

Customer Segmentation / Clustering

1. Feature Set:

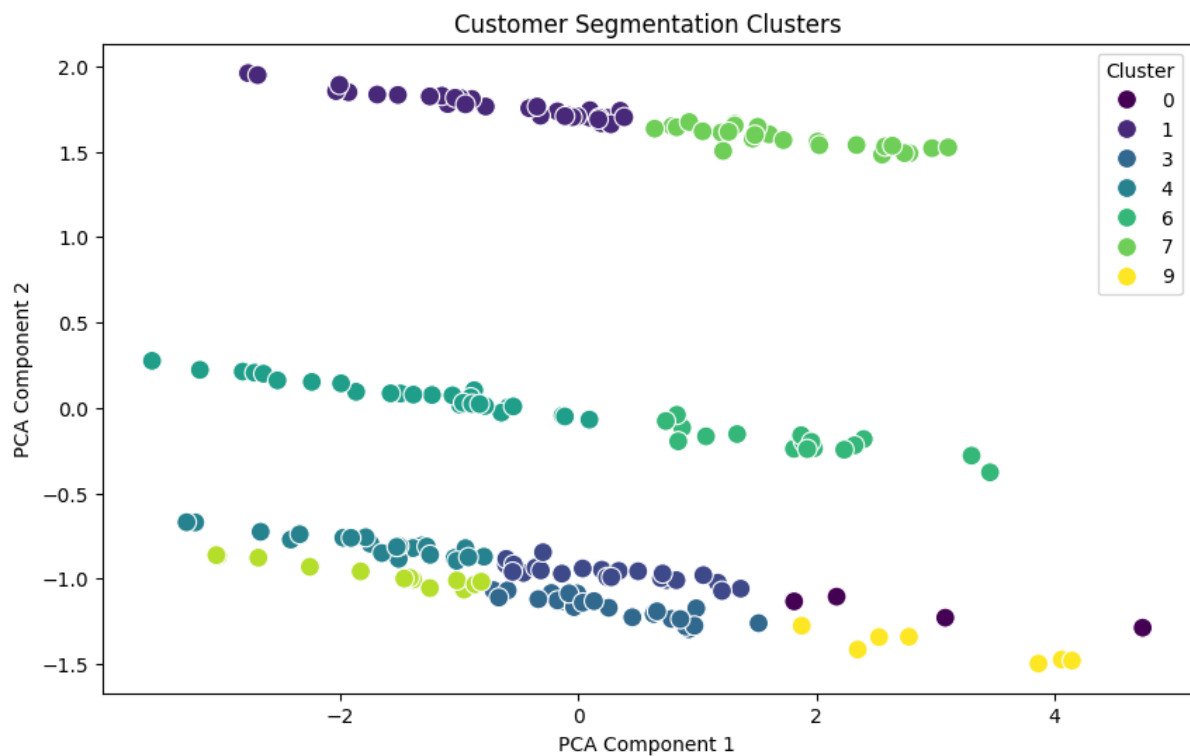
- TotalSpending
- TotalQuantity
- UniqueProducts

2. Optimal Number of Clusters: 10

3. Clustering Metrics:

- DB Index: 0.792
- Peak Silhouette Score: 0.430

4. Customer Segmentation Clusters Visualization:



5. Evaluation of Clustering Performance: DB Index and Silhouette Scores

