

# Customer Segmentation Clustering Report

## Clustering Results

Number of Clusters Formed: 4

Davies-Bouldin Index Value: 1.0066

## Cluster Analysis

Cluster	AvgTotalSpending	AvgOrderValue	AvgTransactionCount	AvgRecency	CustomerCount
0	1070.562353	563.316716	1.764706	273.882353	17
1	5587.837857	747.341628	7.553571	79.339286	56
2	2376.338333	527.968794	4.559524	81.702381	84
3	3792.015714	977.418147	3.904762	112.928571	42