**Clustering**

**Business Scenario:**

A well-known travel company wants to expand its customer base. The company's branding manager needs to devise an effective scheme to appeal to potential customers. He needs to analyze the life expectancy and population of each country to help the company identify the countries where the right kind of clientele is present.

* Which cluster will you choose and why?

**Overview:**

* Use the saved world indicators data source
* Create a filled map view
* Create a calculated field to show the money that the people of a country spend annually on international travel
* Add a cluster to the view
* Select describe clusters to view the information

## Answers:

1. Which cluster will you choose and why?

Answer: **Cluster 2**. It has the highest values in all aspects.