

Assignment4

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```
pharma12<- read.csv("C:/Users/mashv/Downloads/Pharmaceuticals.csv")
head(pharma12)
```

##	Symbol	Name	Market_Cap	Beta	PE_Ratio	ROE	ROA	Asset_Turnover
## 1	ABT	Abbott Laboratories	68.44	0.32	24.7	26.4	11.8	0.7
## 2	AGN	Allergan, Inc.	7.58	0.41	82.5	12.9	5.5	0.9
## 3	AHM	Amersham plc	6.30	0.46	20.7	14.9	7.8	0.9
## 4	AZN	AstraZeneca PLC	67.63	0.52	21.5	27.4	15.4	0.9
## 5	AVE	Aventis	47.16	0.32	20.1	21.8	7.5	0.6
## 6	BAY	Bayer AG	16.90	1.11	27.9	3.9	1.4	0.6
##	Leverage	Rev_Growth	Net_Profit_Margin	Median_Recommendation	Location	Exchange		
## 1	0.42	7.54	16.1	Moderate Buy	US	NYSE		
## 2	0.60	9.16	5.5	Moderate Buy	CANADA	NYSE		
## 3	0.27	7.05	11.2	Strong Buy	UK	NYSE		
## 4	0.00	15.00	18.0	Moderate Sell	UK	NYSE		
## 5	0.34	26.81	12.9	Moderate Buy	FRANCE	NYSE		
## 6	0.00	-3.17	2.6	Hold	GERMANY	NYSE		

#Reading the required libraries

```
library(ggplot2)
```

```
## Warning in register(): Can't find generic 'scale_type' in package ggplot2 to
## register S3 method.
```

```
library(cluster)
library(factoextra)
```

```
## Welcome! Want to learn more? See two factoextra-related books at https://goo.gl/ve3WBa
```

#a)Use only the numerical variables (1 to 9) to cluster the 21 firms.

#Justify the various choices made in conducting the cluster analysis,

#such as weights for different variables, the specific clustering algorithm(s) used, the number of clusters formed, and so on.

#Prior to clustering data, remove the missing data and rescale variables for comparability.

#gives the data after removing the incomplete cases.

```
x <- na.omit(pharma12)
x
```

##	Symbol	Name	Market_Cap	Beta	PE_Ratio	ROE	ROA
## 1	ABT	Abbott Laboratories	68.44	0.32	24.7	26.4	11.8
## 2	AGN	Allergan, Inc.	7.58	0.41	82.5	12.9	5.5
## 3	AHM	Amersham plc	6.30	0.46	20.7	14.9	7.8
## 4	AZN	AstraZeneca PLC	67.63	0.52	21.5	27.4	15.4
## 5	AVE	Aventis	47.16	0.32	20.1	21.8	7.5
## 6	BAY	Bayer AG	16.90	1.11	27.9	3.9	1.4
## 7	BMJ	Bristol-Myers Squibb Company	51.33	0.50	13.9	34.8	15.1
## 8	CHTT	Chattem, Inc	0.41	0.85	26.0	24.1	4.3
## 9	ELN	Elan Corporation, plc	0.78	1.08	3.6	15.1	5.1
## 10	LLY	Eli Lilly and Company	73.84	0.18	27.9	31.0	13.5
## 11	GSK	GlaxoSmithKline plc	122.11	0.35	18.0	62.9	20.3
## 12	IVX	IVAX Corporation	2.60	0.65	19.9	21.4	6.8
## 13	JNJ	Johnson & Johnson	173.93	0.46	28.4	28.6	16.3
## 14	MRX	Medicis Pharmaceutical Corporation	1.20	0.75	28.6	11.2	5.4
## 15	MRK	Merck & Co., Inc.	132.56	0.46	18.9	40.6	15.0
## 16	NVS	Novartis AG	96.65	0.19	21.6	17.9	11.2
## 17	PFE	Pfizer Inc	199.47	0.65	23.6	45.6	19.2
## 18	PHA	Pharmacia Corporation	56.24	0.40	56.5	13.5	5.7
## 19	SGP	Schering-Plough Corporation	34.10	0.51	18.9	22.6	13.3
## 20	WPI	Watson Pharmaceuticals, Inc.	3.26	0.24	18.4	10.2	6.8
## 21	WYE	Wyeth	48.19	0.63	13.1	54.9	13.4
##	Asset_Turnover	Leverage	Rev_Growth	Net_Profit_Margin	Median_Recommendation		
## 1	0.7	0.42	7.54	16.1	Moderate	Buy	
## 2	0.9	0.60	9.16	5.5	Moderate	Buy	
## 3	0.9	0.27	7.05	11.2	Strong	Buy	
## 4	0.9	0.00	15.00	18.0	Moderate	Sell	
## 5	0.6	0.34	26.81	12.9	Moderate	Buy	
## 6	0.6	0.00	-3.17	2.6		Hold	
## 7	0.9	0.57	2.70	20.6	Moderate	Sell	
## 8	0.6	3.51	6.38	7.5	Moderate	Buy	
## 9	0.3	1.07	34.21	13.3	Moderate	Sell	
## 10	0.6	0.53	6.21	23.4		Hold	
## 11	1.0	0.34	21.87	21.1		Hold	
## 12	0.6	1.45	13.99	11.0		Hold	
## 13	0.9	0.10	9.37	17.9	Moderate	Buy	
## 14	0.3	0.93	30.37	21.3	Moderate	Buy	
## 15	1.1	0.28	17.35	14.1		Hold	
## 16	0.5	0.06	-2.69	22.4		Hold	
## 17	0.8	0.16	25.54	25.2	Moderate	Buy	
## 18	0.6	0.35	15.00	7.3		Hold	
## 19	0.8	0.00	8.56	17.6		Hold	
## 20	0.5	0.20	29.18	15.1	Moderate	Sell	
## 21	0.6	1.12	0.36	25.5		Hold	
##	Location	Exchange					
## 1	US	NYSE					
## 2	CANADA	NYSE					
## 3	UK	NYSE					
## 4	UK	NYSE					
## 5	FRANCE	NYSE					
## 6	GERMANY	NYSE					
## 7	US	NYSE					
## 8	US	NASDAQ					
## 9	IRELAND	NYSE					

