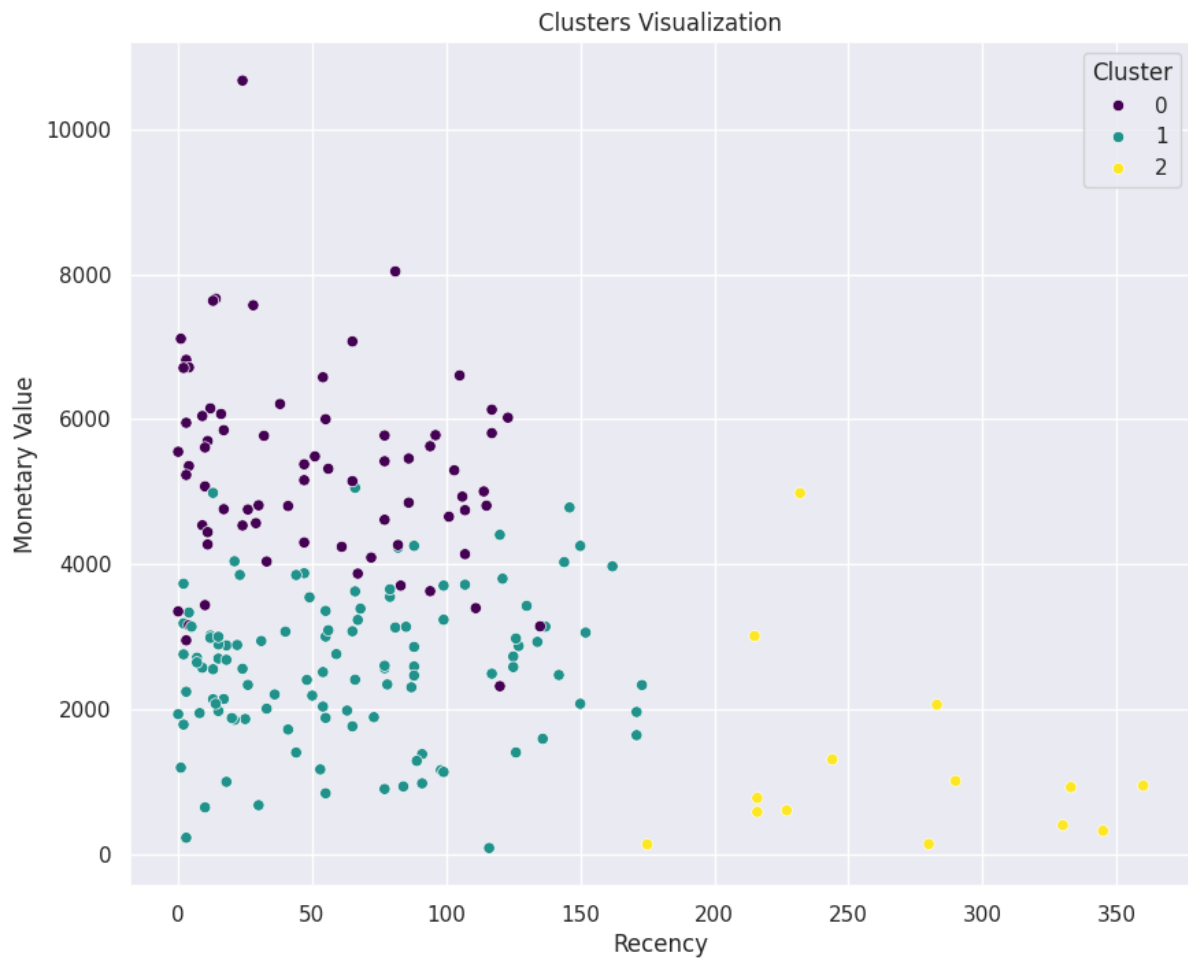
The optimal clusters formed are three:-

- Cluster 0:-High-Value Frequent Customers
- Cluster 1:Mid-Value Moderate Customers
- Cluster 2:Low-Value Rare Customers



Number of Clusters: 3

Davies-Bouldin Index: 1.40



Cluster Statistics:

	Recency	Frequency	MonetaryValue	Tenure
Cluster				
0	51.430556	7.250000	5286.871944	571.055556
1	64.203540	4.008850	2585.603363	567.061404
2	267.571429	1.785714	1226.257143	412.000000

Cluster Cluster Counts:

1	114
0	72
2	14

