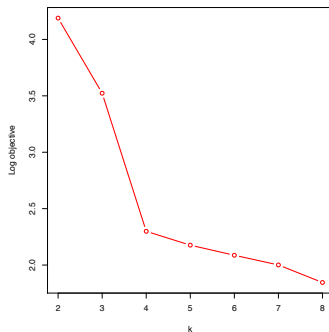# Heuristic: A kink in the objective

- Notice the "kink" in the objective between 3 and 5.
- This suggests that 4 is the right number of clusters.
- Tibshirani (2001) presents a method for finding this kink.