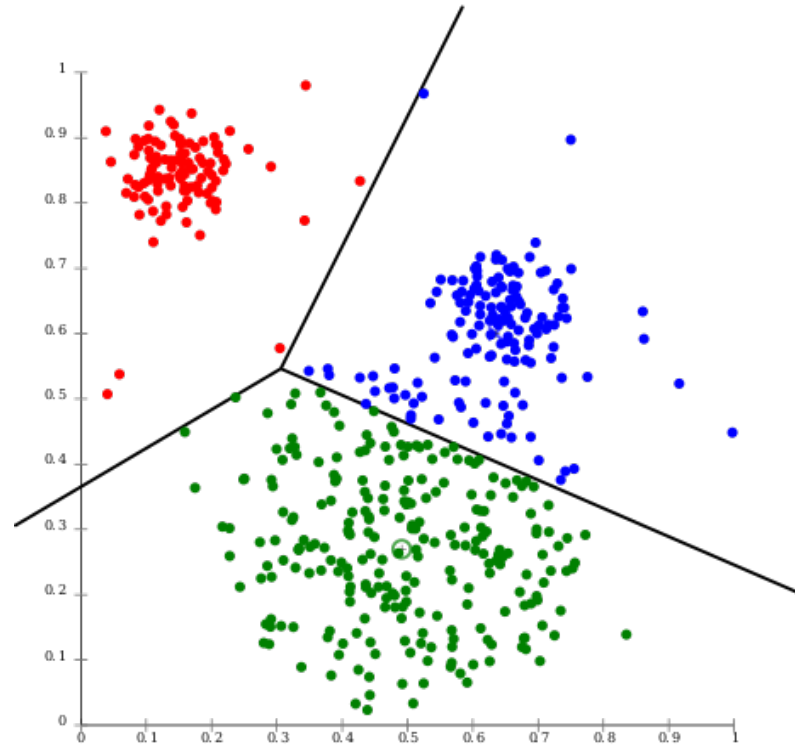


k-Means

What is k-Means?

- AKA Cluster Analysis
- Unsupervised learning
- No true x and y variables
- Find the center points of different data groups

Each of the color sets is a “cluster”



General Steps in k-means

- Data Wrangling
- Fit the data
- Interpret the clusters by looking at:
 - Labels
 - Plots
 - Aggregation

Data Wrangling Requirements

- Convert strings to numeric with recoding

Performing the Analysis

- Specify the number of clusters
- Fit the data
- Plot the data
- Label the data
- Interpret the data