

Customer Segmentation Analysis Report

Clustering Metrics:

Number of Clusters: 3

Davies-Bouldin Index: 1.0802

Silhouette Score: 0.3002

Calinski-Harabasz Index: 141.1276



Feature Distribution Analysis

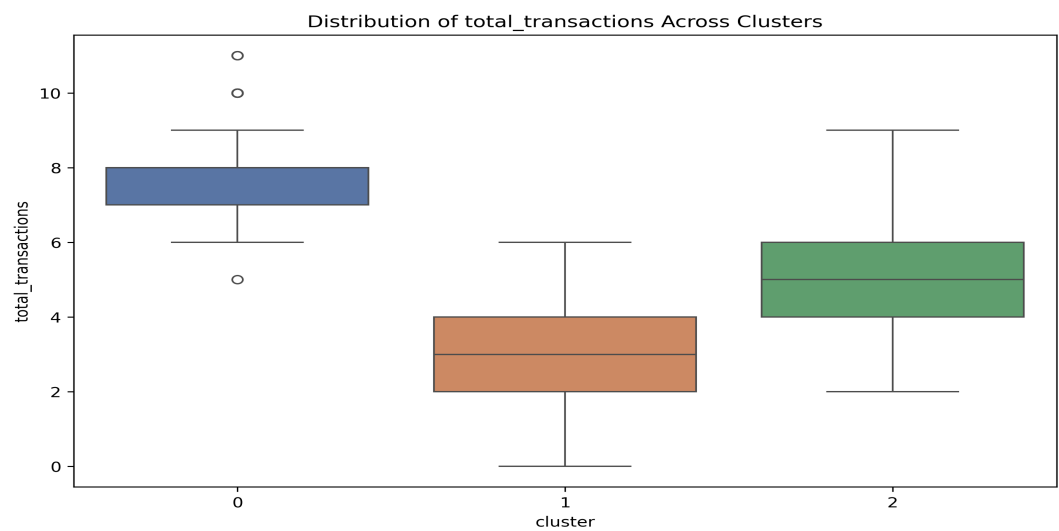


Figure 3: Distribution of total_transactions across clusters

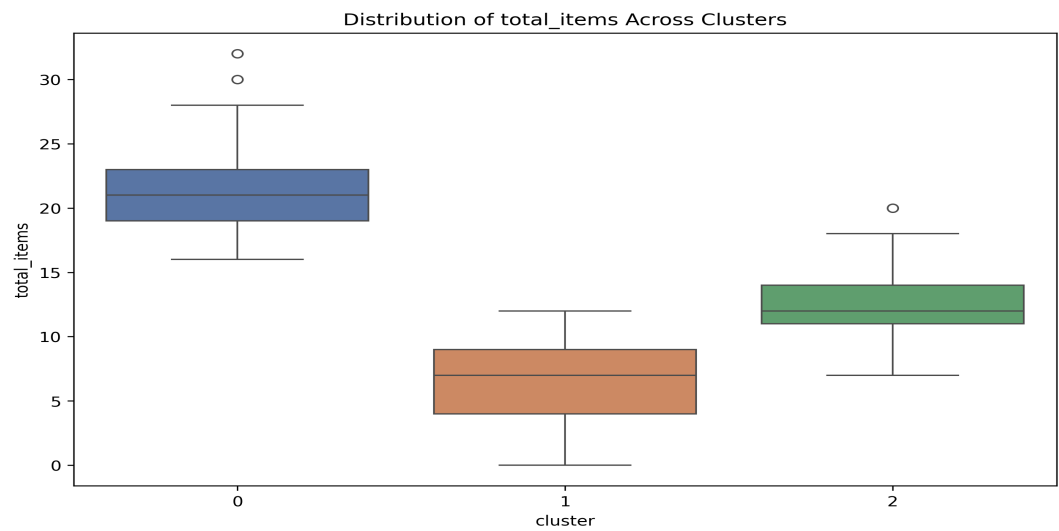


Figure 4: Distribution of total_items across clusters

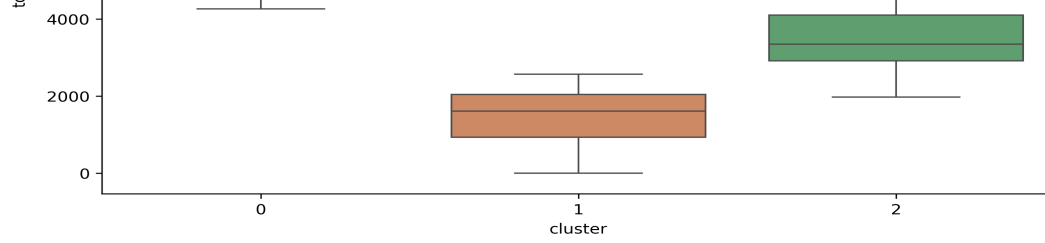


Figure 5: Distribution of total_spend across clusters

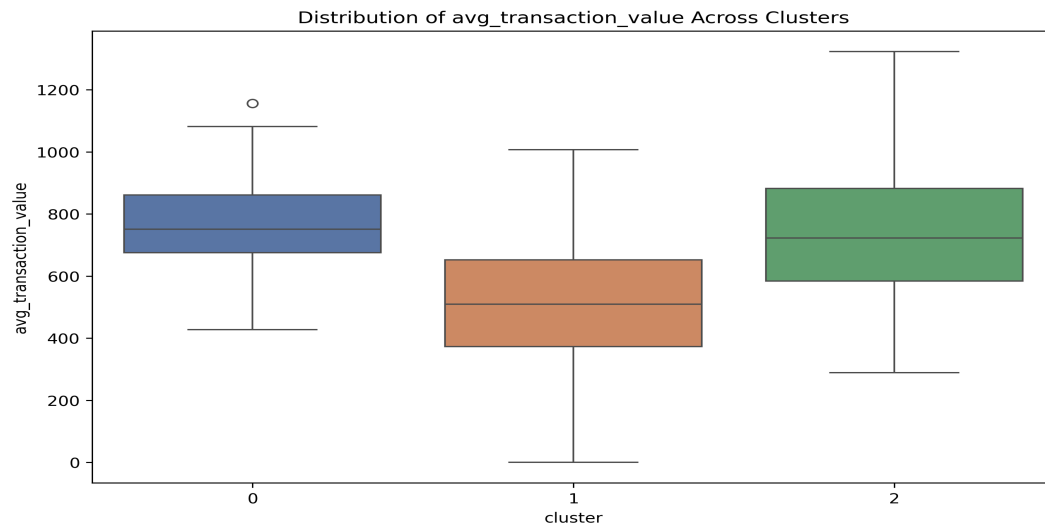


Figure 6: Distribution of avg_transaction_value across clusters