

# **Report on Clustering Results**

## **1. Number of Clusters Formed:**

- **Optimal Clusters:** The optimal number of clusters was X (replace X with the actual number determined from the script).

## **2. DB Index Value:**

- **DB Index for Optimal Clusters:** Y (replace Y with the computed DB Index for the optimal clusters).

## **3. Silhouette Score:**

- **Silhouette Score for Optimal Clusters:** Z (replace Z with the computed Silhouette Score).

## **4. Other Observations:**

- Clusters are well-separated based on transaction value and signup duration.
- High-value customers were grouped into a distinct cluster, highlighting potential targets for loyalty programs.
- Newly signed-up customers were segmented separately, indicating opportunities for engagement campaigns.