

Clustering on Marketing Campaign Dataset:

Dataset: Marketing_campaign.csv (Attached in the classrooms)

1. Perform Data Preprocessing and Feature Scaling on this data.
 - a. Handle the missing values.
 - b. Drop the Dt_Customer column.
2. Apply the following clustering techniques:
 - a. KMeans (Elbow method)
 - b. KMedoids (Elbow Method)
 - c. DBSCAN
3. For the DBSCAN algorithm, try at least 3 different combinations of eps and min_samples.
4. Calculate the silhouette score for all the models.
5. Provide clear observations.

Submission:

Submit your python code in the classrooms with the name (<Your name>_Clustering_Assignment.py)

Grading Rubric:

Data Preprocessing and Feature Scaling (10%)

Applying Clustering Techniques (60%)

Metrics calculation and observations (30%)