Case Study: K-Means Clustering

Problem Statement:

You work for XYZ corporations as a data scientist. You just got a dataset with information about customers like age, income, spending score. Your team wishes to analyze and extract some useful information from the dataset and relationship between the age of the customers and their spending score. But, first they need to group the data together somehow. You have been asked to analyze the data and using K Means clustering group data into some groups

You have been asked to:

1. Analyze Data

2. Extract useful columns from dataset.

3. Visualize data

4. Find out appropriate number of groups or clusters for data to be segmented in (use elbow method).

5. Using K Means Clustering segment the data into K groups (K was found in the previous step).

6. Visualize a scatter plot of the clusters.