

# **Customer Segmentation and Clustering Analysis**

## **Introduction:**

This analysis aims to segment customers into groups based on their profiles and transaction behaviour using K-Means clustering.

## **Results:**

- Number of Clusters: 4
- Davies-Bouldin Index: 0.87 (indicating good cluster separation)
- PCA visualization highlights well-separated clusters.

## **Conclusion:**

The clustering reveals distinct customer groups. Tailored marketing strategies can be developed for each segment to maximize engagement and revenue.