Customer Segmentation Report

Clustering Results Summary

1. Number of Clusters Formed: 4

2. Davies-Bouldin Index (DBI): 0.4375

Other Relevant Metrics:

- Clustering performed using the K-Means algorithm.

- Features considered: total spending, total quantity purchased, region, and other encoded features.

- Data scaled and standardized before clustering to ensure uniformity.

- Visualization used PCA for dimensionality reduction and 2D representation.

Clusters can help identify distinct customer segments for targeted marketing, personalized offers, and better resource allocation.