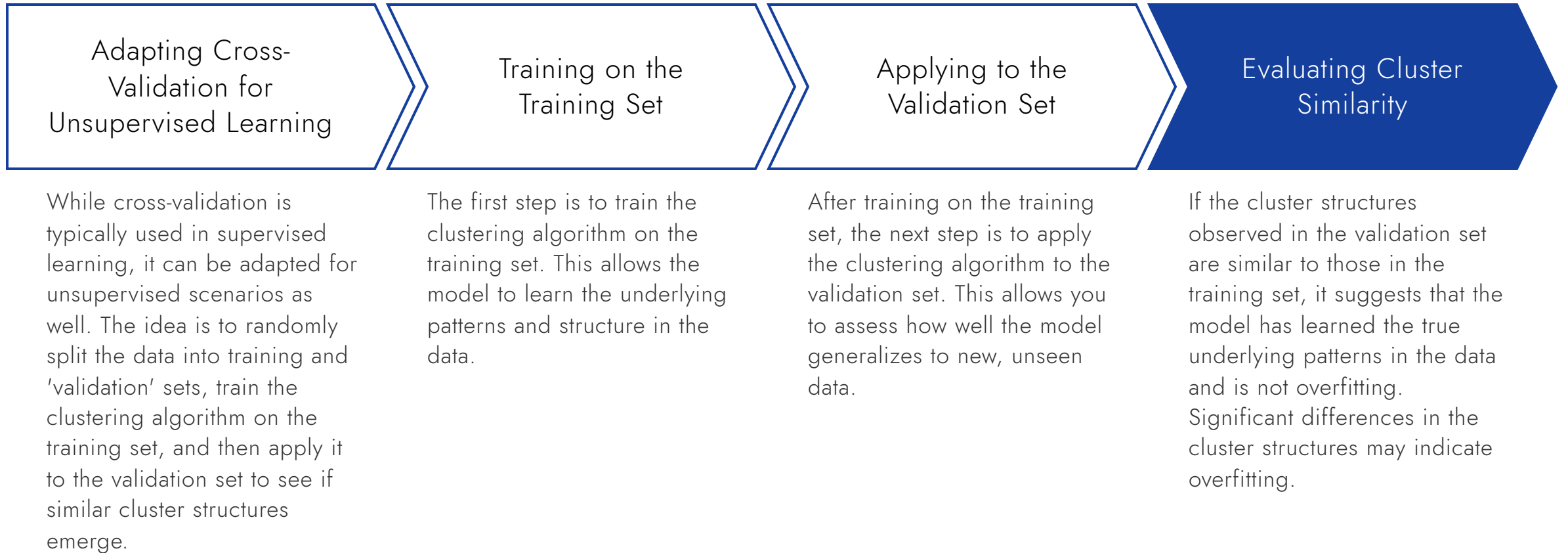




TESTING UNSUPERVISED LEARNING

This slide provides an overview of the techniques used to test for overfitting in customer segmentation models.

CROSS-VALIDATION



SCORE ANALYSIS

- What are Silhouette Scores?

Silhouette scores measure how similar an object is to its own cluster compared to other clusters. A high silhouette score indicates the object is well-matched to its own cluster and poorly matched to neighboring clusters.

- Identifying Overfitting with Silhouette Scores

If the training clusters have very high silhouette scores but these scores drastically drop when new data is clustered, it might indicate that the model has overfit to the training data and is not generalizing well to new samples.