Clusturing

Results

1) Optimal number of clusters using Silhouette Scores is 4.

2) Training the KMeans model with optimal number of clusters
- Cluster 1 contains:32 customers
- Cluster 2 contains:59 customers
- Cluster 3 contains:70 customers
- Cluster 4 contains:38 customers

3) Davies Bouldin (DB) Index value: 0.93