Homework Assignment 2 – K-Means

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BACKGROUND

This data set is populated by capturing user ratings from Google reviews. Reviews on attractions from 24 categories across Europe are considered. Google user rating ranges from 1 to 5 and average user rating per category is calculated.

The data set was converted to zeros and ones such that if a reviwere rated an attraction more than 3 the value is 1 otherwise the value is 0.

ATTRIBUTE INFORMATION

- Churches => 1 = Rated above 3, 0 = Rated 3 or below
- Resorts => 1 = Rated above 3, 0 = Rated 3 or below
- Beaches => 1 = Rated above 3, 0 = Rated 3 or below
- Parks => 1 = Rated above 3, 0 = Rated 3 or below
- Theaters => 1 = Rated above 3, 0 = Rated 3 or below
- Museums => 1 = Rated above 3, 0 = Rated 3 or below
- Malls => 1 = Rated above 3, 0 = Rated 3 or below
- Zoo => 1 = Rated above 3, 0 = Rated 3 or below
- Restaurants => 1 = Rated above 3, 0 = Rated 3 or below
- Pubs/Bars => 1 = Rated above 3, 0 = Rated 3 or below
- Local Services => 1 = Rated above 3, 0 = Rated 3 or below
- Burger/Pizza Shops => 1 = Rated above 3, 0 = Rated 3 or below
- Hotel/Other Lodgings => 1 = Rated above 3, 0 = Rated 3 or below
- Juice Bars => 1 = Rated above 3, 0 = Rated 3 or below
- Art Galleries => 1 = Rated above 3, 0 = Rated 3 or below
- Dance Clubs => 1 = Rated above 3, 0 = Rated 3 or below
- Swimming Pools => 1 = Rated above 3, 0 = Rated 3 or below
- Gyms => 1 = Rated above 3, 0 = Rated 3 or below
- Bakeries => 1 = Rated above 3, 0 = Rated 3 or below
- Beauty & Spas => 1 = Rated above 3, 0 = Rated 3 or below
- Cafes => 1 = Rated above 3, 0 = Rated 3 or below
- View Points => 1 = Rated above 3, 0 = Rated 3 or below
- Monuments => 1 = Rated above 3, 0 = Rated 3 or below
- Gardens => 1 = Rated above 3, 0 = Rated 3 or below

REFERENCES

Renjith, S., Sreekumar, A., & Jathavedan, M. (2018, December). Evaluation of partitioning clustering algorithms for processing social media data in tourism domain. In *2018 IEEE Recent Advances in Intelligent Computational Systems (RAICS)* (pp. 127-131). IEEE.

Good Luck!