## Unsupervised

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## Defining the Question

## A. Specifying the Data Analytic Question

Determine customer's behavior from data collected

#### B. Defining the Metric for Success

Prediction will be considered a success when proper insights drawn from the analysis and visualization are given

## c. Understanding Context

- "Administrative", "Administrative Duration", "Informational", "Informational Duration", "Product Related" and "Product Related Duration" represents the number of different types of pages visited by the visitor in that session and total time spent in each of these page
- "Bounce Rate" refers to the percentage of visitors who enter the site from that page and then leave
- "Page Value" feature represents the average value for a web page that a user visited before completing an e-commerce transaction
- "Special Day" feature indicates the closeness of the site visiting time to a specific special day

#### D. Experimental Design

Reading the data Checking the data Cleaning dataset Univariate Analysis Bivariate Analysis Implementing Solution Challenging Solution Conclusions

#### E. Data Relevance

The dataset for this project can be found here http://bit.ly/EcommerceCustomersDataset

## 2. Reading the Data

```
library(readr)
library(caret)
## Loading required package: ggplot2
## Loading required package: lattice
library(factoextra)
## Welcome! Want to learn more? See two factoextra-related books at https://goo.gl/ve3WBa
library(ggplot2)
library(tidyverse)
## -- Attaching packages ------ tidyverse 1.3.1 --
## v tibble 3.1.6 v dplyr 1.0.8
## v tidyr 1.2.0 v stringr 1.4.0
## v purrr 0.3.4 v forcats 0.5.1
## -- Conflicts ----- tidyverse_conflicts() --
## x dplyr::filter() masks stats::filter()
## x dplyr::lag() masks stats::lag()
## x purrr::lift() masks caret::lift()
library(dplyr)
library(GGally)
## Registered S3 method overwritten by 'GGally':
##
    method from
##
    +.gg
           ggplot2
library(e1071)
library(cluster)
library(kernlab)
##
## Attaching package: 'kernlab'
## The following object is masked from 'package:purrr':
##
##
       cross
## The following object is masked from 'package:ggplot2':
##
##
       alpha
```

```
library(tidyr)
library(tinytex)
library(readr)
data <- read_csv("http://bit.ly/EcommerceCustomersDataset")</pre>
## Rows: 12330 Columns: 18
## -- Column specification -----
## Delimiter: ","
## chr (2): Month, VisitorType
## dbl (14): Administrative, Administrative_Duration, Informational, Informatio...
## lgl (2): Weekend, Revenue
## i Use 'spec()' to retrieve the full column specification for this data.
## i Specify the column types or set 'show_col_types = FALSE' to quiet this message.
head(data)
## # A tibble: 6 x 18
##
    Administrative Administrative_D~ Informational Informational_D~ ProductRelated
                                <dbl>
                                              <dbl>
##
## 1
                 0
                                    0
                                                  0
                                                                   0
                                                                                  1
## 2
                 0
                                    0
                                                  0
                                                                   0
                                                                                  2
                  0
                                                  0
## 3
                                                                  -1
                                                                                  1
                                   -1
## 4
                  0
                                    0
                                                  0
                                                                   0
                                                                                  2
## 5
                  0
                                    0
                                                  0
                                                                   0
                                                                                 10
                                    0
## # ... with 13 more variables: ProductRelated_Duration <dbl>, BounceRates <dbl>,
      ExitRates <dbl>, PageValues <dbl>, SpecialDay <dbl>, Month <chr>,
## #
       OperatingSystems <dbl>, Browser <dbl>, Region <dbl>, TrafficType <dbl>,
       VisitorType <chr>, Weekend <lgl>, Revenue <lgl>
```

## 3. Checking the Data

```
# tail of dataset
head(data)
## # A tibble: 6 x 18
     Administrative Administrative_D~ Informational Informational_D~ ProductRelated
##
              <dbl>
                                 <dbl>
                                                <dbl>
                                                                  <dbl>
                                                                                  <dbl>
## 1
                  0
                                                    0
                                                                                      1
## 2
                  0
                                     0
                                                    0
                                                                      0
                                                                                      2
## 3
                  0
                                     -1
                                                    0
                                                                     -1
                                                                                      1
                  0
                                     0
                                                    0
                                                                      0
                                                                                      2
## 4
## 5
                  0
                                     0
                                                    0
                                                                      0
                                                                                     10
                  0
                                     0
                                                    0
                                                                      0
## 6
                                                                                     19
## # ... with 13 more variables: ProductRelated_Duration <dbl>, BounceRates <dbl>,
## #
       ExitRates <dbl>, PageValues <dbl>, SpecialDay <dbl>, Month <chr>,
       OperatingSystems <dbl>, Browser <dbl>, Region <dbl>, TrafficType <dbl>,
       VisitorType <chr>, Weekend <lgl>, Revenue <lgl>
## #
```

```
# tail of dataset
tail(data)
## # A tibble: 6 x 18
     Administrative Administrative_D~ Informational Informational_D~ ProductRelated
##
                                 <dbl>
                                               <dbl>
                  0
## 1
                                     0
                                                   1
                                                                     0
                                                                                   16
## 2
                  3
                                   145
                                                   0
                                                                     0
                                                                                   53
## 3
                  0
                                     0
                                                   0
                                                                     0
                                                                                    5
                  0
                                     0
                                                   0
                                                                                    6
## 5
                  4
                                    75
                                                   0
                                                                     0
                                                                                   15
                  0
                                                   0
                                     0
## # ... with 13 more variables: ProductRelated_Duration <dbl>, BounceRates <dbl>,
       ExitRates <dbl>, PageValues <dbl>, SpecialDay <dbl>, Month <chr>,
       OperatingSystems <dbl>, Browser <dbl>, Region <dbl>, TrafficType <dbl>,
       VisitorType <chr>, Weekend <lgl>, Revenue <lgl>
#checking size of dataframe
dim(data)
## [1] 12330
                18
There are 12330 records and 18 variables
#cheking columns
colnames(data)
   [1] "Administrative"
                                   "Administrative_Duration"
  [3] "Informational"
                                   "Informational_Duration"
## [5] "ProductRelated"
                                   "ProductRelated_Duration"
   [7] "BounceRates"
                                   "ExitRates"
##
## [9] "PageValues"
                                   "SpecialDay"
## [11] "Month"
                                   "OperatingSystems"
## [13] "Browser"
                                   "Region"
## [15] "TrafficType"
                                   "VisitorType"
## [17] "Weekend"
                                   "Revenue"
4. Cleaning dataset
# Identifying missing data in dataset
colSums(is.na(data))
##
            Administrative Administrative_Duration
                                                               Informational
##
```

