

Data Mining & Data Warehousing Project - 2

Clustering Algorithms - Final Report

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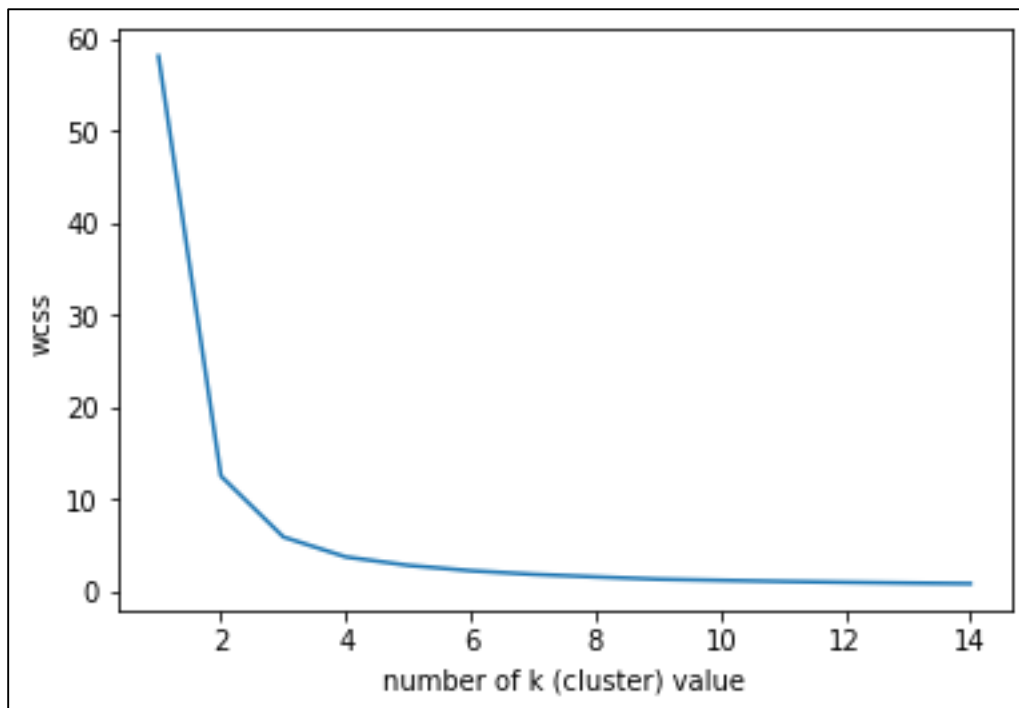
Seat No: **B18101071**

| Task | Description |
|----------------------|---|
| Source | https://archive.ics.uci.edu/ml/datasets/Online+Shoppers+Purchasing+Intention+Dataset |
| Columns & Rows Count | 18, 12330 |
| Pre Processing | <ul style="list-style-type: none">• Used only bounce rates and exit rates.• No Preprocessing |

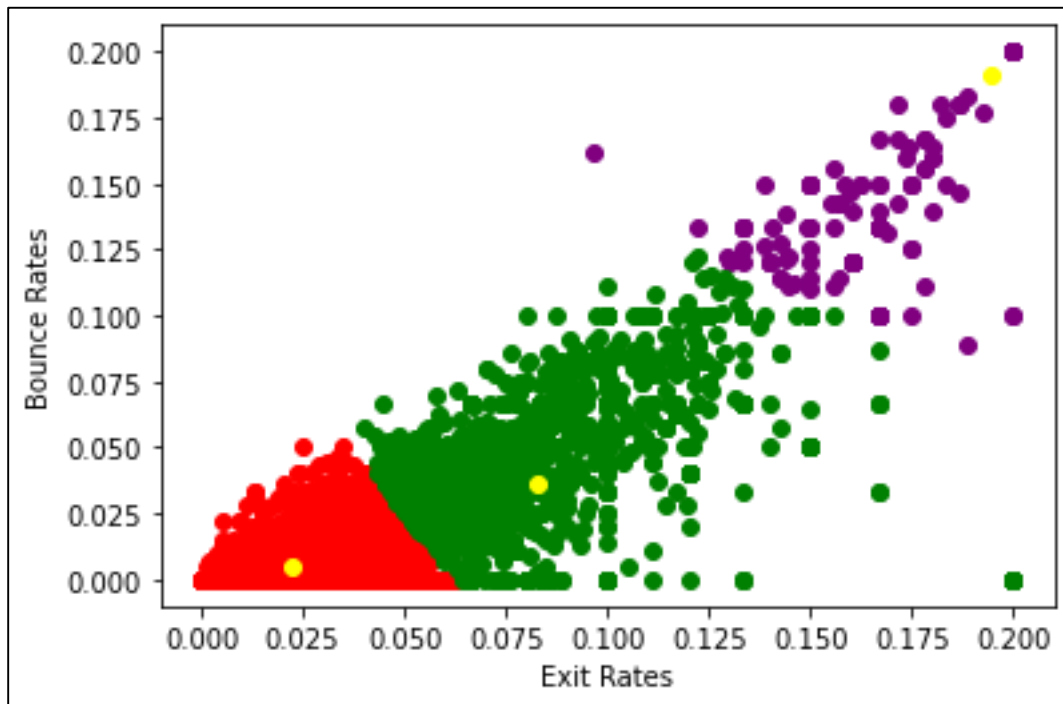
GitHub Link: https://github.com/HaziqueIqbal/Clustering_Project

