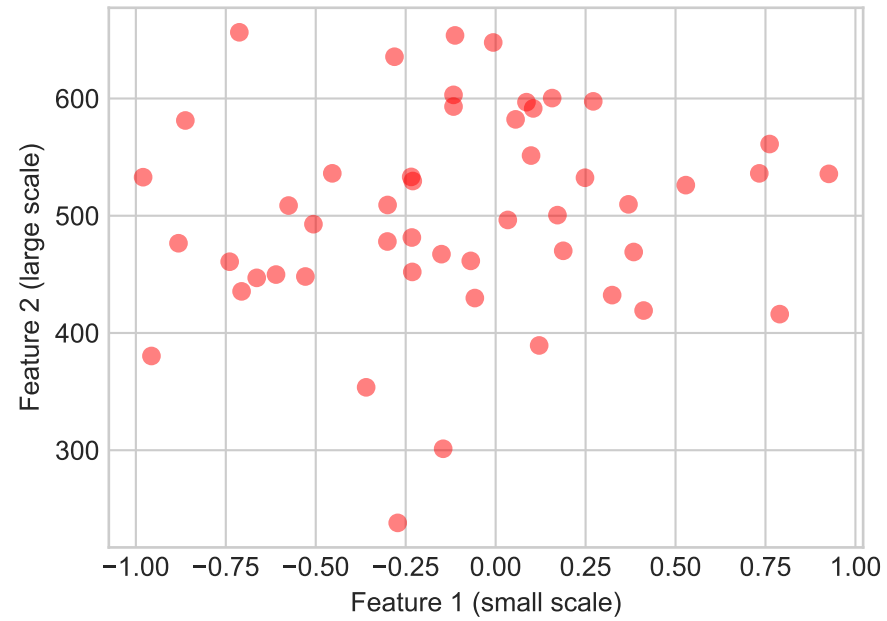
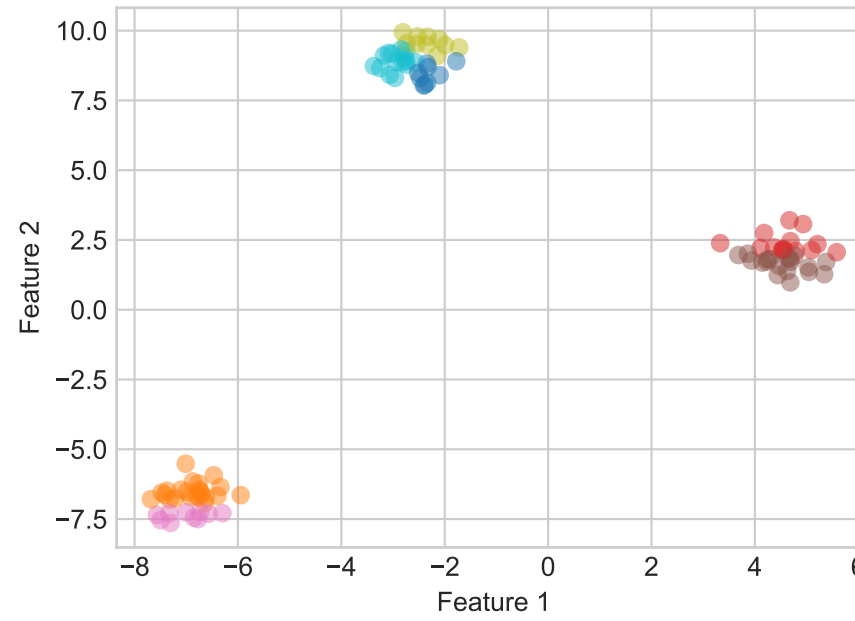


# Common Clustering Mistakes to Avoid

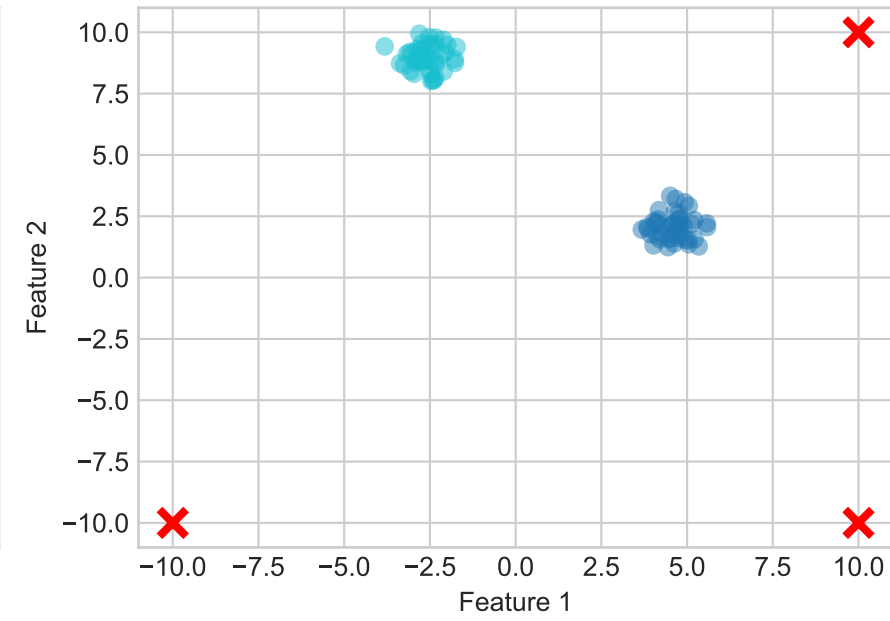
**No Scaling**  
Features have different scales



