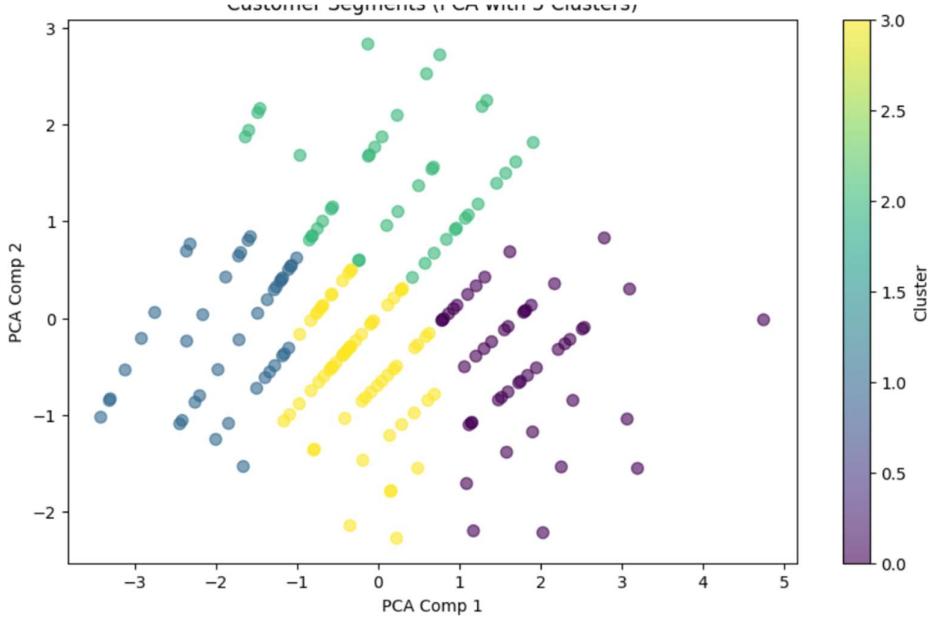
Customer Segmentation ReportIn this study, we used clustering algorithms to segment customers from an eCommerce dataset. The major aim was to gain actionable insights by segmenting clients based on their transaction behaviour and profile information. We used K-Means clustering with five groups, combining transactional data (total expenditure, transaction frequency) with consumer profile data (region, average transaction value). The end result is a customer segmentation model that enables the company to target specific client groups with specialised marketing techniques.

Number of Clusters: 5
Clustering Algorithm: K-Means
Clustering Metrics: Davies-Bouldin Index (DBI) = 0.9023
Data Used: Transaction data (total spend, transaction count, average transaction value) and customer profile data (region, signup date).



the plot visualizes the results of the clustering, where the goal is to identify groups of customers with similar profiles and behaviors based on the transactional data and customer information. This clustering can provide insights into customer segmentation, which is useful for targeted marketing, personalization, and other business strategies.