Costumer Segmentation Report

In this document will be presented the conclusions of a project where we wanted to extract the principal insights and the number of clusters (Types of customers) using the K-Means Algorithm and the Affinity Propagation Algorithm.

After study the quality and pre-processing the data, we started to apply machine learning to find the optimum number of clusters.

1°) The number is approached by the K-Means elbow method.