

CLUSTERING REPORT

Number of Clusters Formed: 4
DB Index: 0.8621444241565275

Cluster	Total Spend	Average Spend	Transaction Count	Frequency
0	500.25	50.45	10.0	5.0
1	1200.67	75.04	16.0	8.0
2	750.12	62.51	12.0	6.0
3	300.45	37.56	8.0	4.0

The **DB Index** measures the compactness and separation of clusters. A value of 0.8621 indicates good clustering quality, with well-separated and compact clusters.

- **Cluster 0** represents moderate spenders with average transaction frequency.
- **Cluster 1** consists of high-value customers with frequent transactions.
- **Cluster 2** includes mid-range spenders with balanced transaction patterns.
- **Cluster 3** represents low spenders with infrequent transactions.