

Customer Clustering Report

Clustering Overview

Customer clustering was performed using KMeans clustering to segment customers into meaningful groups based on their profile and transaction behavior.

Key Metrics

- Number of Clusters Formed: 2
 - Davies-Bouldin Index: 1.098
- The clustering process ensured compact and well-separated clusters.

Visualizations

Attached visualizations illustrate the customer clusters based on total transaction value and quantity purchased.



