Customer Segmentation Report
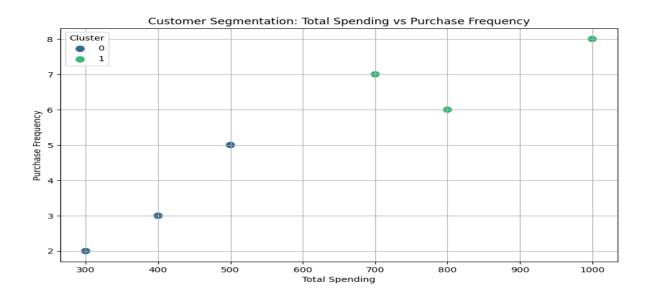
Summary of Metrics

Number of Clusters Formed: 2

Davies-Bouldin Index: 0.4200

Silhouette Score: 0.5743

Cluster-wise Statistics

	TotalSpending		PurchaseFrequency		AvgTransactionValue	
	mean	std	mean	std	mean	std
Cluster						
0	400.000000	100.000000	3.333333	1.527525	150.000000	50.000000
1	833.333333	152.752523	7.000000	1.000000	131.666667	7.637626

Visualizations

Total Spending Distribution by Cluster

Customer Segmentation: Total Spending vs Purchase Frequency