# Customer Segmentation Report

1. ## Number of Groups Formed:

   We created 5 groups of customers based on their spending, transaction history, and location.

2. ## How Well the Groups Were Formed (DB Index):

   The score is 0.92, showing the groups are clearly different from each other.

3. ## Key Findings:

   - Each group has customers with similar shopping habits.
   - Some groups include customers who spend a lot, while others focus on smaller purchases.
   - Where customers live and how much they buy helped decide the groups.

4. ## Why This Matters:

   This information can help create special offers and better understand what different customers like.