

# Customer Segmentation Results

Number of Clusters: 5

Davies-Bouldin Index: 0.68

## Cluster Sizes:

Cluster 0 (High-Value): 150 customers

Cluster 1 (Medium-Value): 300 customers

Cluster 2 (Low-Value): 200 customers

Cluster 3 (New Customers): 175 customers

Cluster 4 (Inactive): 175 customers

## Cluster Characteristics:

- Cluster 0: High spending, frequent purchases
- Cluster 1: Regular spending, moderate frequency
- Cluster 2: Low spending, infrequent purchases
- Cluster 3: Recent sign-ups, few transactions
- Cluster 4: No recent activity, historical customers