Informational\_Duration

ProductRelated ProductRelated\_Duration

шш	1.1	1.1	14
##	14	14	14
##	BounceRates	ExitRates	PageValues
##	14	14	0
##	SpecialDay	Month	OperatingSystems
##	0	0	0
##	Browser	Region	${\tt TrafficType}$
##	0	0	0
##	${ t Visitor Type}$	Weekend	Revenue
##	0	0	0

There is presence of missing values

```
# Dropping null values
data <- na.omit(data)
colSums(is.na(data))</pre>
```

##	Administrative	Administrative_Duration	Informational
##	0	0	0
##	${\tt Informational\_Duration}$	${\tt ProductRelated}$	${\tt ProductRelated\_Duration}$
##	0	0	0
##	BounceRates	ExitRates	PageValues
##	0	0	0
##	SpecialDay	Month	${\tt OperatingSystems}$
##	0	0	0
##	Browser	Region	${\tt TrafficType}$
##	0	0	0
##	VisitorType	Weekend	Revenue
##	0	0	0

Rows with missing values have been removed, decided to remove them since I noticed that the missing values positions were exactly the same for each variable with missing data

```
#checking size of dataframe
dim(data)
```

**##** [1] 12316 18

there is now 12316 records

```
#checking unique values of VisitorType variable
unique(data$VisitorType)
```

```
## [1] "Returning_Visitor" "New_Visitor" "Other"
```

```
#checking unique values of Weekend variable
unique(data$Weekend)
```

## [1] FALSE TRUE

# #finding duplicates duplicates <- data[duplicated(data),] duplicates</pre>

```
## # A tibble: 117 x 18
      Administrative Administrative_~ Informational Informational_D~ ProductRelated
##
##
                <dbl>
                                  <dbl>
                                                  <dbl>
                                                                    <dbl>
##
   1
                    0
                                       0
                                                      0
                                                                        0
                                                                                         1
##
   2
                    0
                                       0
                                                      0
                                                                        0
                                                                                         1
                                                      0
##
   3
                    0
                                       0
                                                                        0
                                                                                         1
##
   4
                    0
                                       0
                                                      0
                                                                        0
                                                                                         1
##
  5
                    0
                                       0
                                                      0
                                                                         0
                                                                                         1
##
   6
                    0
                                       0
                                                      0
                                                                        0
                                                                                         1
##
    7
                    0
                                       0
                                                      0
                                                                        0
                                                                                         1
##
   8
                    0
                                       0
                                                      0
                                                                        0
                                                                                         1
                    0
##
  9
                                       0
                                                      0
                                                                         0
                                                                                         2
                                       0
                                                      0
                                                                         0
## 10
## # ... with 107 more rows, and 13 more variables: ProductRelated_Duration <dbl>,
```

BounceRates <dbl>, ExitRates <dbl>, PageValues <dbl>, SpecialDay <dbl>, Month <chr>, OperatingSystems <dbl>, Browser <dbl>, Region <dbl>, TrafficType <dbl>, VisitorType <chr>, Weekend <lgl>, Revenue <lgl>

There is presence of duplicates

## #

## #

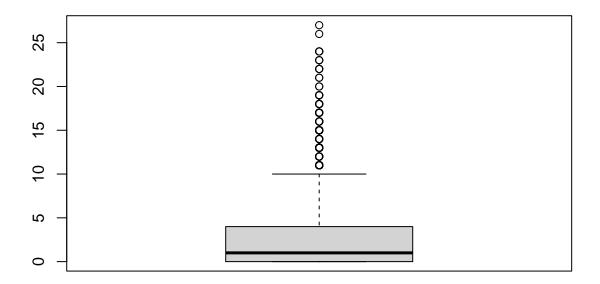
#### data[!duplicated(data), ]

```
## # A tibble: 12,199 x 18
##
      Administrative Administrative_~ Informational Informational_D~ ProductRelated
               <dbl>
                                                                                  <dbl>
##
                                 <dbl>
                                                <dbl>
                                                                  <dbl>
##
   1
                    0
                                      0
                                                    0
                                                                       0
                                                                                      1
## 2
                    0
                                      0
                                                    0
                                                                       0
                                                                                       2
##
   3
                    0
                                     -1
                                                    0
                                                                      -1
                                                                                      1
##
  4
                    0
                                      0
                                                    0
                                                                       0
                                                                                      2
                                      0
                                                    0
                                                                                     10
##
  5
                    0
                                                                       0
##
    6
                    0
                                      0
                                                    0
                                                                       0
                                                                                      19
                    0
                                                    0
##
   7
                                     -1
                                                                     -1
                                                                                      1
##
   8
                    1
                                     -1
                                                    0
                                                                     -1
                                                                                      1
##
   9
                    0
                                      0
                                                    0
                                                                       0
                                                                                      2
## 10
                                                                       0
                                                                                      3
## # ... with 12,189 more rows, and 13 more variables:
       ProductRelated_Duration <dbl>, BounceRates <dbl>, ExitRates <dbl>,
## #
       PageValues <dbl>, SpecialDay <dbl>, Month <chr>, OperatingSystems <dbl>,
## #
       Browser <dbl>, Region <dbl>, TrafficType <dbl>, VisitorType <chr>,
```

