**Data Source**:

Adopted from Kuswanto, H., Pratama, W. B. H., & Ahmad, I. S. (2020). Survey data on students’ online shopping behaviour: A focus on selected university students in Indonesia. Data in brief, 29, 105073.

**Data Set Information:**

The data represents the results of a survey with a sample of 83 students in the biggest science and technology university in East Indonesia. The university has a multicultural student body with diverse socio-economic backgrounds.

**Attribute Information:**

|  |  |
| --- | --- |
| Column Name | Description |
| Gender | Gender |
| Frequency | Frequency of online shopping in a month |
| Favourite\_Market\_place | Favourite online marketplace |
| Price | Product price |
| Type\_of\_Product | Frequently purchased type of product |
| Gadget | Gadget used for shopping |
| Payment | Type of payment preferred |
| POR1 |  |
| POR2 |  |
| POR3 |  |
| POR4 |  |
| POR5 |  |
| Mean\_POR | Perceived Risk in shopping online |
| TAS1 |  |
| TAS2 |  |
| TAS3 |  |
| TAS4 |  |
| TAS5 |  |
| Mean\_TAS | Trust and Security with online shopping |
| QOW1 |  |
| QOW2 |  |
| QOW3 |  |
| QOW4 |  |
| QOW5 |  |
| Mean\_QOW | Quality of Website |
| EJY1 |  |
| EJY2 |  |
| EJY3 |  |
| EJY4 |  |
| Mean\_EJY | Enjoyment Shopping |
| SIF1 |  |
| SIF2 |  |
| SIF3 |  |
| Mean\_SIF | Social influence |
| OAD1 |  |
| OAD2 |  |
| OAD3 |  |
| Mean\_OAD | Online Advertisement of Shopping Sites |
| OSB1 |  |
| OSB2 |  |
| Mean\_OSB | Online shopping behaviour Intentions |

1. Examine the descriptive statistics of the variables to be clustered.
2. Explore the data:
   1. How often do male and female students shop? Is there a difference?
   2. How much do they spend on the different product categories?
   3. What is the preferred payment method?
3. Apply K-Means clustering with values of k=3 and 4.
4. How many clusters do you recommend? Why
5. What insights can an online retailer derive from segmenting the data?
6. What should the retailer do next if handed this report?