Our results: Grouping customers by responsiveness to telemarketing offer

Below is the summary of our cluster model.

How many clusters do you think best fits these data?
What are the major characteristics of each cluster?
What are the major differences between the clusters?

Looking at the cluster results, we think three are appropriate, based on qualitative assessment of the cluster centroids. In the k=3 scheme the clusters are readily distinguishable as: blue collar workers, white collar workers with a positive economic outlook, and white collar workers with a negative economic outlook.

```
> summary(cluster_model)
Model Details:
==============

H2OClusteringModel: kmeans
Model Key:  KMeans_model_R_1458001221395_7
Model Summary:
  number_of_rows number_of_clusters number_of_categorical_columns number_of_iterations
within_cluster_sum_of_squares
1          41188                 3                             11                   11
391713.69464
  total_sum_of_squares between_cluster_sum_of_squares
1         641978.00000                   250264.30536

H2OClusteringMetrics: kmeans
** Reported on training data. **


Total Within SS:  391713.7
Between SS:  250264.3
Total SS:  641978
Centroid Statistics:
  centroid        size within_cluster_sum_of_squares
1        1 14199.00000                  105596.99140
2        2 13534.00000                  199111.81221
3        3 13455.00000                   87004.89102


Scoring History:
             timestamp   duration iteration avg_change_of_std_centroids
within_cluster_sum_of_squares
1  2016-03-15 14:09:30  0.127 sec         0                 554653.61191
2  2016-03-15 14:09:30  0.199 sec         1     6.54885     403066.35411
3  2016-03-15 14:09:30  0.217 sec         2     1.39999     393332.08710
4  2016-03-15 14:09:30  0.234 sec         3     0.02795     391934.01380
5  2016-03-15 14:09:30  0.249 sec         4     0.00271     391772.68517
6  2016-03-15 14:09:30  0.267 sec         5     0.00075     391728.94779
7  2016-03-15 14:09:30  0.282 sec         6     0.00021     391717.56624
8  2016-03-15 14:09:30  0.299 sec         7     0.00003     391715.84451
9  2016-03-15 14:09:30  0.314 sec         8     0.00001     391715.38636
10 2016-03-15 14:09:30  0.329 sec         9     0.00001     391714.64384
11 2016-03-15 14:09:30  0.346 sec        10     0.00002     391713.69464
```