```
## 10      US      NYSE
## 11      UK      NYSE
## 12      US      AMEX
## 13      US      NYSE
## 14      US      NYSE
## 15      US      NYSE
## 16 SWITZERLAND NYSE
## 17      US      NYSE
## 18      US      NYSE
## 19      US      NYSE
## 20      US      NYSE
## 21      US      NYSE
```

```
#collect only the quantitative variables(1-9) to cluster the 21 firms
row.names(x)<- x[,1]
Pharma<- x[,3:11]
head(Pharma)
```

```
##      Market_Cap Beta PE_Ratio ROE ROA Asset_Turnover Leverage Rev_Growth
## ABT      68.44 0.32      24.7 26.4 11.8           0.7      0.42      7.54
## AGN       7.58 0.41      82.5 12.9  5.5           0.9      0.60      9.16
## AHM       6.30 0.46      20.7 14.9  7.8           0.9      0.27      7.05
## AZN      67.63 0.52      21.5 27.4 15.4           0.9      0.00     15.00
## AVE      47.16 0.32      20.1 21.8  7.5           0.6      0.34     26.81
## BAY      16.90 1.11      27.9  3.9  1.4           0.6      0.00     -3.17
##      Net_Profit_Margin
## ABT              16.1
## AGN               5.5
## AHM              11.2
## AZN              18.0
## AVE              12.9
## BAY               2.6
```

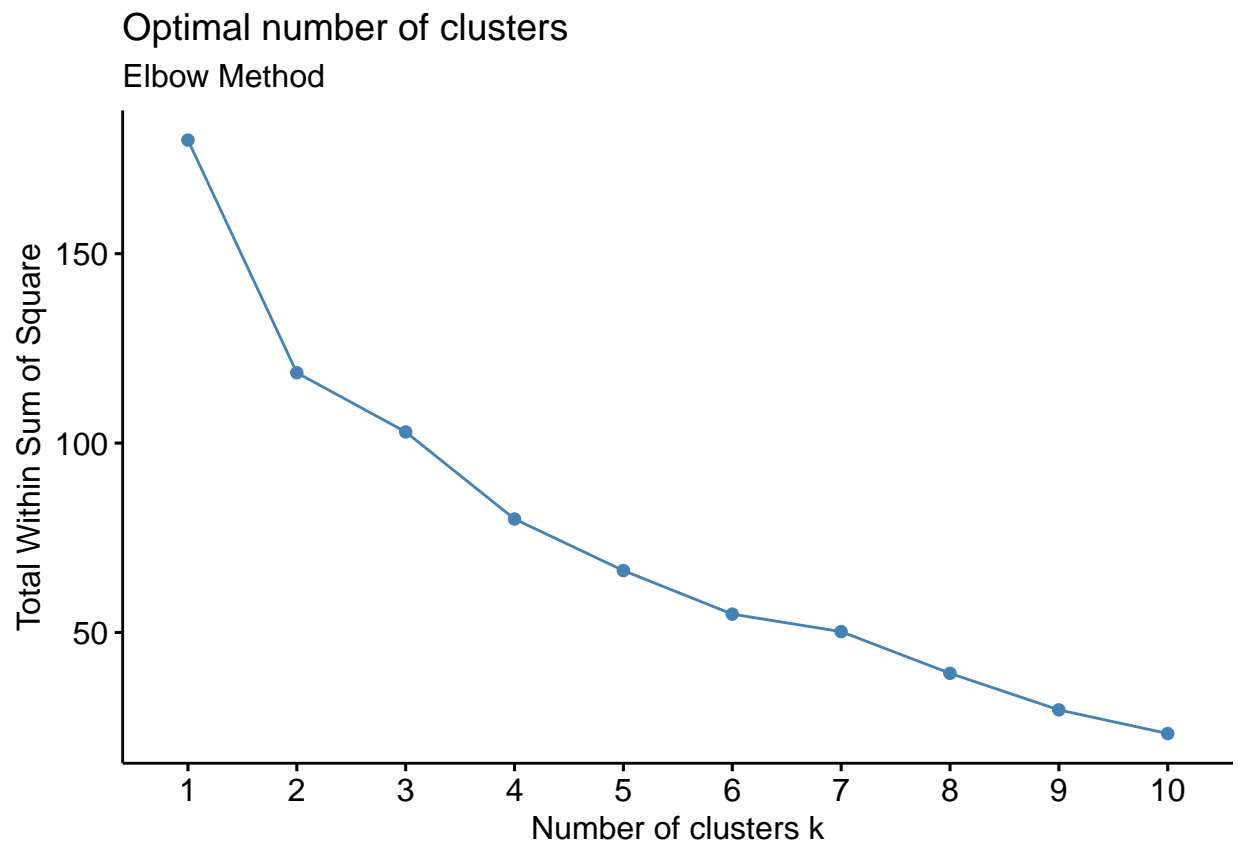
```
#Scale all the quantitative variables in the dataframe

