Customer Segmentation Results

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Key Metrics:

- Number of Clusters: 10

- Davies-Bouldin Index: 1.5900

- Silhouette Score: 0.1271

Cluster Characteristics:

	Size	Avg Transactions	Avg Spend ($)	Recency (days)	Books (%)	Clothing (%)	Electronics (%)	Home Decor (%)
0	19	1.18	1.42	-0.34	4.0	22.7	2.1	-3.4
1	25	-0.36	0.35	0.64	-12.5	27.3	-4.5	10.3
2	16	-0.44	-0.52	0.03	0.8	-22.4	-31.6	65.5
3	17	0.47	-0.17	0.20	24.6	-13.5	27.0	-7.8
4	31	-0.28	-0.04	-0.03	111.6	-24.1	-24.7	-20.9
5	7	-0.95	-0.98	0.79	-40.7	163.3	-38.2	-58.3
6	24	-0.18	-0.19	-0.21	-39.6	83.2	-10.9	-12.4
7	36	0.68	0.66	-0.01	-8.1	-2.0	32.1	2.2
8	8	-1.29	-0.97	2.44	-78.5	-54.1	11.2	116.7
9	16	-0.44	-0.18	0.12	-53.2	-44.1	102.9	14.0