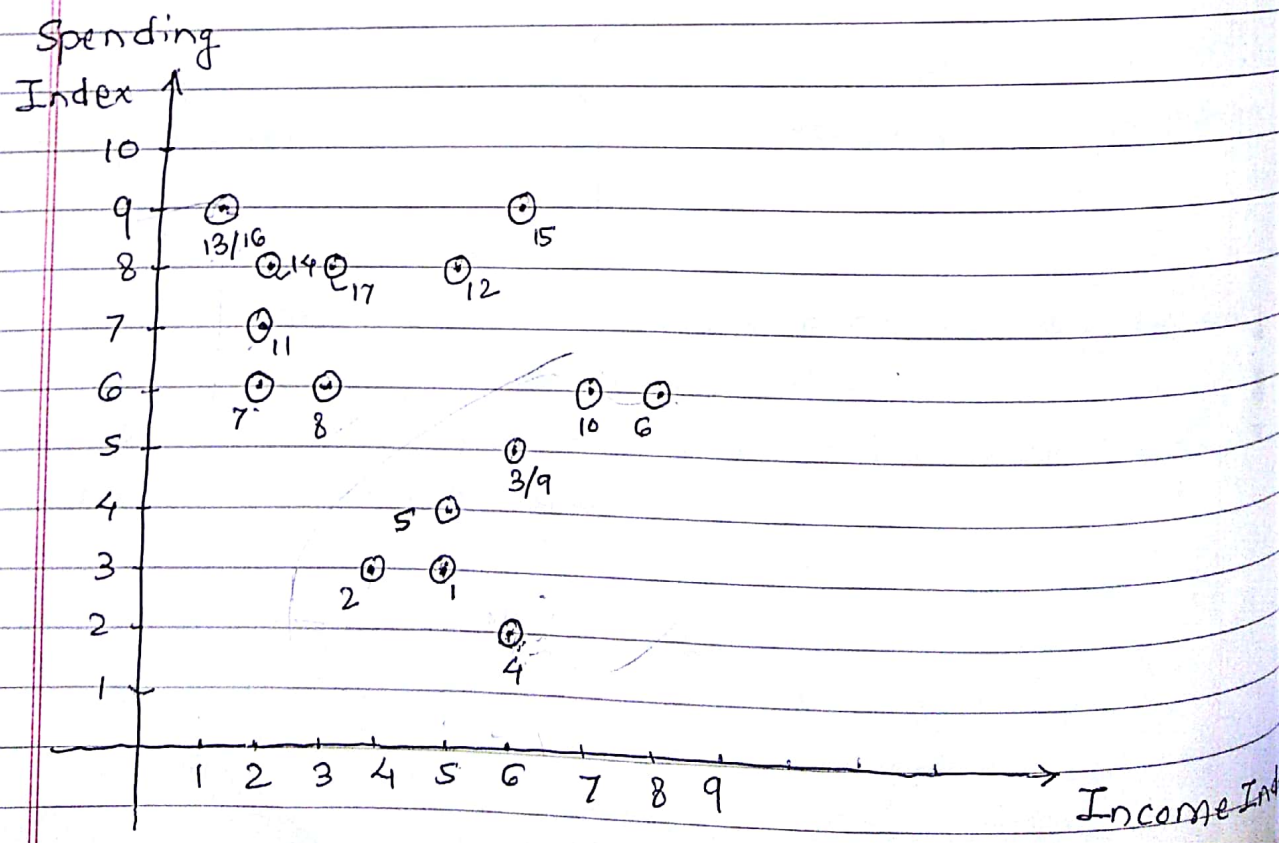


Develop K means cluster

Q

$$\sqrt{(x_i - x_c)^2 + (y_i - y_c)^2}$$

Shopper	Spending Index	Income Index
1	3	5
2	3	4
3	5	6
4	2	6
5	4	5
6	6	8
7	6	2
8	6	3
9	5	6
10	6	7
11	7	2
12	8	5
13	9	1
14	8	2
15	9	6
16	9	1
17	8	3



K-Means Clustering Problem
Step 1 - Initially any 2 points are considered as centroids for 1st iteration. We will consider max distance separated points as initial centroids.
 By visually looking at plot we consider point 13 and point 4 as initial centroids.

Step 2 - Assigning clusters to each point.

Data Point	Cluster 1		Cluster 2	Centroid
	Individual	centroid	Individual	
			4	(6, 2)
1(5, 3)	13	(1, 9)	1, 4	(5.5, 2.5)
2(4, 3)	13	(1, 9)	1, 2, 4	(5, 2.7)
3(6, 5)	13	(1, 9)	1, 2, 3, 4	(5.5, 3.25)
4(6, 2)	13	(1, 9)	1, 2, 3, 4	(5.5, 3.25)
5(5, 4)	13	(1, 9)	1, 2, 3, 4, 5	(5.2, 3.4)
6(8, 6)	13	(1, 9)	1, 2, 3, 4, 5, 6	(5.7, 3.8)
7(2, 6)	7, 13	(1.5, 7.5)	1, 2, 3, 4, 5, 6	(5.7, 3.8)
8(3, 6)	7, 8, 13	(2, 7)	1, 2, 3, 4, 5, 6	(5.7, 3.8)
9(6, 5)	7, 8, 13	(2, 7)	1, 2, 3, 4, 5, 6, 9	(5.7, 4)
10(7, 6)	7, 8, 13	(2, 7)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
11(2, 7)	7, 8, 11, 13	(2, 7)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
12(5, 8)	7, 8, 11, 12, 13	(2.6, 7.2)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
13(1, 9)	7, 8, 11, 12, 13	(2.6, 7.2)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
14(2, 8)	7, 8, 11, 12, 13, 14	(2.5, 7.3)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
15(6, 9)	7, 8, 11, 12, 13, 14, 15	(3, 7.6)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
16(1, 9)	7, 8, 11, 12, 13, 14, 15, 16	(2.8, 7.8)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)
17(3, 8)	7, 8, 11, 12, 13, 14, 15, 16, 17	(2.8, 7.78)	1, 2, 3, 4, 5, 6, 9, 10	(5.9, 4.3)

∴ Initial Centroids are

(1) (2.8, 7.78)

(2) (5.9, 4.3)

Step 3 - Calculate distance of each data point from centroid of cluster

Clusters Assigned	Individual	Distance from c_1 (2.8, 7.78)	Distance from c_2 (5.9, 4.3)
c_2	1 (5, 3)	5.26	1.58
c_2	2 (4, 3)	4.92	2.30
c_2	3 (6, 5)	4.23	0.70
c_2	4 (6, 2)	6.60	2.30
c_2	5 (5, 4)	4.37	0.94
c_2	6 (8, 6)	5.50	2.70
c_1	7 (2, 6)	1.95	4.25
c_1	8 (3, 6)	1.79	3.36
c_2	9 (6, 5)	4.23	0.70
c_2	10 (7, 6)	4.56	2.02
c_1	11 (2, 7)	1.11	4.74
c_1	12 (5, 8)	2.21	3.80
c_1	13 (1, 9)	2.17	6.78
c_1	14 (2, 8)	0.82	5.37
c_1	15 (6, 9)	3.42	4.70
c_1	16 (1, 9)	2.17	6.78
c_1	17 (3, 8)	0.29	4.70