Duplicates have been removed we now have 12,199 records

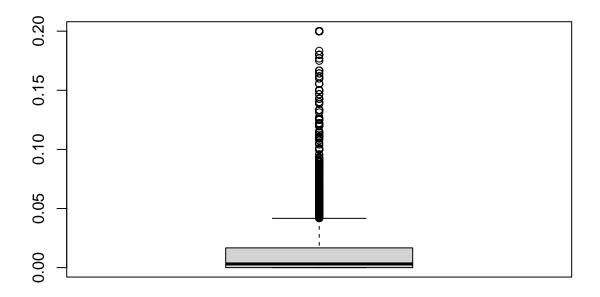
Weekend <lgl>, Revenue <lgl>

```
#finding outliers in the column
boxplot(data$Administrative)
```



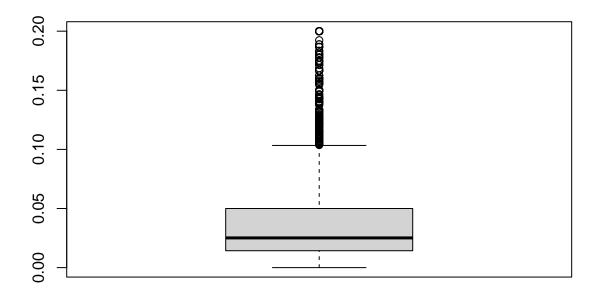
## #finding outliers in the Bounce Rates column

boxplot(data\$BounceRates)



There is presence of alot of outliers

#finding outliers in the Exit Rates column
boxplot(data\$ExitRates)



#### presence of outliers

Outliers won't be removed since this is real data representing actual observations that are crucial for our analysis

## 5. Exploratory data analysis

## 5.1 Univariate Analysis

```
# getting the summary of our numerical columns
summary(data)
```

```
Administrative
                     Administrative_Duration Informational
                               -1.00
##
    Min.
           : 0.000
                     Min.
                                              Min.
                                                     : 0.000
    1st Qu.: 0.000
                     1st Qu.:
                                 0.00
                                              1st Qu.: 0.000
    Median : 1.000
                     Median :
                                 8.00
                                              Median : 0.000
           : 2.318
                                80.91
##
    Mean
                     Mean
                                              Mean
                                                     : 0.504
    3rd Qu.: 4.000
                     3rd Qu.:
                                              3rd Qu.: 0.000
##
                                93.50
           :27.000
##
                     Max.
                             :3398.75
                                              Max.
                                                      :24.000
    Informational_Duration ProductRelated
                                             ProductRelated_Duration
##
##
    Min.
           : -1.00
                           Min.
                                   : 0.00
                                             Min.
                                                         -1.0
               0.00
##
    1st Qu.:
                            1st Qu.: 7.00
                                             1st Qu.:
                                                       185.0
    Median :
               0.00
                           Median : 18.00
                                             Median: 599.8
```

```
Mean
        : 34.51
                         Mean : 31.76
                                         Mean
                                                : 1196.0
##
              0.00
                         3rd Qu.: 38.00
                                         3rd Qu.: 1466.5
   3rd Qu.:
## Max.
          :2549.38
                         Max. :705.00
                                        Max. :63973.5
                       ExitRates
##
    BounceRates
                                         PageValues
                                                          SpecialDay
## Min. :0.000000
                     Min.
                            :0.00000
                                     Min. : 0.000
                                                       Min.
                                                              :0.0000
##
  1st Qu.:0.000000
                     1st Qu.:0.01429
                                     1st Qu.: 0.000
                                                       1st Qu.:0.0000
## Median :0.003119
                     Median: 0.02512 Median: 0.000
                                                       Median :0.0000
## Mean
         :0.022152
                            :0.04300
                                     Mean : 5.896
                     Mean
                                                        Mean :0.0615
##
   3rd Qu.:0.016684
                     3rd Qu.:0.05000
                                       3rd Qu.: 0.000
                                                        3rd Qu.:0.0000
  Max.
##
         :0.200000 Max.
                            :0.20000
                                      Max. :361.764
                                                        Max. :1.0000
##
      Month
                     OperatingSystems
                                         Browser
                                                          Region
                                      Min. : 1.000
## Length:12316
                     Min. :1.000
                                                      Min.
                                                             :1.000
   Class :character
                     1st Qu.:2.000
                                      1st Qu.: 2.000 1st Qu.:1.000
##
##
  Mode :character
                     Median :2.000
                                      Median : 2.000
                                                      Median :3.000
##
                     Mean
                            :2.124
                                      Mean : 2.358
                                                             :3.148
                                                      Mean
##
                      3rd Qu.:3.000
                                      3rd Qu.: 2.000
                                                      3rd Qu.:4.000
##
                     Max.
                           :8.000
                                      Max.
                                           :13.000
                                                             :9.000
                                                      Max.
##
    TrafficType
                   VisitorType
                                      Weekend
                                                     Revenue
## Min. : 1.00
                  Length: 12316
                                     Mode :logical
                                                    Mode :logical
## 1st Qu.: 2.00
                  Class :character
                                     FALSE:9451
                                                    FALSE: 10408
## Median : 2.00
                  Mode :character
                                     TRUE :2865
                                                    TRUE :1908
## Mean : 4.07
## 3rd Qu.: 4.00
## Max. :20.00
# finding range of Administrative_Duration variable
adm.range <- range(data$Administrative_Duration)</pre>
adm.range
## [1]
        -1.00 3398.75
range from -1 to 3398.75
#Variance of Informational_Duration variable
infd.variance <- var(data$Informational_Duration)</pre>
#
```

