

Customer Segmentation Report

- **Number of Cluster formed:** The optimal number of clusters identified through the analysis was **2**.
- **DB Index value:** The Davies-Bouldin Index value for the optimal clustering solution was **0.7233652695141874**.
- **Other relevant clustering metrics:** In addition to the DB Index, the following metrics were calculated to evaluate the clustering results:
- **Silhouette score:** **0.49487297008885417** was the average silhouette score. This score ranges from -1 to 1, where values closer to 1 indicate that the samples are well clustered.