Pharma1<-scale(Pharma)
head(Pharma1)
```

```
##      Market_Cap      Beta      PE_Ratio      ROE      ROA Asset_Turnover
## ABT  0.1840960 -0.80125356 -0.04671323  0.04009035  0.2416121  0.0000000
## AGN -0.8544181 -0.45070513  3.49706911 -0.85483986 -0.9422871  0.9225312
## AHM -0.8762600 -0.25595600 -0.29195768 -0.72225761 -0.5100700  0.9225312
## AZN  0.1702742 -0.02225704 -0.24290879  0.10638147  0.9181259  0.9225312
## AVE -0.1790256 -0.80125356 -0.32874435 -0.26484883 -0.5664461 -0.4612656
## BAY -0.6953818  2.27578267  0.14948233 -1.45146000 -1.7127612 -0.4612656
##      Leverage Rev_Growth Net_Profit_Margin
## ABT -0.2120979 -0.5277675      0.06168225
## AGN  0.0182843 -0.3811391     -1.55366706
## AHM -0.4040831 -0.5721181     -0.68503583
## AZN -0.7496565  0.1474473      0.35122600
## AVE -0.3144900  1.2163867     -0.42597037
## BAY -0.7496565 -1.4971443     -1.99560225
```

```
#To determine the no of clusters to do the cluster analysis using Elbow Method
```

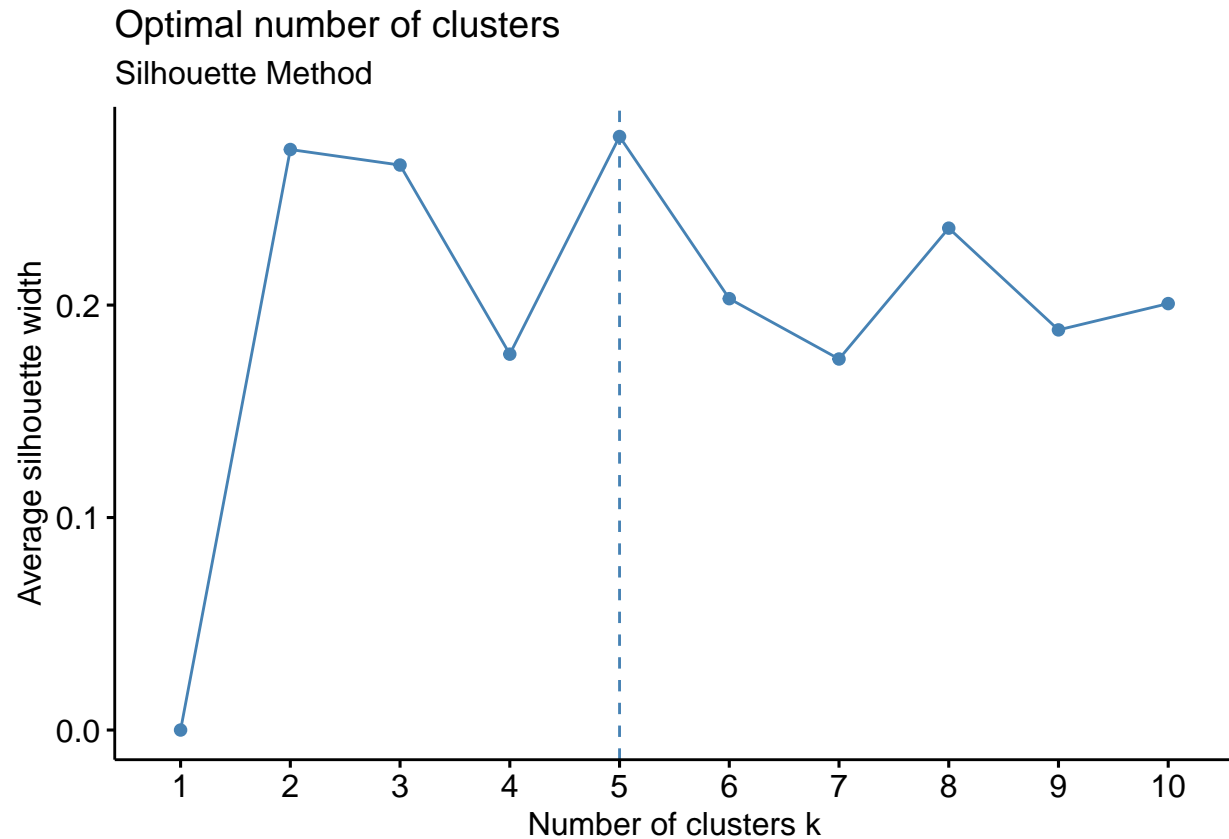
```
fviz_nbclust(Pharmal, kmeans, method = "wss") + labs(subtitle = "Elbow Method")
```



```
#The plot looks like an arm with clean elbow at k=2. We could either choose 2345 and the graph is not sh
```

```
#Silhouette method for determining no of clusters
```

```
fviz_nbclust(Pharmal, kmeans, method = "silhouette") + labs(subtitle = "Silhouette Method")
```



*#From the above plots, it is clear that the no of clusters are 5 and they are enough to
#show the variations that are present in the data*

```
set.seed(64060)
kmeans5<- kmeans(Pharma1,centers=5,nstart = 25)
```

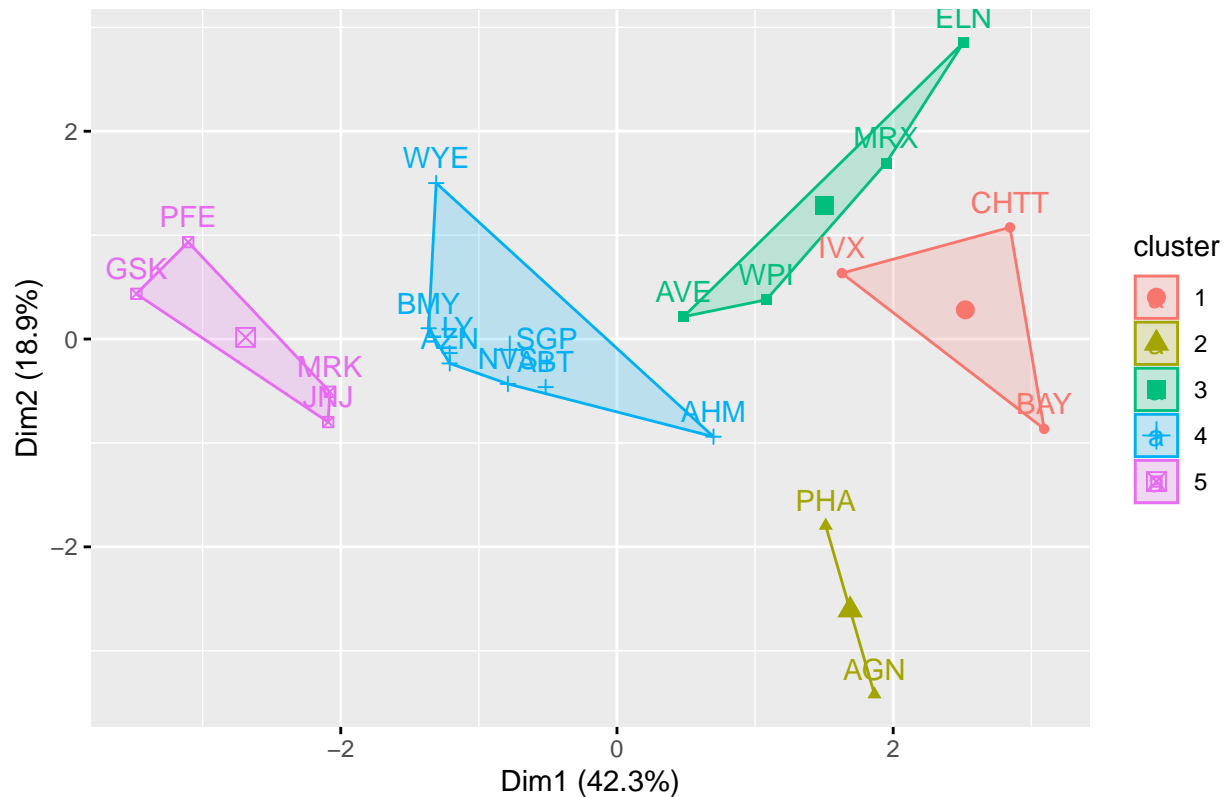
#Visualizing the output

