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## Abstract

### Research Question

How can clustering techniques be applied to identify relevant tourist segments visiting Iceland, based on age, length of stay and average income?

### Hypothesis

Null Hypothesis ( $H_0$ ): There are no clear segmentation patterns among tourists based on the analysed variables.

Alternative

Hypothesis: ( $H_a$ ): There are significant segmentation patterns among tourist, and these can be identified using unsupervised clustering algorithms.

## Research

## Results

## Conclusion