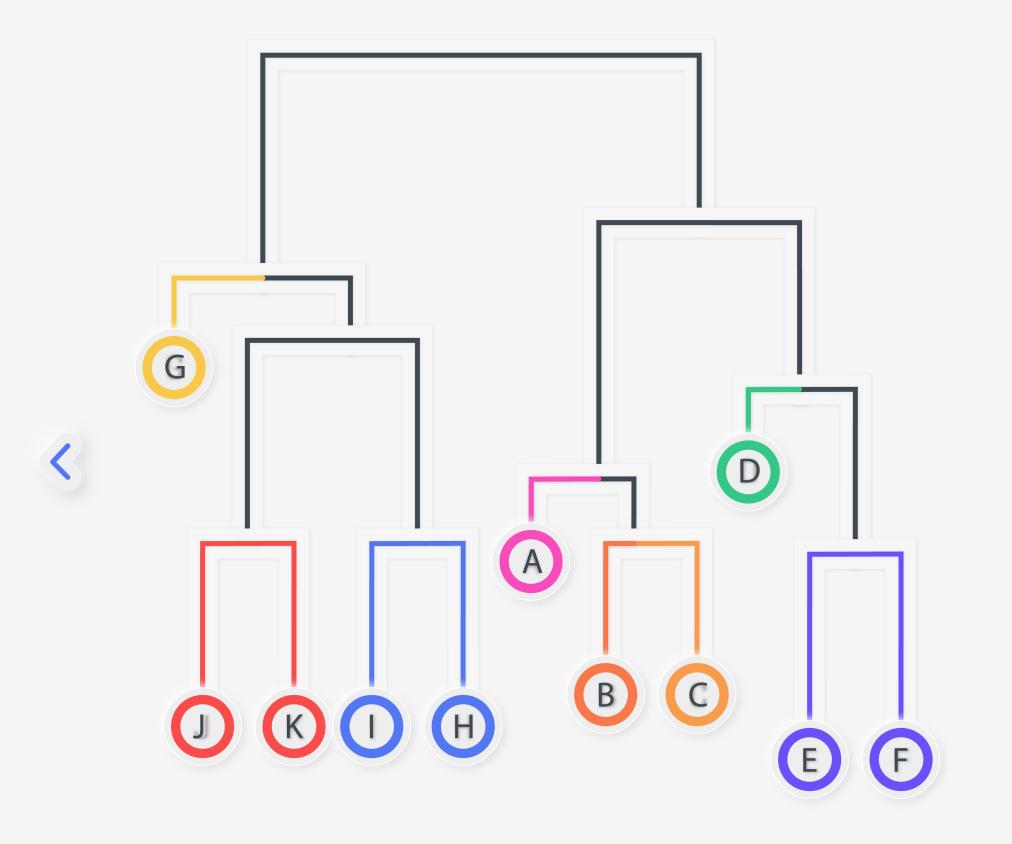
## HIERARCHICAL CLUSTERING IN ML





## HIERARCHICAL CLUSTERING IN ML





## What is hierarchical clustering?

It is a method of **cluster analysis which builds tree type structure** based on the hierarchy

2 types of hierarchical cluster analysis strategies:

- 1. Bottom-up Approach (Agglomerative Clustering)
- 2. Top-down Approach (Divisive Clustering)



## **Agglomerative Clustering**

#### **Bottom-up Approach**

Bottom-up algorithms treat each data as a singleton cluster at the outset and then successively agglomerates pairs of clusters until all clusters have been merged into a single cluster that contains all data.



### **Divisive Clustering**

#### **Top-down Approach**

Top-down clustering requires a method for splitting a cluster that contains the whole data and proceeds by splitting clusters recursively until individual data have been splitted into singleton clusters.



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