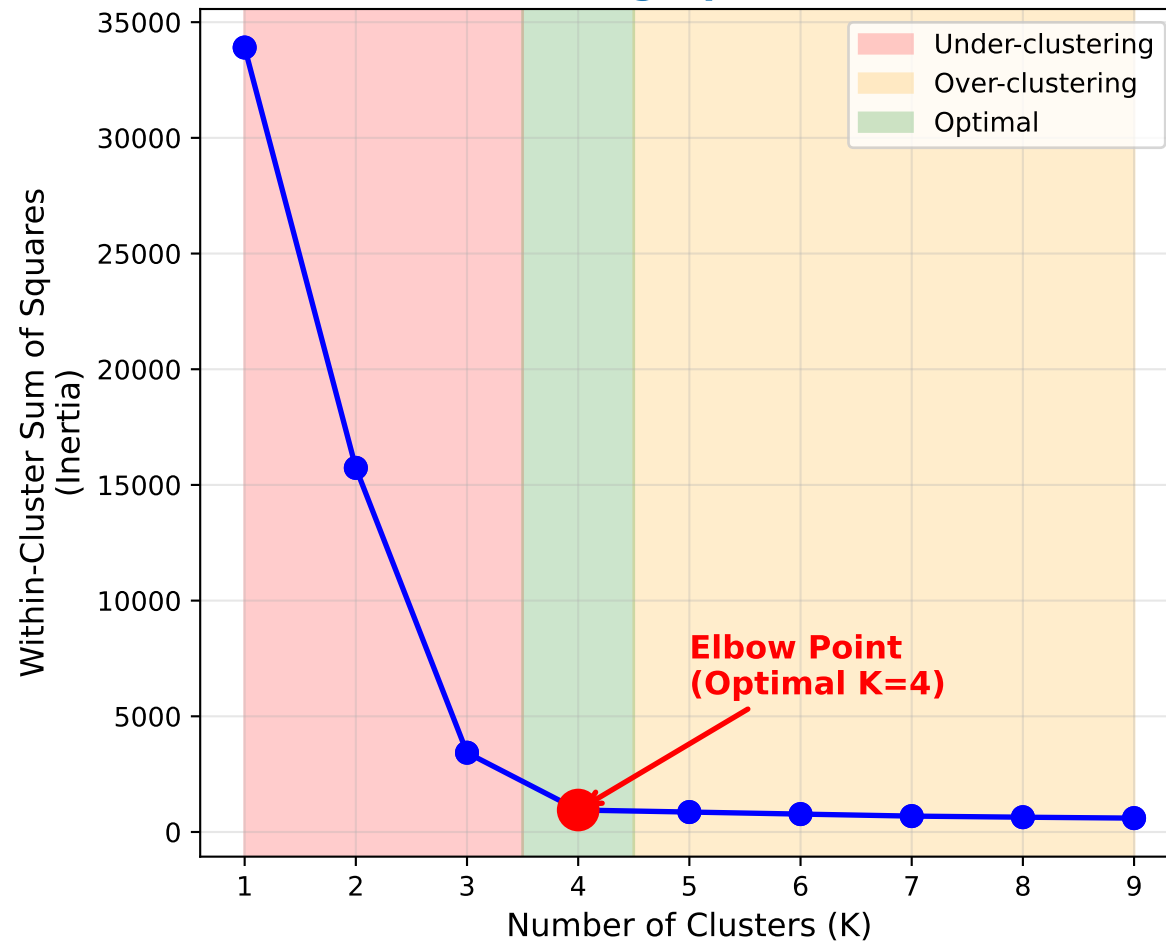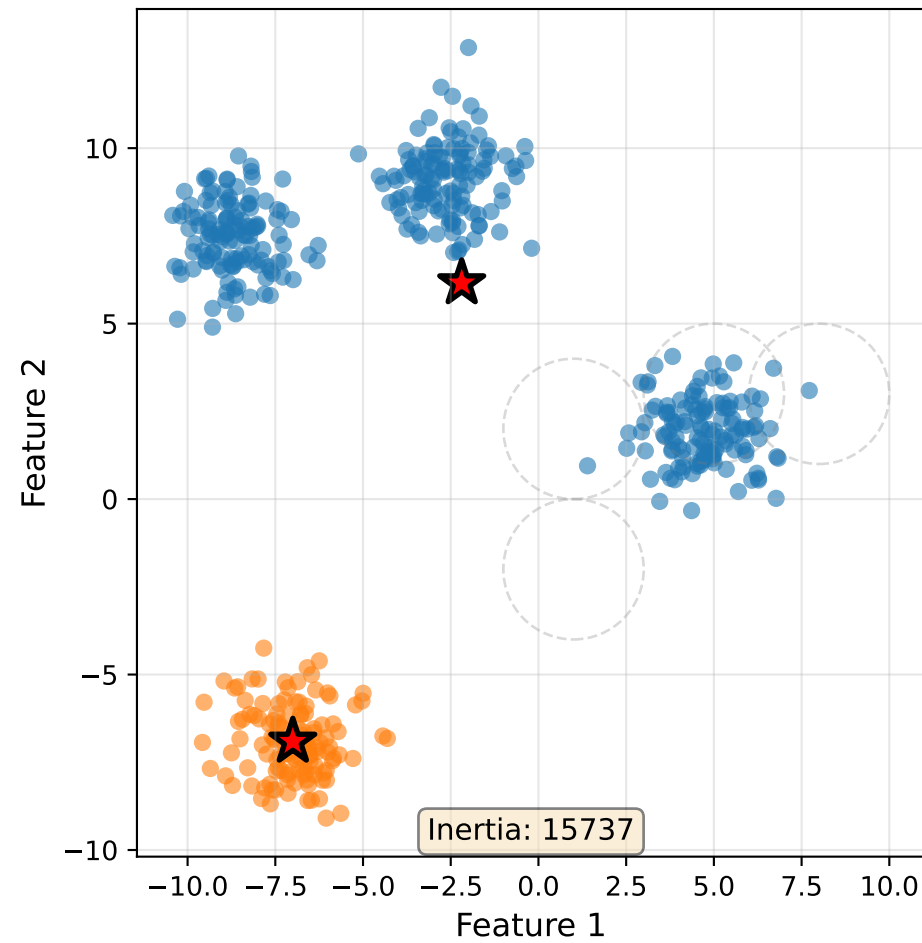The Elbow Method: Finding the Right Number of Clusters