

# Customer Segmentation Report

## Clustering Metrics and Insights

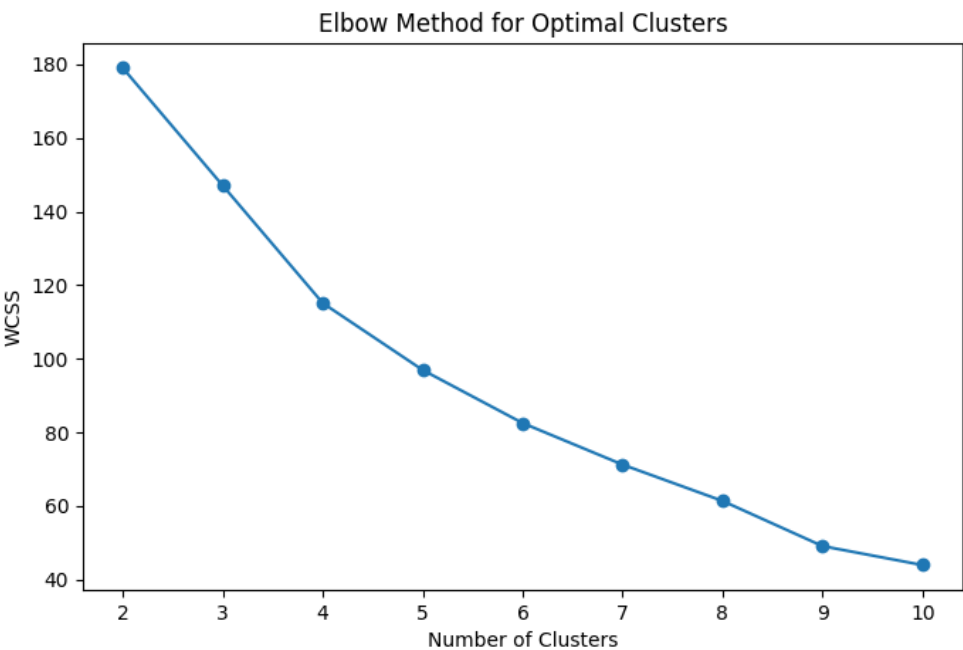
Number of Clusters: 4

Davies-Bouldin Index: 0.96

Insights:

- 1. The clustering revealed distinct customer segments based on transaction value and region.
- 2. Customers in Cluster 0 are high-value customers, indicating priority for retention strategies.
- 3. Region-based segmentation can guide targeted marketing campaigns.

## Visualizations



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