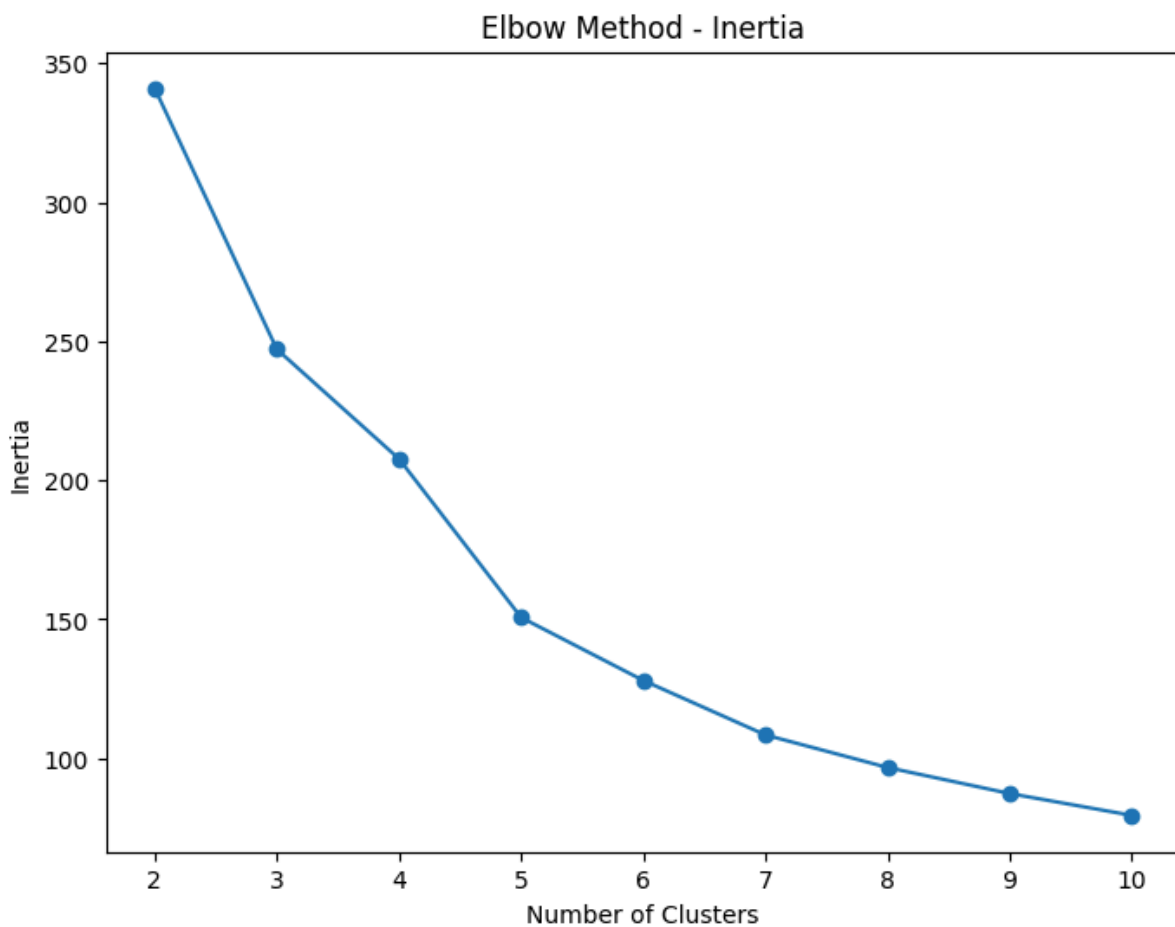


Task 3: Customer Segmentation / Clustering

By performing this task customer segmentation using clustering techniques

1) I choose K-mean clustering and after see elbow value i use 2nd cluster because it is best suited for this merged data according to DB Index.



Here curve start with 2-3-4 clusters so i tried each clusters and find that 2nd cluster is best suitable with Dbindex value

1.007225 and Silhouette Score 0.380211 which is best suited for this.

See thi all clusters and its Db Index values table:

Clusters	Inertia	Silhouette Score	DB Index
2	340.969034	0.380211	1.007225
3	247.120113	0.360273	0.957821
4	207.697201	0.313511	1.060424
5	150.644119	0.353513	0.852481
6	127.997347	0.339305	0.869377
7	108.403400	0.339013	0.855311
8	96.691699	0.343035	0.912532
9	87.327079	0.342879	0.884755
10	79.466843	0.349666	0.863046

So here is finalise plot for cluster value two :