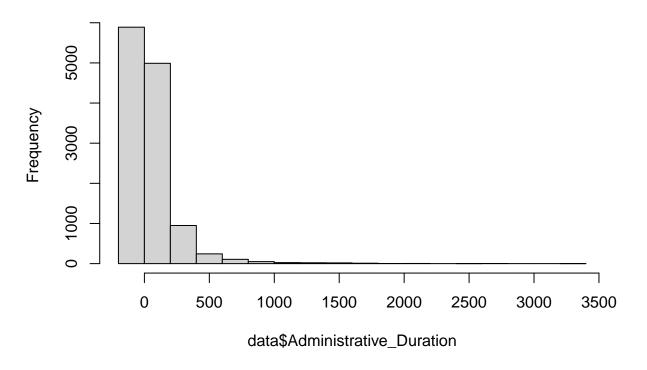
## [1] 19831.82

infd.variance

#### 5.1.1 Visualizations

hist(data\$Administrative\_Duration)

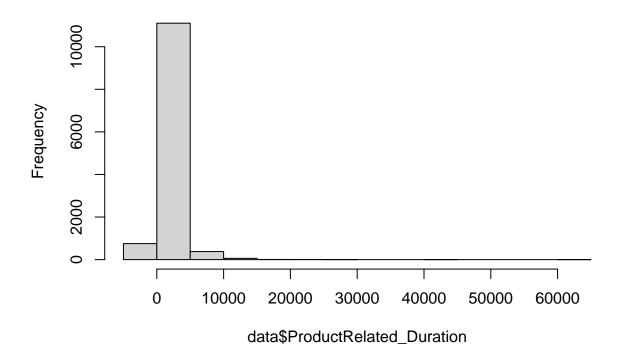
# Histogram of data\$Administrative\_Duration



Distribution of the data is mostly skewed to the left as most values range at 0

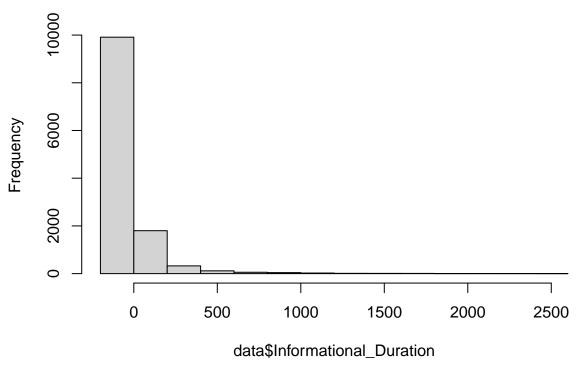
hist(data\$ProductRelated\_Duration)

# Histogram of data\$ProductRelated\_Duration



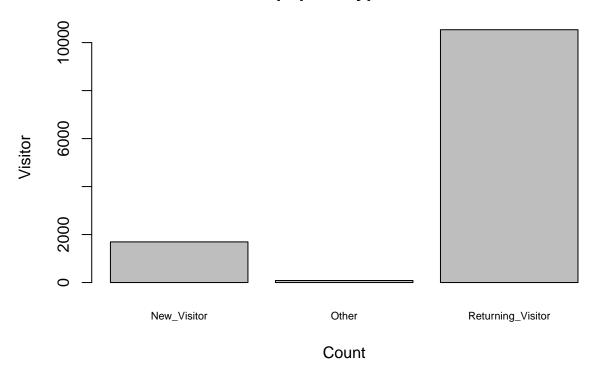
hist(data\$Informational\_Duration)





Distribution of the data is mostly skewed to the left as most values range at 0

# Most popular type of user



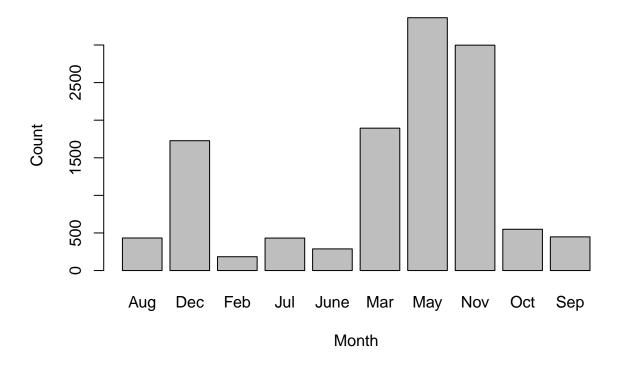
Most popular visitor are the returning visitors

# Most popular time to visit site



Most visitors visit the site during the weekdays

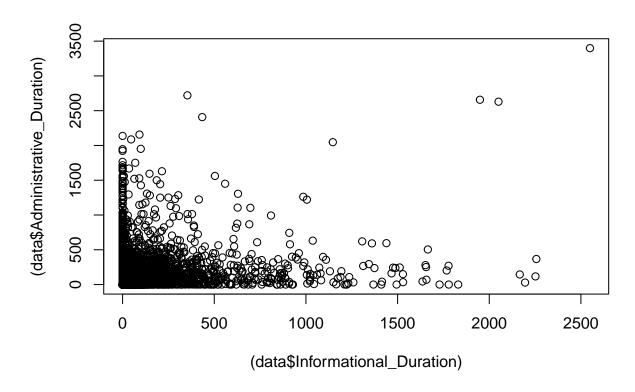
# Most popular Month to visit site



The month with the most visits was May

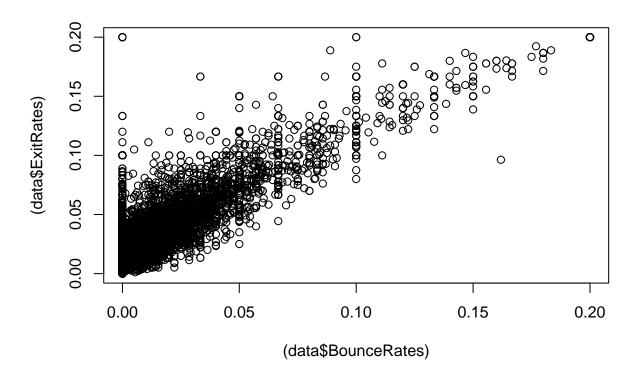
# 5.2 Bivariate Analysis

plot((data\$Informational\_Duration), (data\$Administrative\_Duration))



