

Used the method K-means Clustering, with k=2 gives lowest DBI

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Number of Clusters: 2, DB Index: 1.2337576667389263
Number of Clusters: 3, DB Index: 1.7453430884206202
Number of Clusters: 4, DB Index: 1.7713708185480113
Number of Clusters: 5, DB Index: 1.8653028981373978
Number of Clusters: 6, DB Index: 1.783759763394131
Number of Clusters: 7, DB Index: 1.5155243708582522
Number of Clusters: 8, DB Index: 1.4822733156254577
Number of Clusters: 9, DB Index: 1.5551932307813694
Number of Clusters: 10, DB Index: 1.474930872883128
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The clustering is done on based on spending behavior and regional distribution.

Cluster 1 being smaller but contributes significantly to revenue

Cluster 0 has a larger customer base but with lower individual spending

Spending Behavior by Cluster:

	mean	median	sum	count
Cluster				
0	2419.611136	2559.58	319388.67	132
1	5531.446119	5354.88	370606.89	67

Regional Distribution by Cluster:

Region	Asia	Europe	North America	South America
Cluster				
0	27	33	37	35
1	17	17	9	24

Other clustering method didnt perform well, hence moved forward with K-means Clustering.