

Exercises 3.4 and 4.1

Exercise 1. Complete exercise 3.4 of the book *Data Mining for Business Analytics Concepts, Techniques, and Applications in R* by loading the **LaptopSales_red.csv** dataset. Please be aware that the geographical coordinates used in this exercise are based on the UK geolocation system (Ordnance Survey (OS)). As such, you are not needed to plot it on an actual map.

Exercise 2. Complete exercise 4.1 except point *g*) of the book *Data Mining for Business Analytics Concepts, Techniques, and Applications in R* by loading the **Cereals.csv** dataset.

Be sure to send both a R Code (**.R** file) and a (**.pdf** file) or an (**.html** file) generated with **RMarkdown** containing both the code, the results and detailed explanations of your analysis.