## **Customer Segmentation Report**

## **Clustering Details:**

- 1. The clustering algorithm used: K-Means Clustering.
- 2. The number of clusters: 4.
- 3. Evaluation metric (Davies-Bouldin Index): Calculated value provided in the output.
- 4. Features used: Scaled TotalValue and Quantity.
- 5. Results: The clustering results have been saved in 'Customer\_Clusters.csv'.