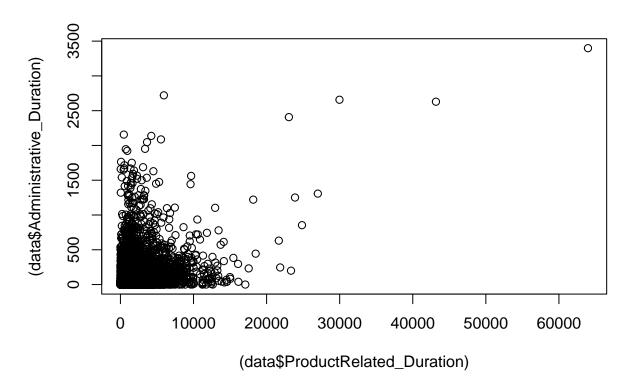
As the administrative duration increases the informational duration decreases

plot((data\$BounceRates), (data\$ExitRates))



As the exit rate increases so does the bounce rates

plot((data\$ProductRelated\_Duration), (data\$Administrative\_Duration))



# 6. Implementing the solution

## 6.1 Encoding and Scaling

```
# Drop the label
data2 <- data[, -18]</pre>
# Encoding the categorical columns
data2$VisitorType <- ifelse(data2$VisitorType == 'Returning_Visitor', 1, ifelse(data2$VisitorType == 'N</pre>
data2$Weekend <- ifelse(data2$Weekend == 'FALSE', 0, 1)</pre>
#encoding the months column
#Change column to factor
data2$Month <- factor(data2$Month)</pre>
#Change factor to numeric
data2$Month<- as.numeric(data2$Month)</pre>
table(data2$Month)
##
                                                      10
##
           2
                 3
                            5
                                 6
                                       7
                                                  9
               184
                    432
                          288 1894 3363 2998
                                                549
                                                     448
```

## Normalizing the dataset

```
normalize <- function(x){
  return ((x-min(x)) / (max(x)-min(x)))
}</pre>
```

## 6.2 K- means Clustering

```
# Applying the K-means clustering algorithm with no. of centroids(k)=4
#K was randomly picked
#
result <- kmeans(data2,4)

# Previewing the no. of records in each cluster
#
result$size</pre>
```

```
## [1] 2608 571 66 9071
```

The above results show how data has been split within the 4 clusters

```
# Getting the value of cluster center data point
# ---
#
result$centers
```

```
Administrative Administrative_Duration Informational Informational_Duration
## 1
           3.754985
                                  138.32442
                                                0.9401840
                                                                         67.19907
## 2
           5.889667
                                  211.57876
                                                1.7950963
                                                                        145.22002
## 3
           7.651515
                                  416.47911
                                                3.3787879
                                                                        364.76162
## 4
           1.640944
                                   53.73071
                                                0.2763753
                                                                         15.73482
##
    ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1
          56.95130
                                  2332.2961 0.007998933 0.02307835
## 2
          135.50788
                                  6153.4724 0.006556316 0.02096564
                                                                      6.916867
## 3
          332.33333
                                 15772.4934 0.005424551 0.01864796
                                                                     4.108254
## 4
           15.80487
                                   451.2344 0.027325193 0.05029531
                                                                     5.077537
                  Month OperatingSystems Browser Region TrafficType
    SpecialDay
## 1 0.05475460 6.317101
                                 2.131135 2.315951 3.204371
                                                               3.812117
## 2 0.05008757 6.761821
                                 2.157618 2.332750 2.800350
                                                               3.537653
## 3 0.01212121 6.772727
                                 2.045455 2.393939 2.484848
                                                               3.893939
## 4 0.06451328 6.078051
                                 2.120604 2.370852 3.158527
                                                               4.179583
    VisitorType
                   Weekend
## 1
        1.064417 0.2365798
## 2
        1.010508 0.2241681
## 3
       1.015152 0.2727273
## 4
       1.158086 0.2317275
```

```
# Getting the cluster vector that shows the cluster where each record falls
# ---
#
result$cluster
```

```
##
##
 ##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
[577] 4 4 1 4 4 4 1 4 4 4 4 1 4 4 4 4 1 4 4 4 4 4 4 4 4 4 4 4 4 1 1 4 4 4 4 4 4 4 1 2
##
##
[685] 4 4 4 4 4 1 4 4 1 4 4 1 1 1 1 1 4 4 1 4 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
##
##
##
##
##
##
##
[901] 4 4 4 4 4 1 1 4 4 4 4 4 1 4 4 1 4 4 4 4 4 4 4 4 4 1 1 4 4 4 4 1 1 4 4 4 4 1 1 4 4 4
##
##
##
[1009] 4 1 4 4 4 4 4 4 4 4 4 4 4 4 1 4 4 4 1 1 4 4 4 4 4 4 4 4 4 4 2 2 4 4 4 1 4 4
##
##
##
##
##
##
##
##
##
##
##
[1441] 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 1 4 4 1 4 4 4 4 4 4 4 1 4 1 4 1 4 1 4 1 4 1 1
##
##
[1513] 4 4 1 1 4 4 1 1 4 4 4 4 4 4 4 4 4 4 1 1 1 4 4 4 1 4 4 1 4 4 4 2 1 2 4
##
##
##
##
##
##
```

```
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
[2557] 4 4 4 4 4 4 4 4 4 4 4 1 4 1 4 1 4 4 4 4 4 1 4 4 2 4 4 4 1 1 4 4 4 2 1 4 4 1 4
##
##
##
##
##
[2701] 4 4 1 1 4 4 4 4 1 1 4 4 1 4 4 4 4 4 1 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 2 1 1 4 4
##
##
##
##
##
##
##
##
##
##
##
##
##
[3205] 4 4 4 4 4 4 4 4 4 1 1 1 4 4 4 1 4 4 1 4 4 1 4 4 1 4 1 4 1 4 1 4 1 4 1 4 4 4 4 2
##
##
##
##
[3349] 4 4 4 4 4 4 4 1 1 4 4 4 4 4 4 1 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 1 4 1 1 4 1 4 2
##
##
##
##
##
##
##
##
##
```

```
##
##
##
[3817] 2 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 1 4 1 4 4 1 1 4 4 4 4 4 4 4 4 4 4 1 1 1 4
[3853] 4 1 1 4 4 1 4 4 1 4 4 4 4 4 4 1 1 4 4 4 4 4 4 1 4 4 4 4 4 1 4 4 4 1 1 1 4 4 4
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[4249] 4 4 4 4 4 4 1 1 4 4 1 4 4 1 4 4 1 1 4 4 1 1 4 4 1 1 4 4 1 4 1 1 1 4 4 4 4 4 4 4 4 4 4 4 4 1
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[5293] 4 4 4 4 4 4 4 4 4 1 4 1 4 1 1 1 4 4 4 4 4 4 4 4 4 4 4 4 4 1 1 1 4 4 1 1 4 4 1
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[5473] 4 4 1 4 4 4 4 4 4 4 4 1 1 4 1 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 4 1 4 4 1 4
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[5761] 4 4 2 4 4 1 1 4 4 4 1 4 4 1 2 4 4 4 1 4 4 4 1 4 4 4 1 4 4 4 1 4 4 1 4 2 4 4
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[5905] 4 4 4 4 1 4 4 4 4 4 4 4 4 4 4 1 4 4 4 1 1 4 4 1 4 4 1 4 4 1 4 4 4 4 4 4 4 4 1
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[6733] 4 4 1 4 4 4 1 2 4 4 1 1 4 4 4 4 3 4 4 4 1 4 4 4 2 4 4 4 4 4 1 1 4 1 4 4
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[7453] 4 1 4 1 4 4 4 4 1 4 4 4 4 4 1 4 4 1 1 4 1 4 4 4 4 4 4 4 4 4 4 1 1 1 1
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[7525] 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 1 1 4 4 4 4 1 1 1 4 4 4 1 4 4 1 4 4 4 4 4 4 4 1 4
```

