# Task 3: Customer Segmentation / Clustering
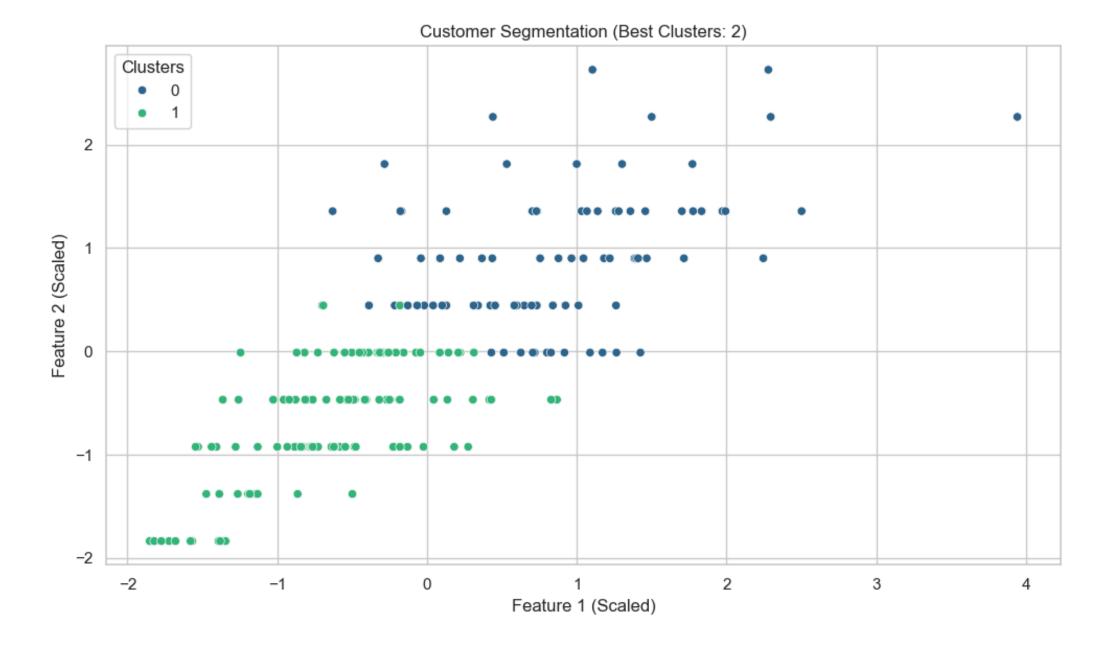


Customer Segmentation (Best Clusters: 2)

## 1. Number of Clusters Formed-Value:2

The optimal number of clusters was determined to be 2, based on the DB Index.

## 2. DB Index -Value: 0.7327

A lower DB Index indicates better-defined and more compact clusters.

## 3. Other Relevant Metrics(Silhouette Score:)-Value: 0.4859

| METRIC | VALUE |
|---|---|
| Number of Clusters | 2 |
| DB Index | 0.7327 |
| Silhouette Score | 0.4859 |

```
Best Number of Clusters: 2
Best DB Index: 0.7326724318621637
Best Silhouette Score: 0.4859074536588823
```