```
kmeans5$centers
```

```
##      Market_Cap      Beta    PE_Ratio      ROE      ROA Asset_Turnover
## 1 -0.87051511  1.3409869 -0.05284434 -0.6184015 -1.1928478   -0.4612656
## 2 -0.43925134 -0.4701800  2.70002464 -0.8349525 -0.9234951    0.2306328
## 3 -0.76022489  0.2796041 -0.47742380 -0.7438022 -0.8107428   -1.2684804
## 4 -0.03142211 -0.4360989 -0.31724852  0.1950459  0.4083915    0.1729746
## 5  1.69558112 -0.1780563 -0.19845823  1.2349879  1.3503431    1.1531640
##      Leverage Rev_Growth Net_Profit_Margin
## 1  1.36644699 -0.6912914   -1.320000179
## 2 -0.14170336 -0.1168459   -1.416514761
## 3  0.06308085  1.5180158   -0.006893899
## 4 -0.27449312 -0.7041516    0.556954446
## 5 -0.46807818  0.4671788    0.591242521
```

```
fviz_cluster(kmeans5,data = Pharma1)
```

Cluster plot



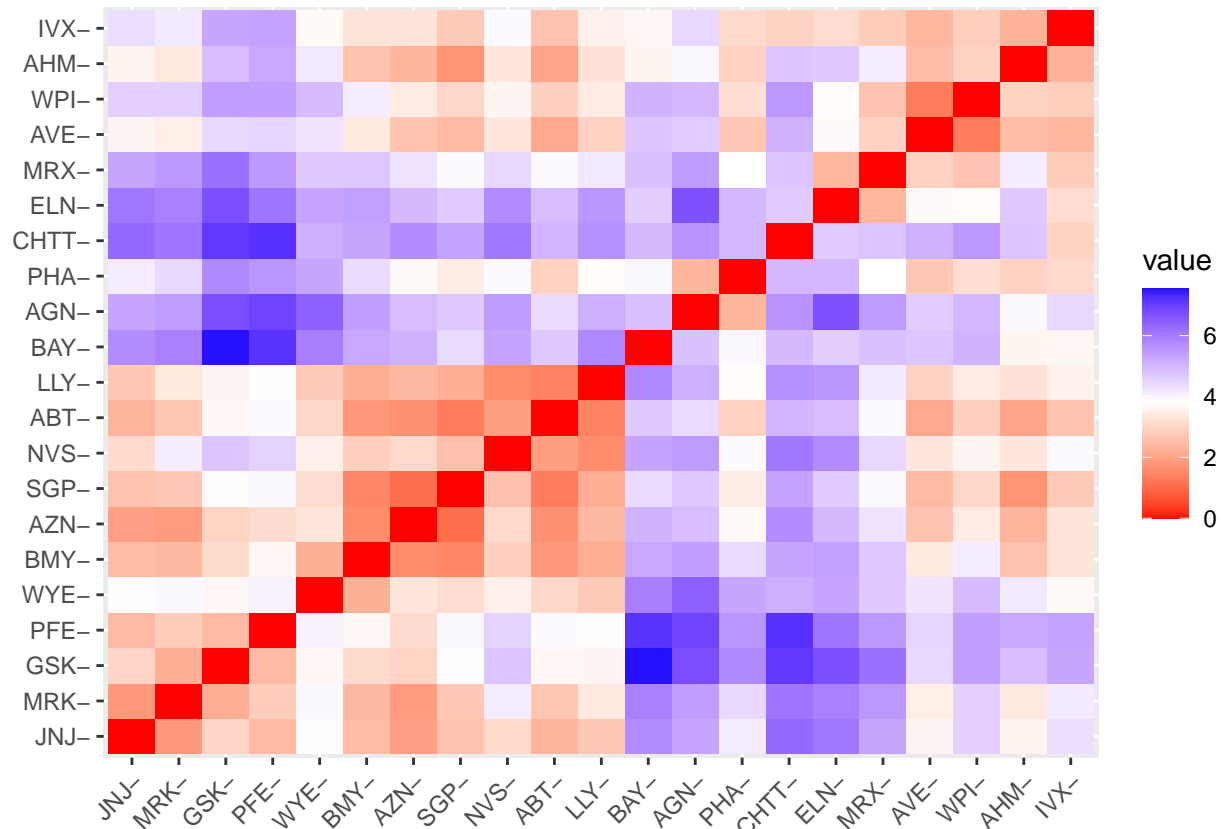
```
# to Visualize the clusters
kmeans5
```