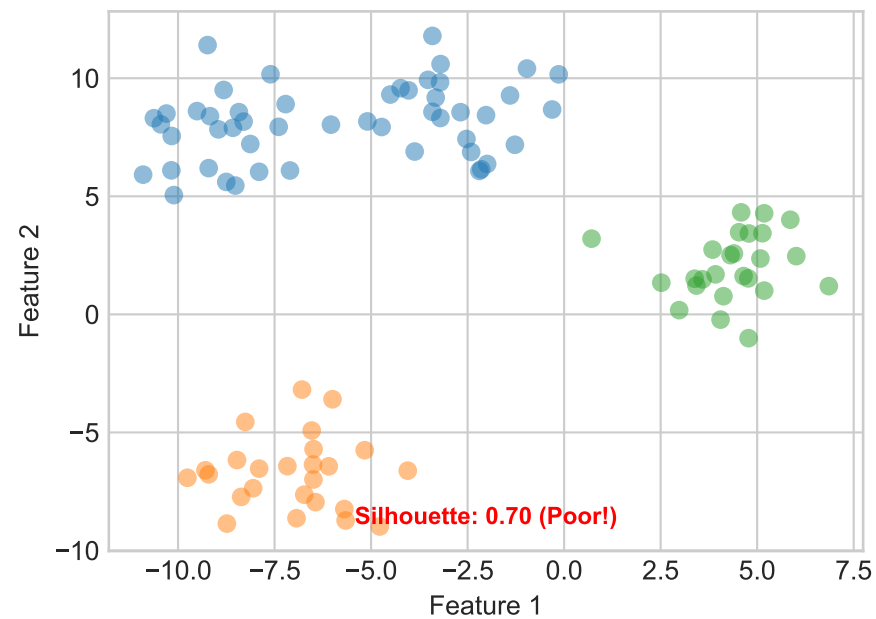
**Wrong K**  
Too many/few clusters



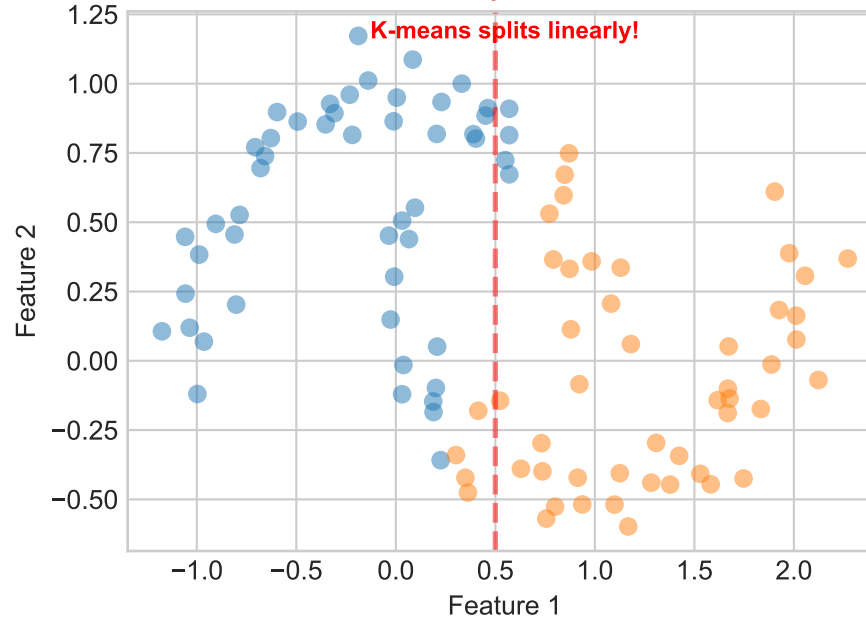
**Ignoring Outliers**  
Outliers skew centers



**No Validation**  
No quality metrics used



**Wrong Algorithm**  
K-means for non-spherical



**Overfitting**  
Too complex for data

