1. **Deliverable 1: After clustering some characteristics of each cluster should be shown. You will need to find appropriate procedures in other software if you are not using SAS. Show how the characteristics of some variables in each cluster compares to those of the entire data set.**

Answer

1. **Deliverable 2: A table showing which cluster/segment each observation (row) belongs is a required output for the data you are using. It should have the target variable values as row labels and the cluster IDs as the labels for the column counts. If you are familiar with the Chi-square test for tables, show the results.**

Answer

1. **Deliverable 3: Give the clusters/segments descriptive names. Best is a name that describes how the members of the cluster differ from the entire data set. For each of several clusters determine a group of words which best describes these differences and create a short descriptive name for the cluster/segments; refer to the results showing these differences.**

Answer

1. **Deliverable 4: Respond to Exercise 10 in Chapter 5 of the text. What is mean by "characteristics of the associated cluster"? Think "topics" and possibly other concepts. How can topics be extracted from documents? Be brief.**

Answer