

# Multidimensional Clustering of Web Analytics Data

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Web Analytics is the collection of data and their analysis regarding the behavior of website visitors. This presentation demonstrates a walkthrough on how to use multidimensional cluster analysis to divide a heterogeneous group of website visitors into smaller homogeneous segments. Focus is the appropriate selection of segmentation features, the determination of number of clusters and the usage of a multidimensional clustering technique. All preprocessing, analysis and visualization has been done with the **R** programming language.