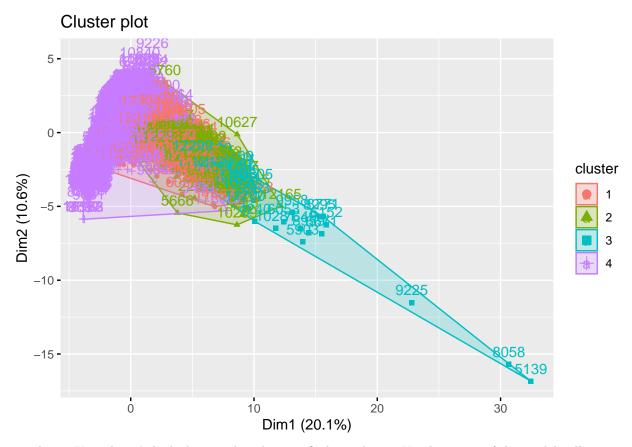
```
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[8101] 4 4 2 1 4 1 1 4 1 4 4 2 4 1 4 4 2 4 4 4 1 1 2 1 4 4 4 1 4 4 1 4 4 1 4
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[8245] 1 4 2 4 4 4 1 4 4 4 4 2 1 4 4 4 2 4 4 2 3 2 4 2 1 4 2 4 1 4 4 4 1 4 1
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[8713] 1 1 4 4 4 4 4 4 4 4 4 4 1 4 1 4 4 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 1 4 1
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[8929] 4 4 4 4 1 2 4 4 4 1 1 1 1 1 1 4 1 1 4 4 1 4 4 4 2 4 4 4 1 4 4 3 4 1 2 1 1
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[9253] 1 4 2 4 4 4 4 4 4 4 4 4 4 4 1 1 4 4 1 1 4 1 4 4 4 4 2 4 1 1 4 4 1 2 4 1 4
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[9289] 4 4 4 4 4 1 1 4 4 1 4 1 4 4 1 1 4 4 4 1 1 1 4 4 1 1 1 4 4 1 1 1 4 1 1 1 1 1 1 1 1
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[9325] 4 4 1 4 4 1 4 4 1 1 4 1 4 1 4 1 4 2 4 1 4 4 4 1 4 4 4 1 4 2 4 4 2 1 4
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```

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[9541] 4 4 1 4 1 1 1 4 1 1 2 1 4 4 4 4 4 4 2 4 4 4 3 4 4 4 4 4 1 4 1 4 1 4 4 4 1 4
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  [9793] \ 2\ 1\ 1\ 4\ 4\ 1\ 4\ 4\ 4\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 4\ 4\ 4\ 4\ 4\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 1\ 4\ 1\ 1\ 4\ 1\ 4\ 1\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 4\ 1\ 1
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  [9937] 4 2 1 4 4 4 1 4 2 1 4 4 1 1 4 1 4 1 4 2 4 3 4 1 1 4 2 4 1 4 4 1 1 4 4 1
  ## [10081] 4 4 4 4 4 4 4 4 4 1 4 1 1 1 1 1 4 4 4 4 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 1
## [10297] 4 1 4 2 1 4 4 1 3 4 4 1 4 1 1 4 4 1 4 1 4 1 4 4 4 1 4 4 1 2 2 4 4 4 1 4
## [10549] 4 4 1 4 4 4 4 4 4 4 4 1 4 4 4 1 1 4 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 1 4 1
## [10585] 4 4 4 4 4 4 1 4 3 4 4 4 1 2 1 4 4 4 1 4 1 1 1 4 2 4 1 4 4 1 1 1 4 4 4
## [10837] 4 4 4 4 4 4 4 1 1 1 4 4 1 2 4 4 4 4 4 3 4 4 4 4 1 1 4 4 4 4 4 1 4 4 2
## [11125] 1 4 4 1 4 4 4 4 4 4 4 4 4 4 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 4 1 2 4
## [11305] 2 4 1 4 4 4 1 1 4 4 4 4 4 4 1 1 4 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 1 4 1 4 2 1 4 4 1 1 4 4
```

```
## [11557] 4 1 4 2 2 4 4 1 4 1 1 4 4 4 1 1 1 4 4 4 1 1 1 2 4 1 1 1 2 2 1 1 4
## [11953] 1 4 4 4 4 4 4 4 1 4 4 4 2 4 4 4 4 1 2 1 4 3 4 3 4 1 1 4 4 1 4 4 4 4 4 1 1
## [12313] 4 4 4 4
```