```
## K-means clustering with 5 clusters of sizes 3, 2, 4, 8, 4
##
## Cluster means:
##   Market_Cap      Beta    PE_Ratio      ROE      ROA Asset_Turnover
## 1 -0.87051511  1.3409869 -0.05284434 -0.6184015 -1.1928478   -0.4612656
## 2 -0.43925134 -0.4701800  2.70002464 -0.8349525 -0.9234951    0.2306328
## 3 -0.76022489  0.2796041 -0.47742380 -0.7438022 -0.8107428   -1.2684804
## 4 -0.03142211 -0.4360989 -0.31724852  0.1950459  0.4083915    0.1729746
## 5  1.69558112 -0.1780563 -0.19845823  1.2349879  1.3503431    1.1531640
##   Leverage Rev_Growth Net_Profit_Margin
## 1  1.36644699 -0.6912914   -1.320000179
## 2 -0.14170336 -0.1168459   -1.416514761
## 3  0.06308085  1.5180158    -0.006893899
## 4 -0.27449312 -0.7041516    0.556954446
## 5 -0.46807818  0.4671788    0.591242521
##
## Clustering vector:
##  ABT  AGN  AHM  AZN  AVE  BAY  BMY  CHTT  ELN  LLY  GSK  IVX  JNJ  MRX  MRK  NVS
##   4    2    4    4    3    1    4    1    3    4    5    1    5    3    5    4
##  PFE  PHA  SGP  WPI  WYE
##   5    2    4    3    4
##
## Within cluster sum of squares by cluster:
```

```
## [1] 15.595925  2.803505 12.791257 21.879320  9.284424
## (between_SS / total_SS =  65.4 %)
##
## Available components:
##
## [1] "cluster"      "centers"      "totss"        "withinss"     "tot.withinss"
## [6] "betweenss"    "size"         "iter"         "ifault"

```

```
distance<- dist(Pharma1, method = "euclidean")
fviz_dist(distance)
```



#K-Means Cluster Analysis- Fit the data with 5 clusters

```
fit<-kmeans(Pharma1,5)
```

#Finding the mean value of all quantitative variables for each cluster

```
aggregate(Pharma1,by=list(fit$cluster),FUN=mean)
```

```
##   Group.1 Market_Cap      Beta  PE_Ratio      ROE      ROA
## 1      1  1.69558112 -0.1780563 -0.1984582  1.2349879  1.3503431
## 2      2 -0.66114002 -0.7233539 -0.3512251 -0.6736441 -0.5915022
## 3      3 -0.96247577  1.1949250 -0.3639982 -0.5200697 -0.9610792
## 4      4 -0.52462814  0.4451409  1.8498439 -1.0404550 -1.1865838
```

```
## 5      5 0.08926902 -0.4618336 -0.3208615 0.3260892 0.5396003
## Asset_Turnover Leverage Rev_Growth Net_Profit_Margin
## 1 1.153164e+00 -0.4680782 0.4671788 0.5912425
## 2 -1.537552e-01 -0.4040831 0.6917224 -0.4005718
## 3 -1.153164e+00 1.4773718 0.7120120 -0.3688236
## 4 1.480297e-16 -0.3443544 -0.5769454 -1.6095439
## 5 6.589509e-02 -0.2559803 -0.7230135 0.7343816
```

