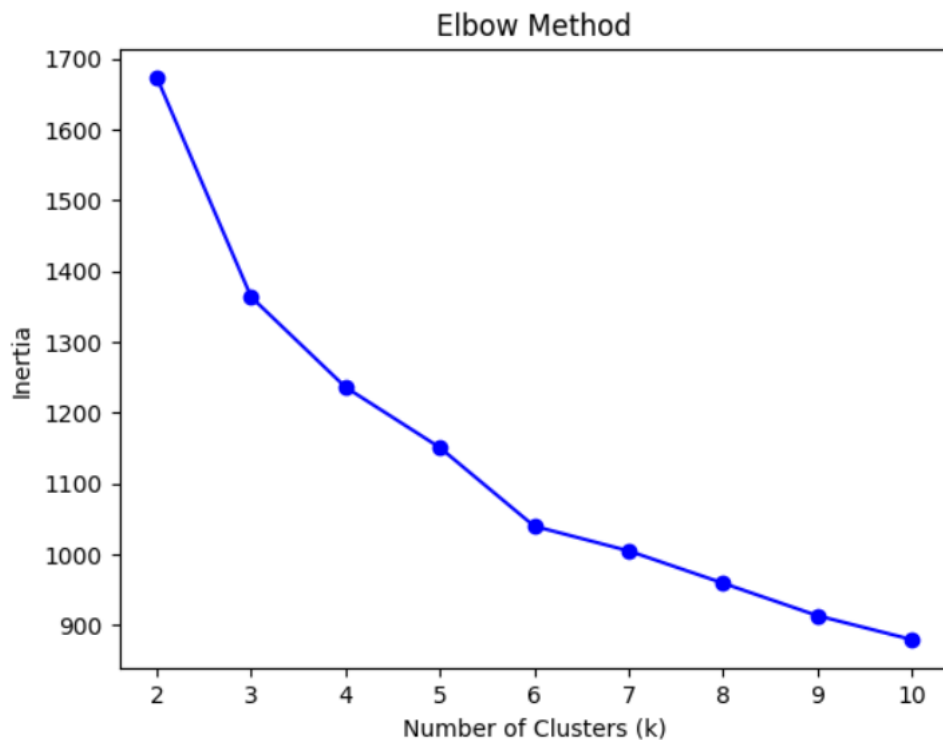


CUSTOMER SEGMENTATION ANALYSIS REPORT

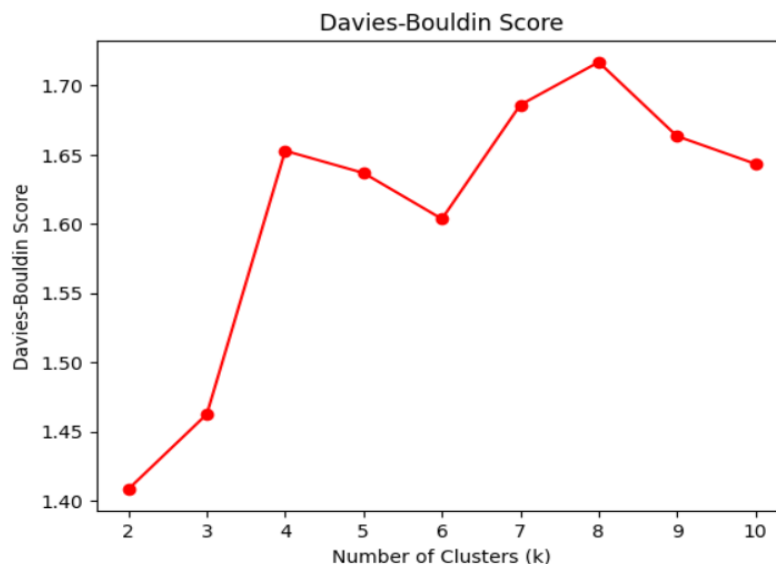
Customer segmentation is a crucial part for analyzing the market trend and building better customer experience and targeted marketing strategies. This report displays the clustering analysis that was done on the dataset provided in the assignment for the eCommerce dataset.