K-Mean

- **Elbow Plot**

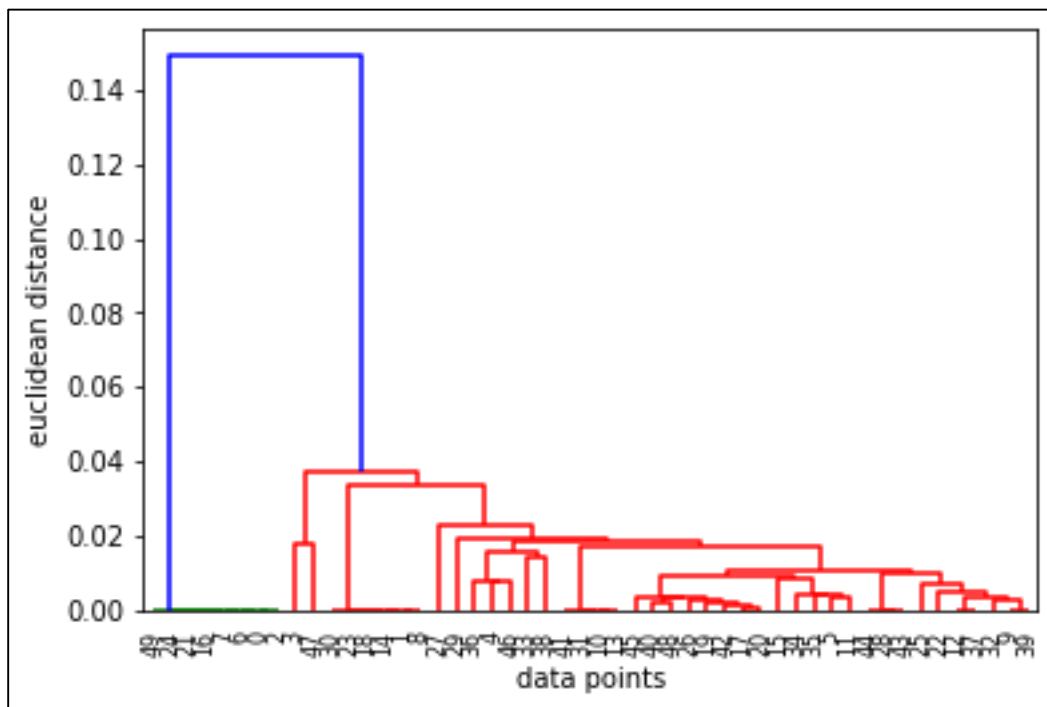


- Output of K-Mean

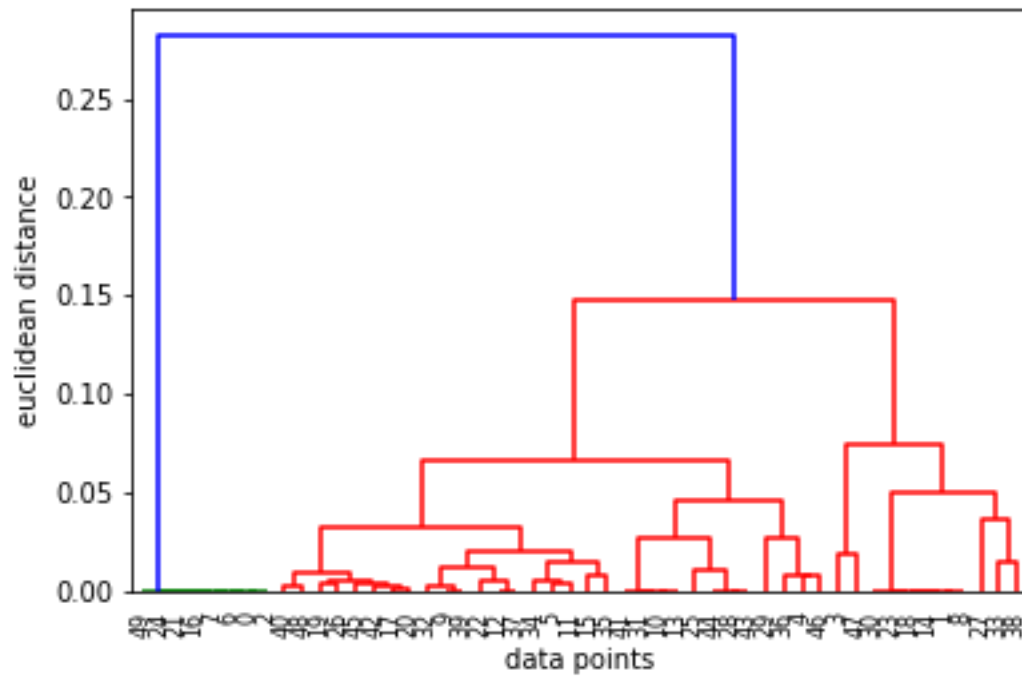