```
Pharma2<-data.frame(Pharma1,fit$cluster)
Pharma2
```

```
##      Market_Cap      Beta      PE_Ratio      ROE      ROA Asset_Turnover
## ABT 0.1840960 -0.80125356 -0.04671323 0.04009035 0.2416121 0.0000000
## AGN -0.8544181 -0.45070513 3.49706911 -0.85483986 -0.9422871 0.9225312
## AHM -0.8762600 -0.25595600 -0.29195768 -0.72225761 -0.5100700 0.9225312
## AZN 0.1702742 -0.02225704 -0.24290879 0.10638147 0.9181259 0.9225312
## AVE -0.1790256 -0.80125356 -0.32874435 -0.26484883 -0.5664461 -0.4612656
## BAY -0.6953818 2.27578267 0.14948233 -1.45146000 -1.7127612 -0.4612656
## BMY -0.1078688 -0.10015669 -0.70887325 0.59693581 0.8617498 0.9225312
## CHTT -0.9767669 1.26308721 0.03299122 -0.11237924 -1.1677918 -0.4612656
## ELN -0.9704532 2.15893320 -1.34037772 -0.70899938 -1.0174553 -1.8450624
## LLY 0.2762415 -1.34655112 0.14948233 0.34502953 0.5610770 -0.4612656
## GSK 1.0999201 -0.68440408 -0.45749769 2.45971647 1.8389364 1.3837968
## IVX -0.9393967 0.48409069 -0.34100657 -0.29136529 -0.6979905 -0.4612656
## JNJ 1.9841758 -0.25595600 0.18013789 0.18593083 1.0872544 0.9225312
## MRX -0.9632863 0.87358895 0.19240011 -0.96753478 -0.9610792 -1.8450624
## MRK 1.2782387 -0.25595600 -0.40231769 0.98142435 0.8429577 1.8450624
## NVS 0.6654710 -1.30760129 -0.23677768 -0.52338423 0.1288598 -0.9225312
## PFE 2.4199899 0.48409069 -0.11415545 1.31287998 1.6322239 0.4612656
## PHA -0.0240846 -0.48965495 1.90298017 -0.81506519 -0.9047030 -0.4612656
## SGP -0.4018812 -0.06120687 -0.40231769 -0.21181593 0.5234929 0.4612656
## WPI -0.9281345 -1.11285216 -0.43297324 -1.03382590 -0.6979905 -0.9225312
## WYE -0.1614497 0.40619104 -0.75792214 1.92938746 0.5422849 -0.4612656
##      Leverage Rev_Growth Net_Profit_Margin fit.cluster
## ABT -0.21209793 -0.52776752 0.06168225 5
## AGN 0.01828430 -0.38113909 -1.55366706 4
## AHM -0.40408312 -0.57211809 -0.68503583 2
## AZN -0.74965647 0.14744734 0.35122600 5
## AVE -0.31449003 1.21638667 -0.42597037 2
## BAY -0.74965647 -1.49714434 -1.99560225 4
## BMY -0.02011273 -0.96584257 0.74744375 5
## CHTT 3.74279705 -0.63276071 -1.24888417 3
## ELN 0.61983791 1.88617085 -0.36501379 3
## LLY -0.07130879 -0.64814764 1.17413980 5
## GSK -0.31449003 0.76926048 0.82363947 1
## IVX 1.10620040 0.05603085 -0.71551412 3
## JNJ -0.62166634 -0.36213170 0.33598685 1
## MRX 0.44065173 1.53860717 0.85411776 3
## MRK -0.39128411 0.36014907 -0.24310064 1
## NVS -0.67286239 -1.45369888 1.02174835 5
## PFE -0.54487226 1.10143723 1.44844440 1
## PHA -0.30169102 0.14744734 -1.27936246 4
## SGP -0.74965647 -0.43544591 0.29026942 5
## WPI -0.49367621 1.43089863 -0.09070919 2
```

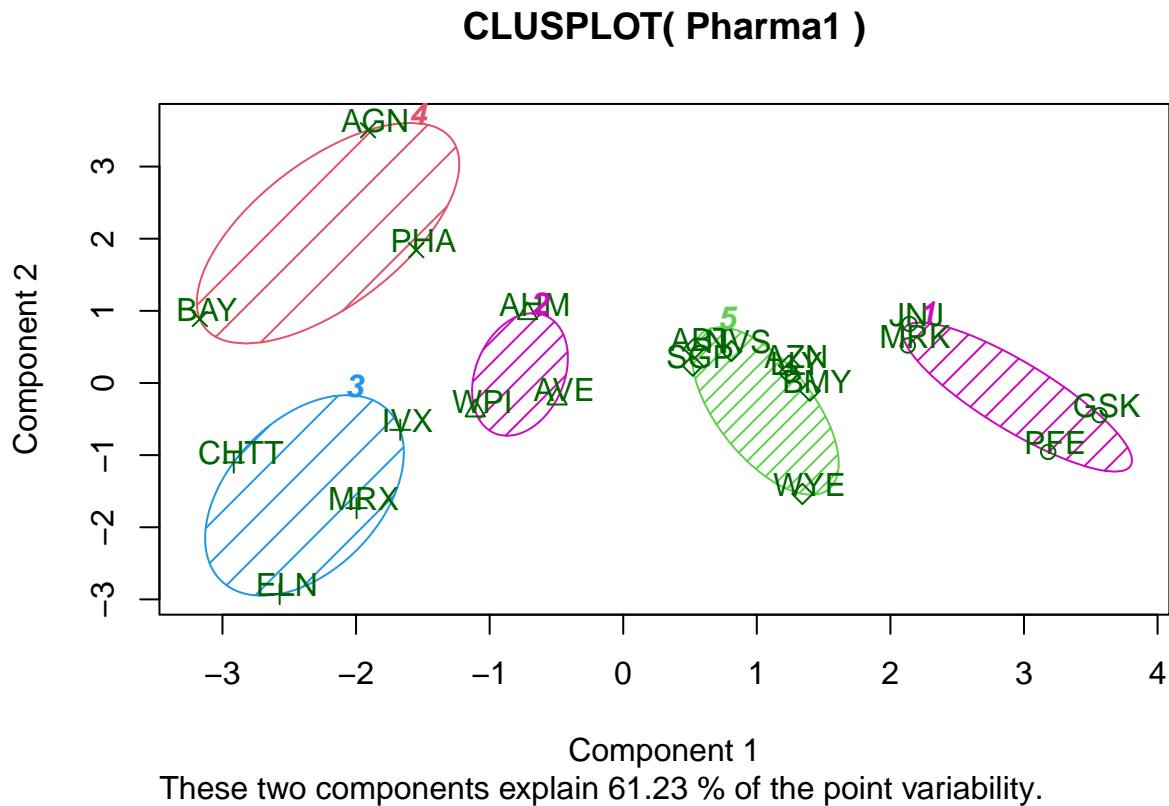