## 6.2.1 Vizualizing cluster

```
fviz_cluster(result, data = data2)
```



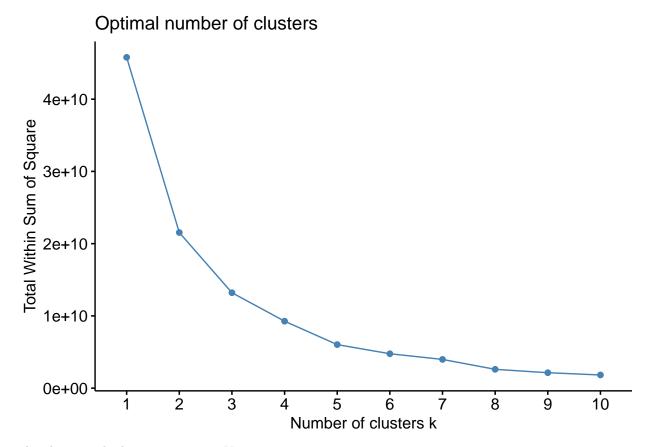
our cluster K=4 doesn't look that good, so lets try finding a better K value to see if the model will improve

## 6.2.2 Improving model/challenging soln

Determining the optimal number of clusters through various methods

## a. Elbow Curve

```
# Determining Optimal clusters (k) Using Elbow method
fviz_nbclust(x = data2, FUNcluster = kmeans, method = 'wss')
```

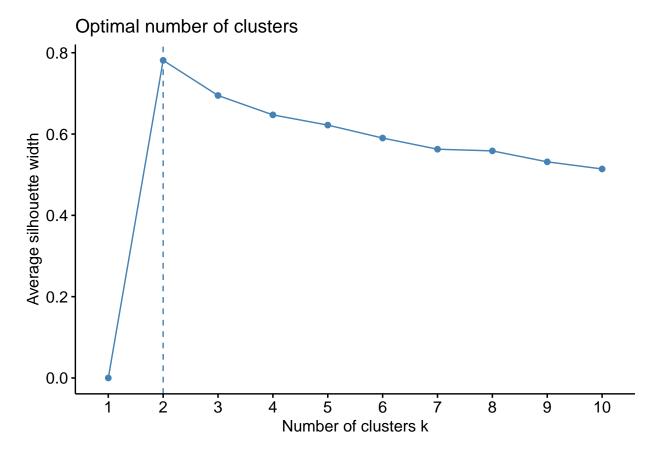


The above method suggests we use K=2

## b. Silhouette

```
# Determining Optimal clusters (k) Using Average Silhouette Method

fviz_nbclust(x = data2,FUNcluster = kmeans, method = 'silhouette')
```



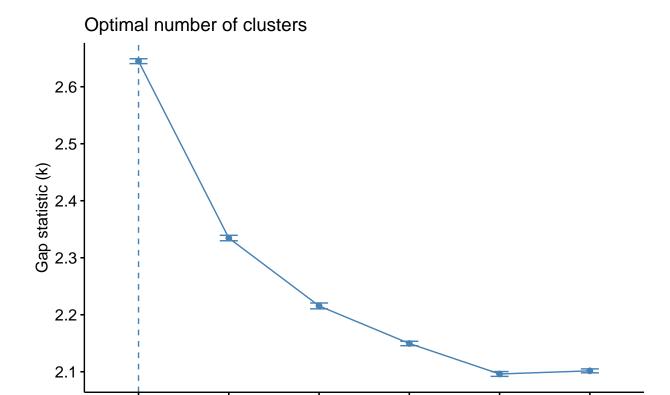
The above method suggests we use K = 2

## c. Gap Statistic

```
# compute gap statistic
set.seed(150)
gap_stat <- clusGap(x = data2, FUN = kmeans, K.max = 6, nstart = 15, B = 30 )</pre>
# Print the result
print(gap_stat, method = "firstmax")
## Clustering Gap statistic ["clusGap"] from call:
## clusGap(x = data2, FUNcluster = kmeans, K.max = 6, B = 30, nstart = 15)
## B=30 simulated reference sets, k = 1..6; spaceHO="scaledPCA"
   --> Number of clusters (method 'firstmax'): 1
            logW
                   E.logW
                               gap
## [1,] 15.36406 18.00891 2.644847 0.004275541
## [2,] 15.00091 17.33548 2.334574 0.004789601
## [3,] 14.73986 16.95536 2.215495 0.005148495
## [4,] 14.54755 16.69714 2.149593 0.003912246
## [5,] 14.41068 16.50680 2.096118 0.004236018
## [6,] 14.25775 16.35933 2.101581 0.003444861
```

# # plot the result to determine the optimal number of clusters. fviz\_gap\_stat(gap\_stat)

2



The above method suggests K=1, this isn't a good suggestion since it damages the idea of clustering Adjustments were made to the values i.e K.max, nstart and B, it was noted that using a value exceeding 10 for the K.max gives a warning, and high values also didn't work for the nstart and B