1. Clustering Results:

- The number of clusters formed were : 2



- Davis-Bouldin Index was : 1.408



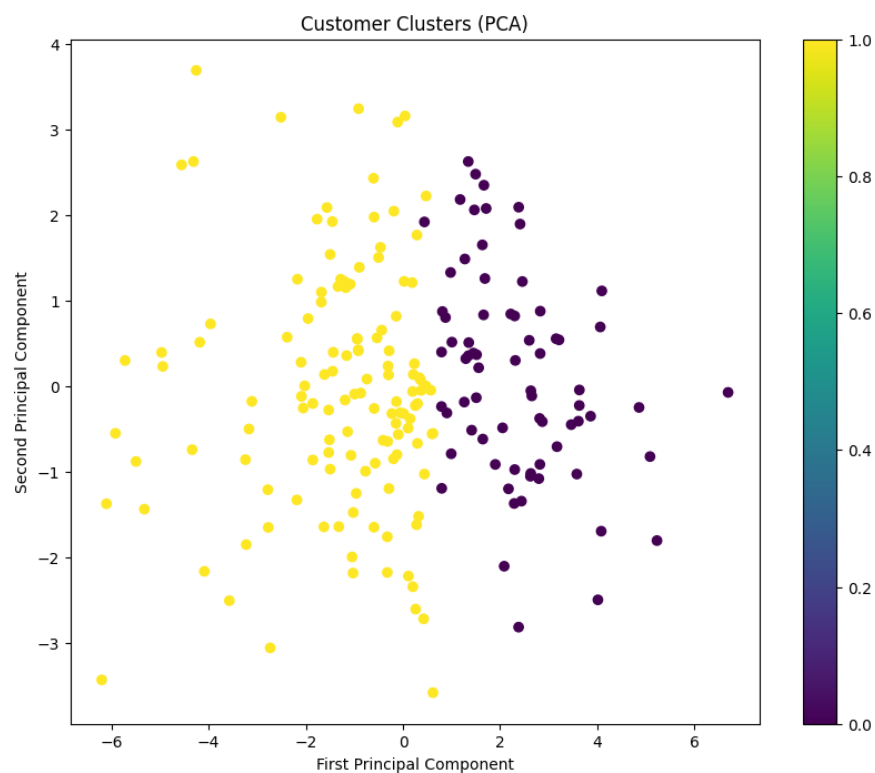
2. Other clustering matrices:

- Silhouette Score : 0.231



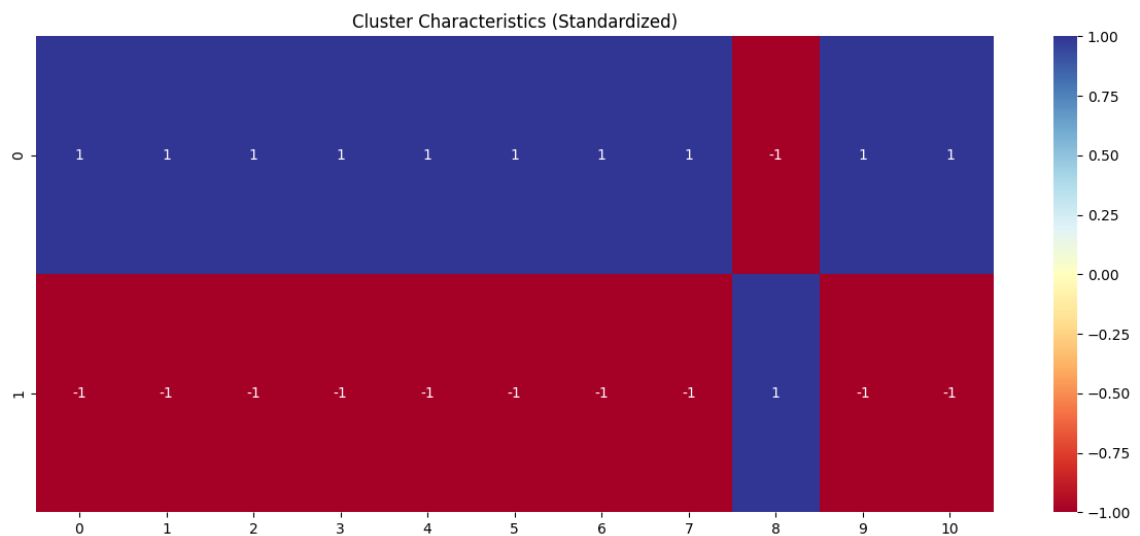
- Cluster distribution :

Cluster 0	72 customers
Cluster 1	128 customers



3. Interpretations:

- Since lower David-Bouldin score indicates the better quality of clustering, therefore I choose the cluster value as 2 which gives the David-Bouldin Index score as 1.408.
- The higher value of the silhouette score between -1 to 1 indicates the better quality of the clusters and with the value of the silhouette score as 0.231 the measure of how similar the objects are to their own clusters as compared to another is displayed.



- The optimal number of clusters was determined by minimising the DB score across different number of values of clusters ranging from 2 to 10.

Value of K	Davis-Bouldin index Score
2	1.408
3	1.462
4	1.653
5	1.637
6	1.604
7	1.686
8	1.717
9	1.663
10	1.643