No. _____
Date _____

VIÑAS, GABRIEL ANGELO

COM252

EXERCISE: 2

1,2)

#	A	B	C	D	E	F
A	0	10.05	45.28	60.41	50.8	25.18
B	10.05	0	35.23	50.36	40.79	15.13
C	45.28	35.23	0	15.13	6.4	20.1
D	60.91	50.36	15.13	0	10.2	35.23
E	50.8	40.79	6.4	10.2	0	25.71
F	25.18	15.13	20.1	35.23	25.7	0

$d(A,B) = \sqrt{(A_x-B_x)^2+(A_y-B_y)^2} = \sqrt{(10-20)^2+(1-2)^2} = 10.05$

$d(A,C) = \sqrt{(10-55)^2+(1-6)^2} = 45.28$

$d(A,D) = \sqrt{(10-70)^2+(1-8)^2} = 60.41$

$d(A,E) = \sqrt{(10-60)^2+(1-10)^2} = 50.8$

$d(A,F) = \sqrt{(10-35)^2+(1-4)^2} = 25.18$

$d(B,C) = \sqrt{(20-55)^2+(2-6)^2} = 35.23$

$d(B,D) = \sqrt{(20-70)^2+(2-8)^2} = 50.36$

$d(B,E) = \sqrt{(20-60)^2+(2-10)^2} = 40.79$

$d(B,F) = \sqrt{(20-35)^2+(2-4)^2} = 15.13$

$d(C,D) = \sqrt{(55-70)^2+(6-8)^2} = 15.13$

$d(C,E) = \sqrt{(55-60)^2+(6-10)^2} = 6.4$

$d(C,F) = \sqrt{(55-35)^2+(6-4)^2} = 20.1$

$d(D,E) = \sqrt{(70-60)^2+(8-10)^2} = 10.2$

$d(D,F) = \sqrt{(70-35)^2+(8-4)^2} = 35.23$

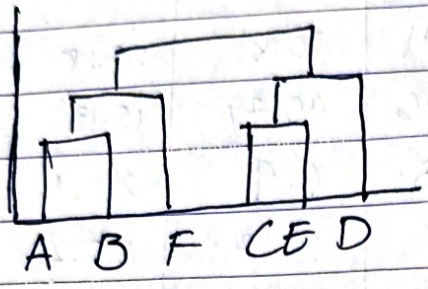
$d(E,F) \sqrt{(60-35)^2+(10-4)^2} = 25.71$

3,4,5)

CLUSTER {C,E} : 6.4
{A,B} : 10.05

{C,E},D : 10.2
{A,B},F : 15.13

{A,B,F} - {CED} : 20.1



6) CLUSTER 1 {ABF} :

- LOW VALUE PLAYER, THEY BET SMALL AMOUNT AND VISIT A FEW TIMES. THESE PEOPLE ARE MOST LIKELY GO TO CASINO FOR ENTERTAINMENT ONLY. YOU CAN BUDDL THEM BY OFFERING LOYALTY PROGRAMS FOR MORE ENGAGEMENT.

CLUSTER 2 {CED}

- HIGH VALUE PLAYER, THEY ARE THE MOST VALUABLE CUSTOMER IN THE CASINO AS THEY VISIT FREQUENTLY AND BET MORE, YOU CAN BUDDL THEM MORE BY OFFERING EXCLUSIVE DEALS OR PROMOS.