## Hierarchical Clustering

* Determine the effect that different dissimilarity measures or linkages have.
* “Chaining” – how to determine the appropriate number of groups
* **Objective:** little dissimilarity within groups, large dissim between groups

HC: Construct a tree-like structure to show groups of observations. Clustering is built over a series of steps in which similar obs are joined together.

**Dendogram:** The tree like structure

**Measuring Dissimilarity:**

* Single, Complete, Average Linkage
* Which linkage requires careful thought