R. Notebook

1. DEFINING THE QUESTION

a) Specifying the Question

Performing clustering stating insights drawn from your analysis and visualizations.

b) Defining the Metrics of Success

Performing Bivariates and univariate Exploratory data analysis and Performing clustering stating insights drawn from the analysis and visualizations. Upon implementation, provide comparisons between the approaches of K-Means clustering vs Hierarchical clustering highlighting the strengths and limitations of each approach in the context of your analysis.

c) Understanding the context

Kira Plastinina is a Russian brand that is sold through a defunct chain of retail stores in Russia, Ukraine, Kazakhstan, Belarus, China, Philippines, and Armenia. The brand's Sales and Marketing team would like to understand their customer's behavior from data that they have collected over the past year. More specifically, they would like to learn the characteristics of customer groups.

d) Recording the Experimental Design

- 1. Define the question, the metric for success, the context, experimental design taken.
- 2. Reading and exploring the dataset.
- 3. Finding and dealing with outliers, anomalies, and missing data within the dataset.
- 4. Perform univariate and bivariate analysis.
- 5. Perform clustering stating insights drawn from the analysis and visualizations.

e) Relevance of the data

The data used for this project is necessary for understanding their customer's behavior from data that they have collected over the past year. The dataset link: http://bit.ly/EcommerceCustomersDataset

2. DATA ANALYSIS

a) Checking the Data

loading libraries
library(relaimpo)

```
## Loading required package: MASS
## Loading required package: boot
## Loading required package: survey
## Loading required package: grid
## Loading required package: Matrix
## Loading required package: survival
##
## Attaching package: 'survival'
## The following object is masked from 'package:boot':
##
##
       aml
## Attaching package: 'survey'
## The following object is masked from 'package:graphics':
##
##
       dotchart
## Loading required package: mitools
## This is the global version of package relaimpo.
## If you are a non-US user, a version with the interesting additional metric pmvd is available
## from Ulrike Groempings web site at prof.beuth-hochschule.de/groemping.
library(data.table)
library(ggplot2) # Data visualization
library(ggthemes) # Plot themes
library(dplyr) # Data manipulation
##
## Attaching package: 'dplyr'
## The following objects are masked from 'package:data.table':
##
##
       between, first, last
```

```
## The following object is masked from 'package:MASS':
##
##
       select
## The following objects are masked from 'package:stats':
##
##
       filter, lag
## The following objects are masked from 'package:base':
##
##
       intersect, setdiff, setequal, union
library(psych) # Correlation visualization
##
## Attaching package: 'psych'
## The following objects are masked from 'package:ggplot2':
##
##
       %+%, alpha
## The following object is masked from 'package:boot':
##
##
       logit
library(cluster) # clustering algorithms
# Reading the data
df2 <- fread('http://bit.ly/EcommerceCustomersDataset')</pre>
df2
##
          Administrative Administrative_Duration Informational
##
                    <int>
                                             <num>
                                                            <int>
##
                        0
                                                 0
                                                                0
       1:
##
       2:
                        0
                                                 0
                                                                0
##
       3:
                        0
                                                -1
                                                                0
##
       4:
                        0
                                                 0
                                                                0
##
                        0
                                                 0
                                                                0
       5:
##
                        3
                                               145
                                                                0
## 12326:
                        0
                                                                0
## 12327:
                                                 0
## 12328:
                        0
                                                 0
                                                                0
                                                75
                                                                0
## 12329:
                        4
## 12330:
                                                                0
##
          Informational_Duration ProductRelated ProductRelated_Duration
##
                            <num>
                                           <int>
                                                                     <num>
##
       1:
                                0
                                                                  0.000000
                                                1
##
       2:
                                0
                                                2
                                                                 64.000000
##
       3:
                               -1
                                                                 -1.000000
                                                1
##
       4:
                                0
                                                2
                                                                  2.666667
##
                                0
                                               10
                                                                627.500000
       5:
```

```
##
## 12326:
                                 0
                                                53
                                                                1783.791667
## 12327:
                                 0
                                                 5
                                                                 465.750000
## 12328:
                                 0
                                                 6
                                                                 184.250000
## 12329:
                                 0
                                                15
                                                                 346.000000
## 12330:
                                 0
                                                 3
                                                                  21.250000
##
          BounceRates ExitRates PageValues SpecialDay Month OperatingSystems
                                                    <num> <char>
##
                 <niim>
                             <niim>
                                        <num>
##
       1: 0.200000000 0.20000000
                                      0.00000
                                                        Λ
                                                              Feb
                                                                                  1
##
       2: 0.00000000 0.10000000
                                                        0
                                                              Feb
                                                                                  2
                                      0.00000
##
       3: 0.200000000 0.20000000
                                      0.00000
                                                        0
                                                              Feb
                                                                                  4
##
       4: 0.050000000 0.14000000
                                      0.00000
                                                        0
                                                              Feb
                                                                                  3
       5: 0.020000000 0.05000000
##
                                      0.00000
                                                              Feb
                                                                                  3
##
## 12326: 0.007142857 0.02903061
                                     12.24172
                                                        0
                                                              Dec
                                                                                  4
## 12327: 0.00000000 0.02133333
                                      0.00000
                                                        0
                                                              Nov
                                                                                  3
## 12328: 0.083333333 0.08666667
                                      0.00000
                                                        0
                                                              Nov
                                                                                  3
  12329: 0.000000000 0.02105263
                                      0.00000
                                                              Nov
                                                                                  2
   12330: 0.000000000 0.06666667
                                      0.00000
                                                        0
                                                              Nov
                                                                                  3
##
          Browser Region TrafficType
                                             VisitorType Weekend Revenue
##
            <int>
                    <int>
                                 <int>
                                                   <char>
                                                           <lgcl>
                                                                    <lgcl>
##
       1:
                                     1 Returning_Visitor
                                                            FALSE
                                                                     FALSE
##
       2:
                 2
                                     2 Returning_Visitor
                                                            FALSE
                                                                     FALSE
                        1
##
                        9
                                     3 Returning_Visitor
                                                            FALSE
                                                                     FALSE
                 1
##
       4:
                 2
                        2
                                     4 Returning_Visitor
                                                            FALSE
                                                                     FALSE
##
       5:
                 3
                        1
                                     4 Returning_Visitor
                                                              TRUE
                                                                     FALSE
##
## 12326:
                 6
                                     1 Returning_Visitor
                                                              TRUE
                                                                     FALSE
                        1
## 12327:
                 2
                                     8 Returning_Visitor
                                                              TRUE
                                                                     FALSE
                        1
                 2
## 12328:
                        1
                                    13 Returning_Visitor
                                                              TRUE
                                                                     FALSE
                 2
## 12329:
                        3
                                    11 Returning_Visitor
                                                             FALSE
                                                                     FALSE
## 12330:
                 2
                        1
                                     2
                                             New_Visitor
                                                              TRUE
                                                                     FALSE
```

b) