

# Customer Segmentation Report

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## **\*\*Introduction\*\***

This report presents the results of customer segmentation using clustering techniques. The goal is to identify distinct customer groups to target marketing strategies effectively.

### **Methodology**

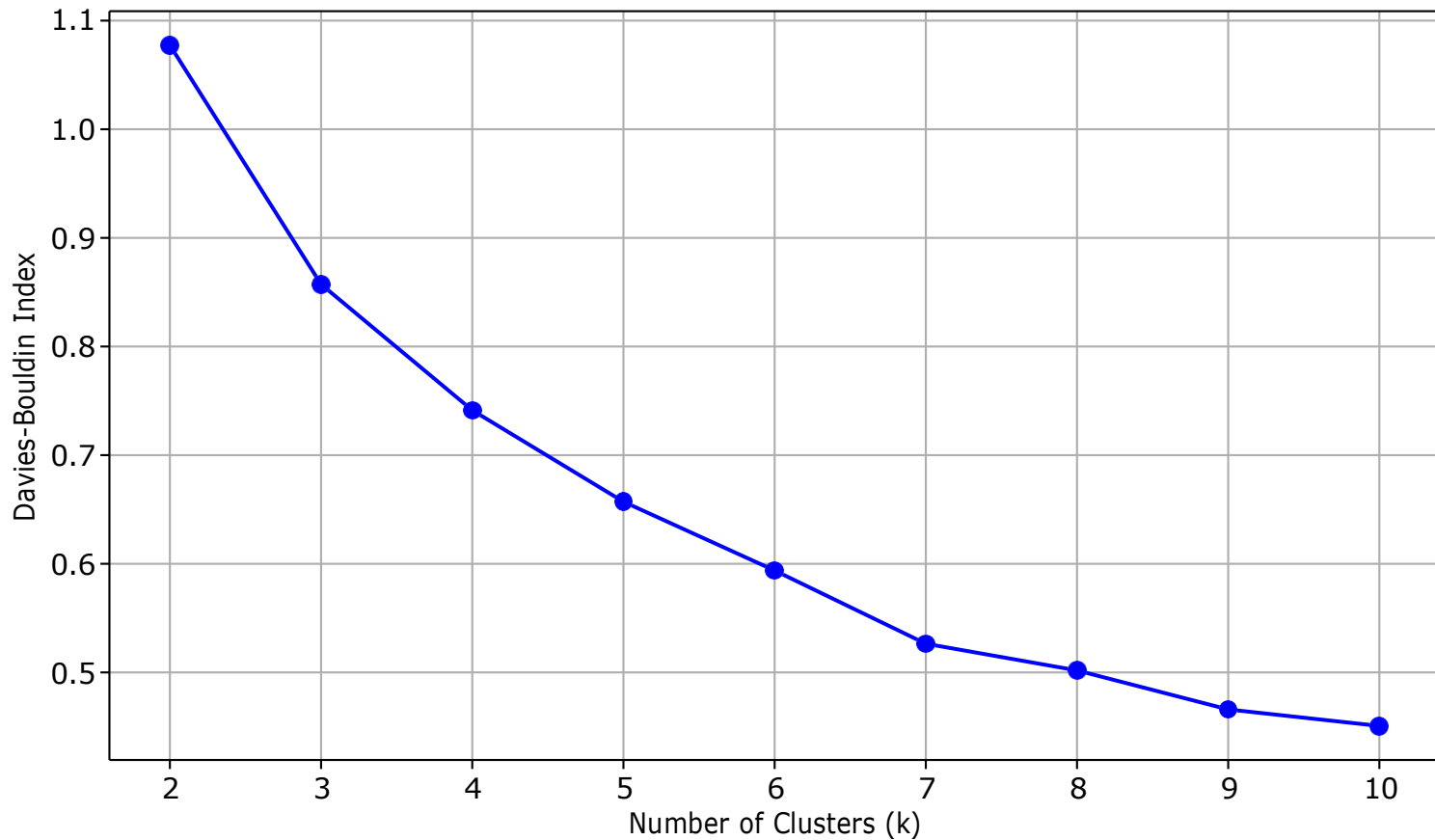
**\*\*Clustering Algorithm:\*\*** K-Means Clustering

**\*\*Feature Selection:\*\*** Recency, Frequency, Monetary Value, and Purchase Categories

**\*\*Normalization:\*\*** StandardScaler used to standardize features

**\*\*Cluster Range Tested:\*\*** 2 to 10 clusters

Davies-Bouldin Index vs. Number of Clusters



Clusters Visualization

