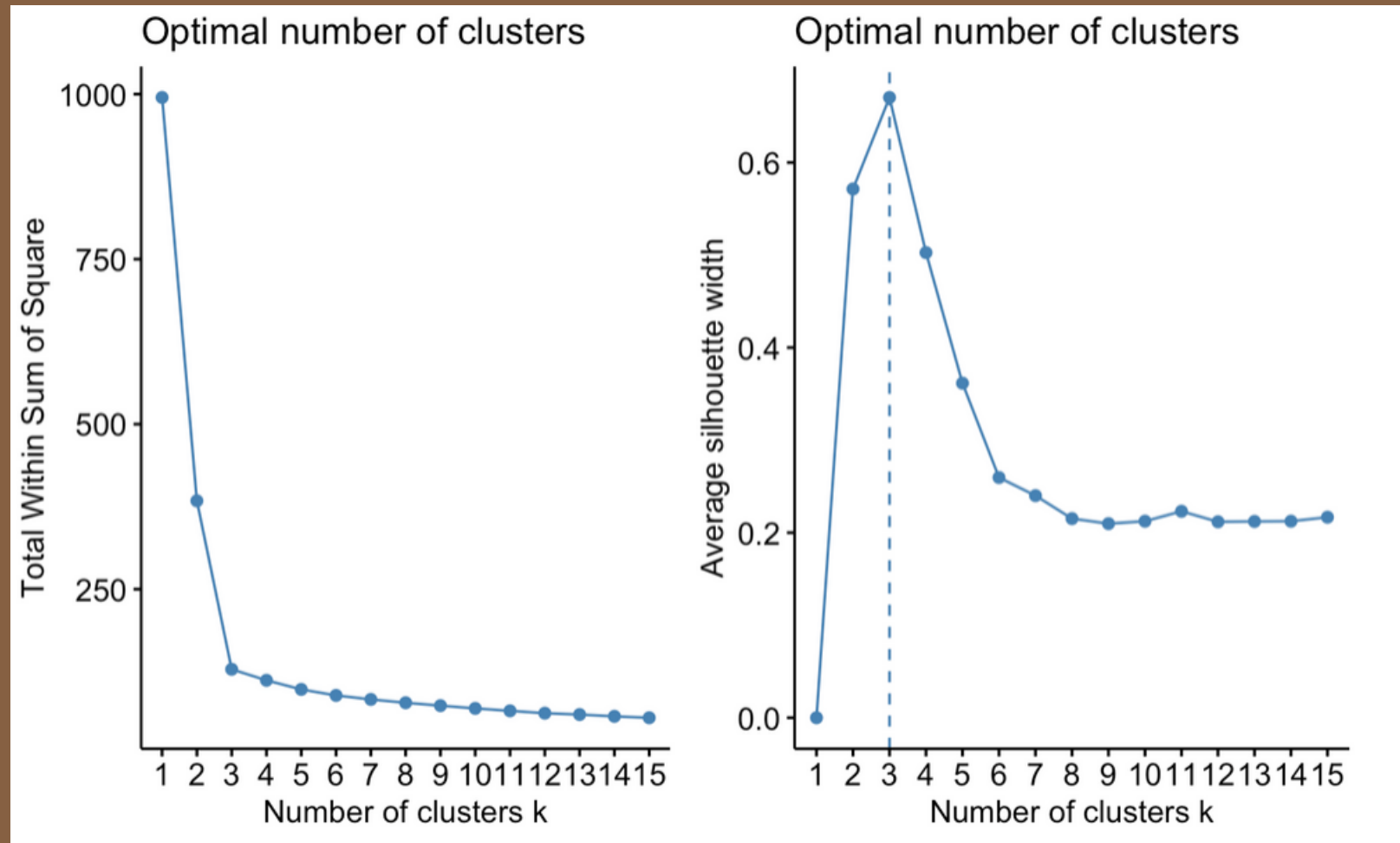


Cluster Analysis of Conjoint Part-Utilities



- Use elbow rule to choose clusters ---3 Cluster
- Create visualizations of clustering segments