Hierarchical Clustering

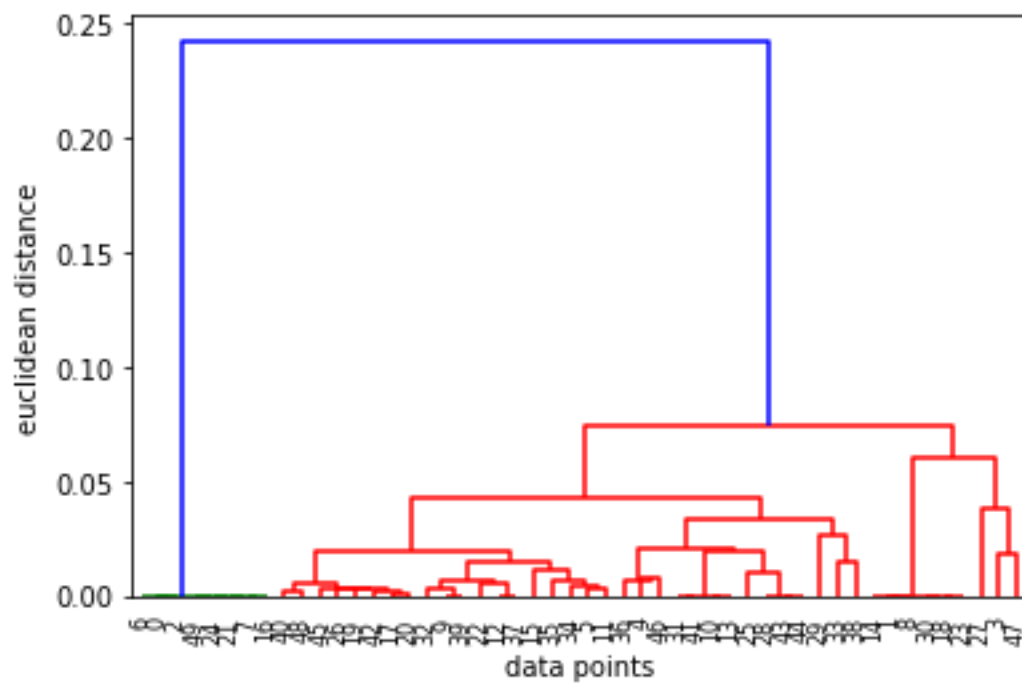
- Single Linkage



- Complete Linkage



- Centroid



- Average Linkage

