

Summary Report of the K-Means Clustering Solution Custer_ Analysis

Solution Summary

Call:

```
stepFlexclust(scale(model.matrix(~-1 + X._Dry_Grocery + X._Dairy + X._Frozen_Food
+ X._Meat + X._Produce + X._Floral + X._Deli + X._Bakery + X._General_Merchandise,
the.data)), k = 3, nrep = 10, FUN = kcca, family = kccaFamily("kmeans"))
```

Cluster Information:

Cluster	Size	Ave Distance	Max Distance	Separation
1	23	2.320539	3.55145	1.874243
2	29	2.540086	4.475132	2.118708
3	33	2.115045	4.9262	1.702843

Convergence after 12 iterations.

Sum of within cluster distances: 196.83135.

	X._Dry_ Grocery	X._Dairy	X._Frozen_ Food	X._Meat	X._Produce	X._Floral	X._Deli
1	0.327833	-0.761016	-0.389209	-0.086176	-0.509185	-0.301524	-0.23259
2	-0.730732	0.702609	0.345898	-0.485804	1.014507	0.851718	-0.554641
3	0.413669	-0.087039	-0.032704	0.48698	-0.53665	-0.538327	0.64952
	X._Bakery	X._General_ Merchandise					
1	-0.894261	1.208516					
2	0.396923	-0.304862					
3	0.274462	-0.574389					

Plots

Cluster Solution on Principal Components 1 and 2

