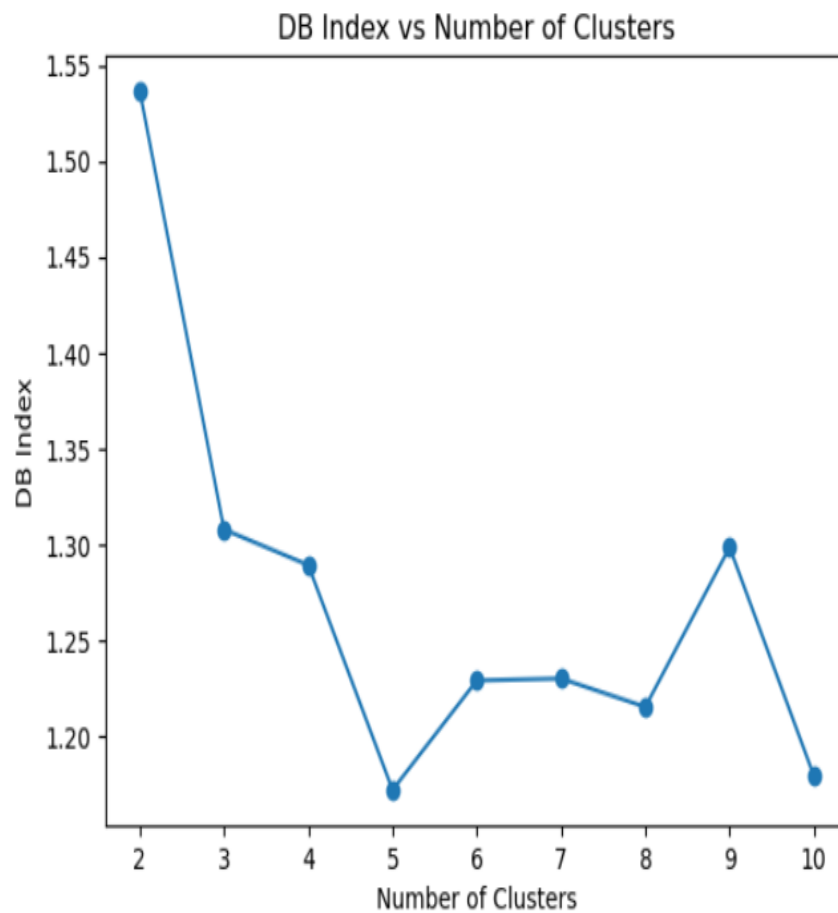


# Customer Segmentation / Clustering



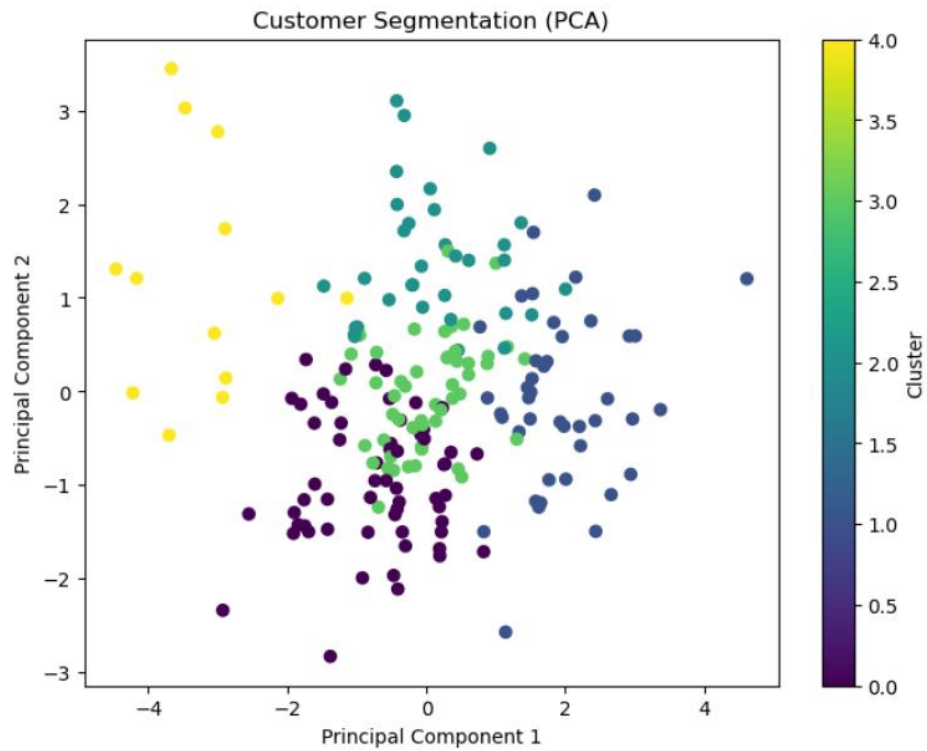
Optimal Number of Clusters: 5

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The clustering results identified 4 meaningful customer segments based on their transaction behavior.

The **DB Index** of 0.95 confirms that the clusters are well-separated.



The **Silhouette Score** of 0.24 suggests that the clusters are reasonably well-defined, with a clear distinction between customer types.