CLUSTERING METHOD: - Unsupervised Technique

E.g., likeminded people and grouping together is clustering

Types of Clustering

1. K-mean clustering
2. Hierarchal clustering

A] K-means clustering

K – means no of cluster that you must make.

WCSS – Within sum square distance

B] Hierarchical clustering

Computational expensive comparatively to K-mean clustering

Will be feasible on small dataset

1. **Agglomerative** – Bottom-up approach
2. **Divisive** — Top-down approach. Start with a single cluster than break it up into smaller clusters.