

REVIEW QUESTION 1 (1/1 point)

Which one is NOT TRUE about k-means clustering??

- ☐ k-means divides the data into non-overlapping clusters without any cluster-internal structure.
- ☐ The objective of k-means, is to form clusters in such a way that similar samples go into a cluster, and dissimilar samples fall into different clusters.
- ☒ As k-means is an iterative algorithm, it guarantees that it will always converge to the global optimum. ✓

You have used 2 of 2 submissions

REVIEW QUESTION 2 (1 point possible)

Customer Segmentation is a supervised way of clustering data, based on the similarity of customers to each other.

☒ True ✗

☐ False

You have used 1 of 1 submissions

REVIEW QUESTION 3 (1/1 point)

How is a center point (centroid) picked for each cluster in k-means?

- ☒ We can randomly choose some observations out of the data set and use these observations as the initial means. ✓
- ☐ We can select the centroid through correlation analysis.