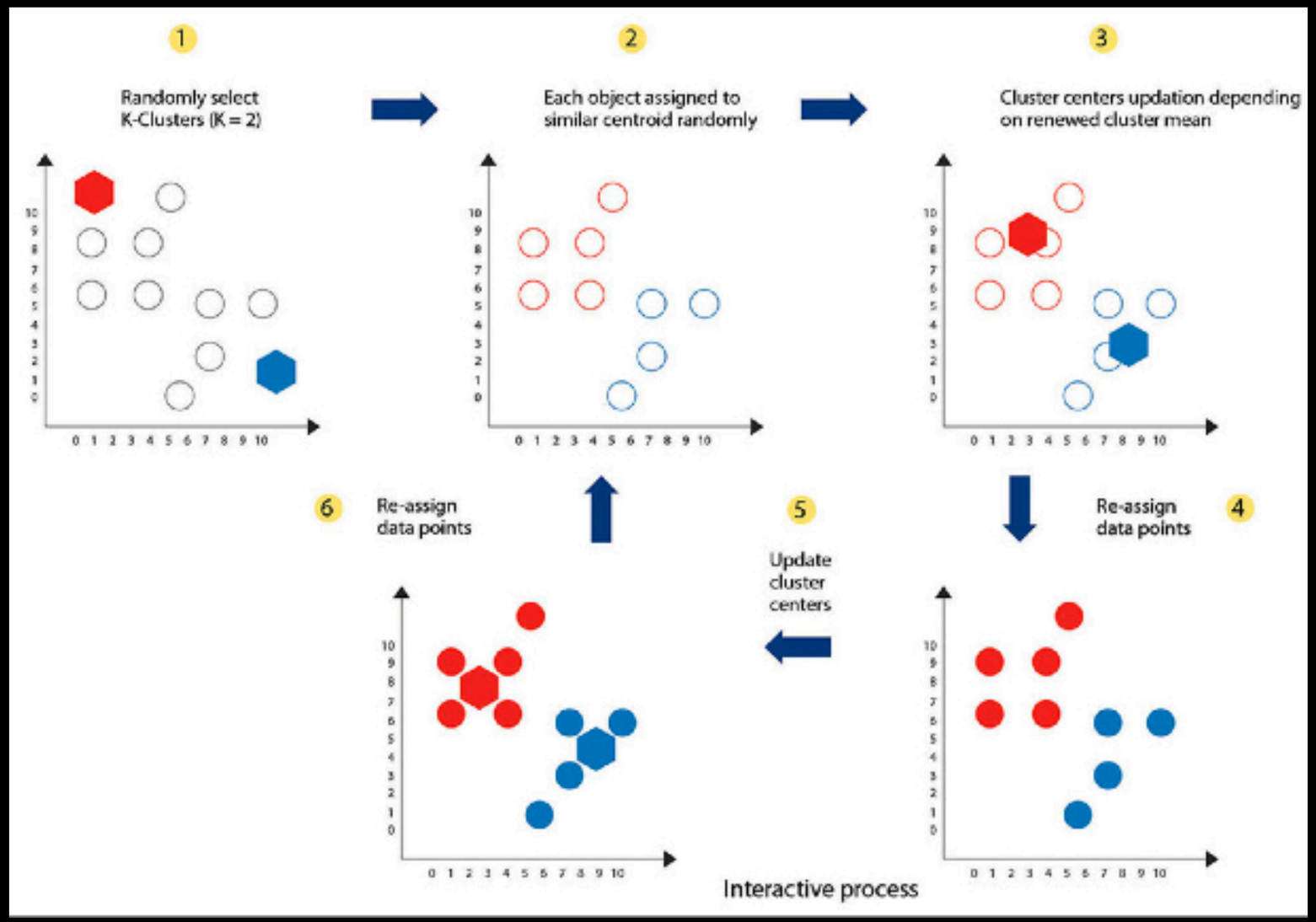
However, we need to select the right value of **K** that clusters these data best.

K-means does so iteratively, by first making a random guess as to where the center of these data (centroids) are and updates it over several rounds.

Watch the video on the next slide on **K-means clustering** and pay attention how the model selects the "right" value for **K**.



K-means clustering picks 3 initial clusters...