Customer Segmentation Analysis Report
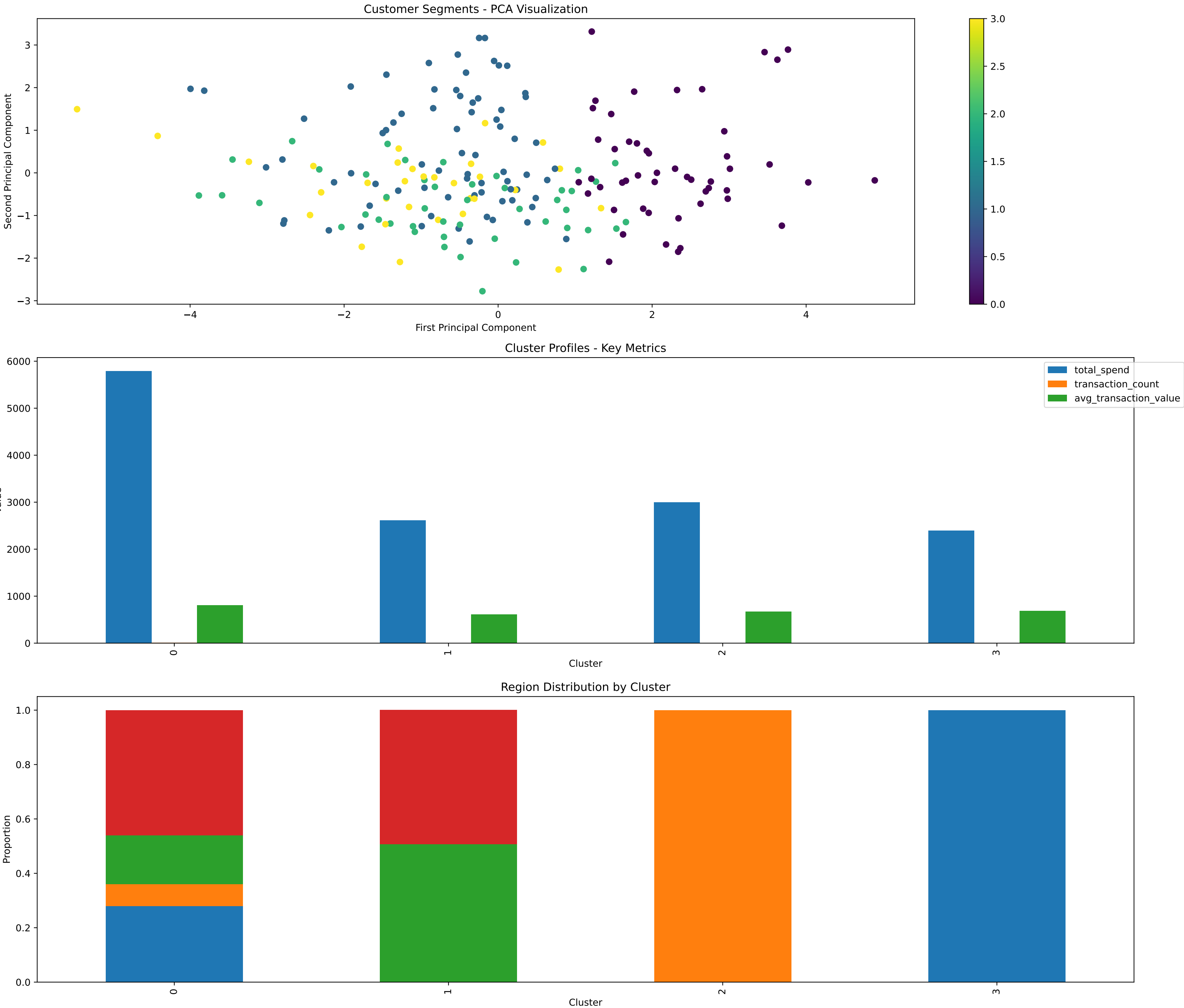
Number of Clusters: 4

Davies-Bouldin Index: 1.580

Silhouette Score: 0.232

Customer Segments - PCA Visualization

Cluster Profiles - Key Metrics

Region Distribution by Cluster

Key Insights:

1. Cluster Sizes:
Cluster
0   50
1   73
2   46
3   31

2. Average Spend per Cluster:
Cluster
0   5787.93
1   2614.48
2   2995.69
3   2398.01

3. Transaction Frequency:
Cluster
0   7.42
1   4.34
2   4.41
3   3.63

4. Regional Distribution:
region_Asia   0.32
region_Europe   0.27
region_North America   0.17
region_South America   0.24