```
## WYE    0.68383297 -1.17763919    1.49416183    5
```

```
View(Pharma)
```

```
#To view the cluster plot
```

```
clusplot(Pharma1,fit$cluster,color = TRUE,shade = TRUE,labels = 2,lines = 0)
```



```
#b) Interpret the clusters with respect to the numerical variables used in forming the clusters.
```

```
# Mean values of all quantitative variables for each clusters.
```

```
#cluster1_ JNJ,MRK,PFE,GSK
```

```
#cluster2_ AHM,WPI,AVE
```

```
#cluster3_ CHTT,IVX,MRX,ELN
```

```
#cluster4_ PHA,BAY,AGN
```

```
#cluster5_ ABT,SGP,WYE,VMY,LLY,AZN,NVS
```

```
#For Cluster1 They have the highest market_Cap and has Good Leverage value.
```

```
#For Cluster2 They have lowest asset_turnover,and lowest beta.
```

#For Cluster3 They have the lowest market capitalization, Leverage and Beta are good. It has #highest r
#For Cluster5 They have lowest revenue growth, highest assets turnover and highest #net profit margin.

#c) Is there a pattern in the clusters with respect to the numerical variables (10 to 12)? (those not u
#forming the clusters)

#There is a pattern in the clusters regarding the recommendation variable, which is also depicted in th

#Clusters 1,2,4,5 has Hold Recommendation, Clusters 1,3 has mostly Moderate Buy Recommendation.

#For cluster 1: It has the highest market_Cap and has Good Leverage value. And they can be moderately r

#For cluster 2: It has lowest asset_turnover, and lowest beta. But media recommendations are highly posi

#For cluster 3: The leverage ratio is high, they are moderately recommended.

#For cluster 4: It has the highest PE_Ratio and needs to be held as per the media recommendations.

#For Cluster 5: They have lowest revenue growth, highest assest turnover and highest net profit margin.

#d) Provide an appropriate name for each cluster using any or all of the variables in the dataset.

#1 cluster- Moderate Buy (or) Hold cluster.

#2 cluster- Buy or sell cluster.

#3 cluster- Buy Cluster - It has good stability.

#4 cluster- Hold cluster -They have decent numbers.

#5 cluster- High Hold cluster.