

Analysis of Clustering Results

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- From the Data the clustering was performed on Quantity , Total Value and days since signups
- From the Clustering, the customers were grouped in 4 clusters .
- The DB Index of 0.839 is achieved from the analysis.
- The 4 clusters Yellow , Blue, Green and Purple represent the different types of customer .where the purple points represents high value Customers .
- The green points indicate customers with higher frequency of purchasing and the Yellow represent new customers with lower frequency of purchasing.
- The blue are the most loyal customers with very consistent purchasing habits .