Number of clusters k

5

6

3

2 options suggested for K = 2

```
# Compute k-means clustering with k = 2
set.seed(150)
final <- kmeans(data2, centers = 2, nstart = 25)</pre>
print(final)
## K-means clustering with 2 clusters of sizes 933, 11383
##
## Cluster means:
     Administrative Administrative_Duration Informational Informational_Duration
##
## 1
           5.624866
                                   207.73068
                                                  1.755627
                                                                          146.3098
## 2
           2.046736
                                                  0.401388
                                                                           25.3425
                                    70.51109
     ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1
          135.47481
                                   6093.2140 0.006524418 0.02077043
                                                                       7.345740
## 2
           23.26329
                                    794.6432 0.023433404 0.04482478
                                                                       5.777121
##
     SpecialDay
                   Month OperatingSystems Browser
                                                      Region TrafficType
## 1 0.04587353 6.659164
                                  2.145766 2.366559 2.900322
                                                                 3.592712
## 2 0.06277783 6.123518
                                  2.122375 2.356848 3.168321
                                                                 4.109637
```

```
VisitorType
##
 Weekend
## 1
1.015005 0.2336549
## 2
1.140121 0.2325398
##
##
Clustering vector:
##
##
##
##
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```

## ##

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## ##

##  $[8785] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 1$ ## ## ## ## ## ## ## ## ##  $[9145] \ 2\ 2\ 1\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## ##  $[9217] \ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2$ ## ## ## ##  $[9361] \ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## ## ## ## ##

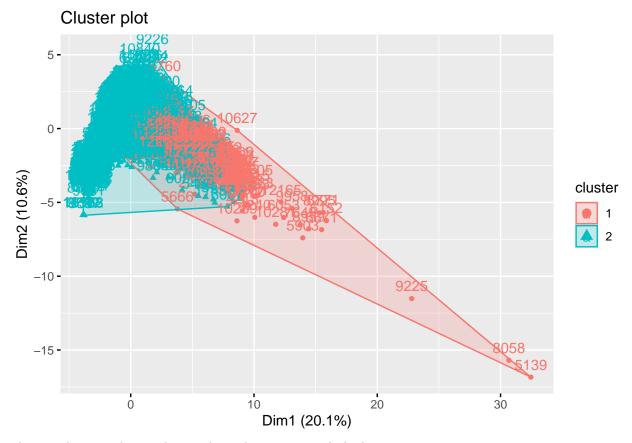
```
##
##
##
##
##
##
##
##
 [9937] \ 2\ 1\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2
##
## [10333] 2 1 2 2 1 1 2 2 2 2 2 2 2 2 2 2 1 1 2 2 2 2 2 2 1 2 2 2 2 2 2 2 1 2 2 2 2 2 2 2 2 2 2 1
## [11161] 2 2 2 2 2 2 2 2 2 1 2 1 2 2 2 2 2 1 2 2 2 2 2 2 2 2 2 2 1 1 1 1 2 2 2 2 1 2 2 2
```

```
## [11953] 2 2 2 2 2 2 2 1 2 2 2 1 2 2 2 2 2 1 2 2 2 2 1 2 2 1 2 2 1 2 2 1 2 2 2 2 2 2 2
## [12313] 2 2 2 2
##
## Within cluster sum of squares by cluster:
## [1] 13749250056 7792396189
(between_SS / total_SS = 53.0 %)
##
##
## Available components:
##
## [1] "cluster"
   "centers"
      "totss"
        "withinss"
           "tot.withinss"
## [6] "betweenss"
   "size"
      "iter"
        "ifault"
```

The between\_SS / total\_SS = 53.0 % (0.53), total\_ss is a measure of the total variance in your data set that is explained by the clustering i.e reduction in sums of squares

Ideally the BSS/TSS ratio should approach 1

```
fviz_cluster(final, data = data2)
```



The visualization above is better than what we previouly had

# 6.3 Hierachical Clustering

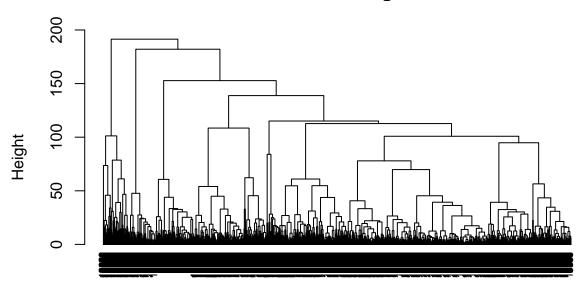
```
# scale the values
data3 <- scale(data2)

# specify the distance method
distance <- dist(data3, method = 'euclidean')

# Perform clustering on the datatframe
hier_clust <- hclust(distance, method = 'ward.D2')

plot(hier_clust, cex = 0.6, hang = -1)</pre>
```

## **Cluster Dendrogram**



distance hclust (\*, "ward.D2")

## 6.3.1 challenging first hierarchical model

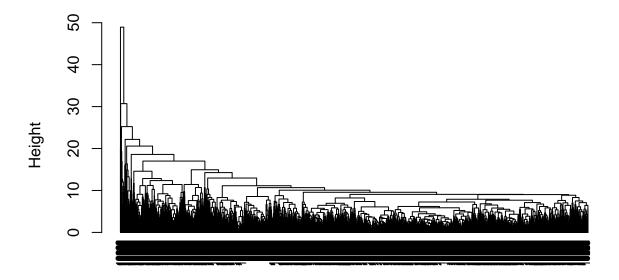
we will do this by using a different method i.e complete

```
# specify the distance method
distance2 <- dist(data3, method = 'euclidean')

# Perform clustering on the datatframe
hier_clust2 <- hclust(distance2, method = 'complete')

plot(hier_clust2, cex = 0.6, hang = -1)</pre>
```

## **Cluster Dendrogram**



distance2 hclust (\*, "complete")

Comparing the first model using method as Ward.D2 and the second model using complete, Ward.D2 worked so much better

#### 7. Conclusions and Recommendations

K\_means clustering and Hierarchical clustering are great algorithms to use in unsupervised datasets. In our modeling with K\_means clustering using K=2 gave a better visualization of our dataset. For the Hierarchical clustering model using the ward.d2 method gave way better visualization. Comparing both algorithms hierarchical clustering gave better results and is easier to implement as compared to K\_means