Experiment 6

The aim of this experiment is to implement K-Means clustering algorithm in Python. The algorithm will be used to find "User Engagement" groups (High, Mid, Low) in facebook live dataset.

1. Read the file 'facebooklive.csv' using read_csv() in pandas.

2. Extract five features: 'num_reactions','num_comments','num_shares','num_likes','num_loves'

3. Scale the features using StandardScalar() in sklearn.

4. Develop K-Means clustering using k=2,3,4.

5. Evaluate Silhoutte scores for each case.

6. Draw the scatter plot for each combination of features (Take specific case k=3). Suggest the two most important features for User Engagement Grouping.