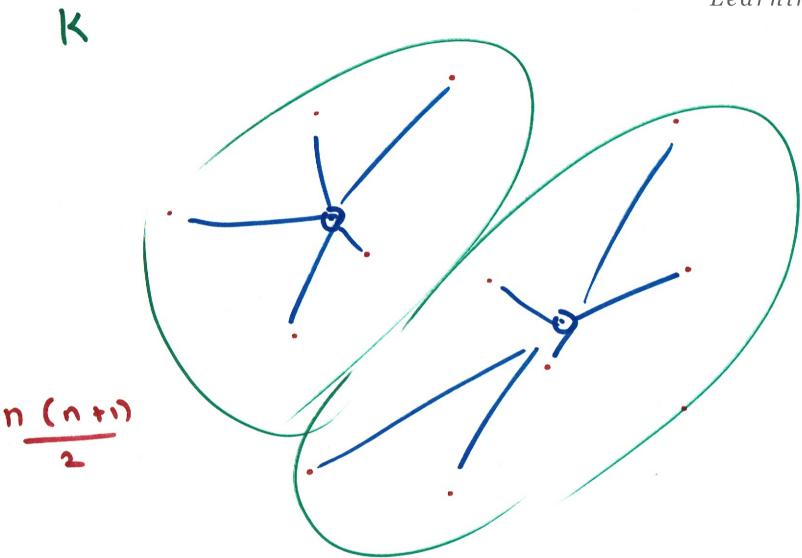
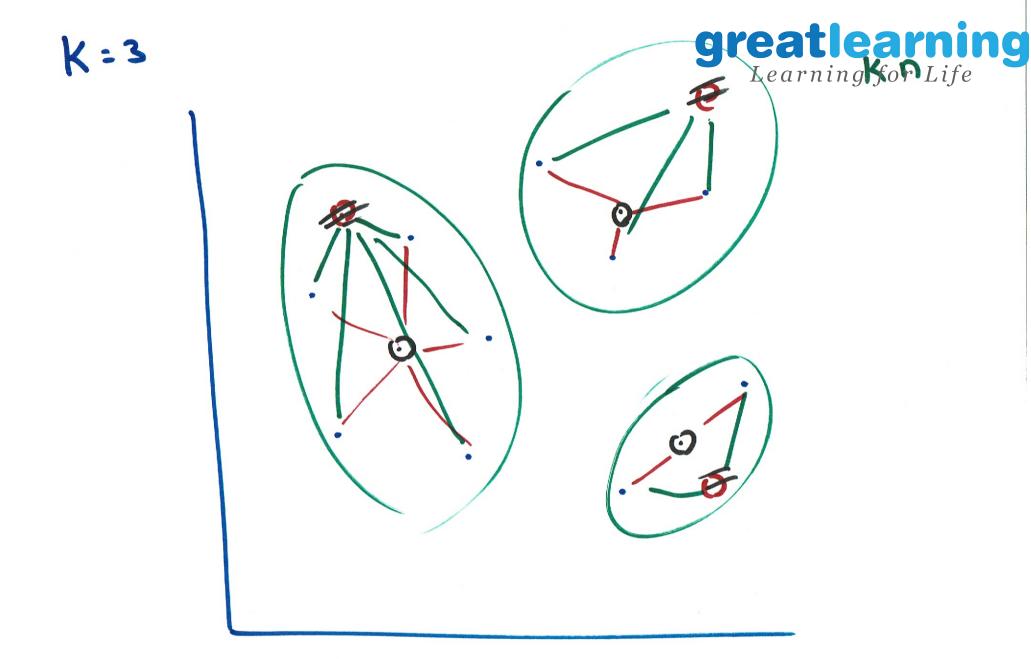
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## Centroid based: K-Means Clustering for Life

- K-Means is probably the most used clustering technique
- Aims to partition the n observations into k clusters so as to minimize the within-cluster sum of squares (i.e. variance).
- Computationally less expensive compared to hierarchical techniques.
- Have to pre-define K, the no of clusters



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