**3.C Retail Analysis – Grouping & clustering**

19) What do these clusters represent? Consider what is being compared on the x- and

y-axis.

-These clusters represent store number names by sales per square feet and gross margin this year.

Which clusters represent the most valuable stores?

* Cluster2 represents the most valuable stores.

22) Spend a few moments considering what this stacked bar chart represents.

- The stacked bar chart represents the comparison between the store number name clusters and the district groups that were manually formed.

Spend another minute clicking on each value in the bar chart legend to filter the page by district group, and consider which clusters are most represented for each.

* Cluster 2 and Cluster 3 are most represented for each district group in the legend bar chart while cluster 4 and cluster 1 are less represented within each district group they belong to.