

# Customer Segmentation Report

January 27, 2025

## Report Summary

- **Number of Clusters:** Based on the DB Index, the optimal number of clusters is selected to be **8**.
- **DB Index Value:** The DB Index for the optimal clusters is **0.88**.

Cluster	TotalRevenue	NumTransactions	TotalQuantity	Cluster
0	8261.42	9.50	27.50	0.0
1	3528.03	5.20	12.48	1.0
2	2724.53	4.53	10.71	2.0
3	2077.26	3.59	8.28	3.0
4	6097.64	9.00	23.25	4.0
5	2124.87	3.19	7.96	5.0
6	5782.77	7.00	20.11	6.0
7	5379.35	7.50	19.61	7.0
8	4710.07	5.84	15.79	8.0
9	1418.62	2.73	6.33	9.0

Table 1: Cluster Information Table