

Clustering Analysis for Marketing

John Karuitha

Background

In this analysis, we illustrate two clustering techniques;

1. K-Means clustering.
2. Hierarchical clustering

We start by loading required packages.

```
if(!require(pacman)){  
  install.packages("pacman")  
}  
  
p_load(tidyverse, janitor, skimr, GGally)
```

Data

We then load the data.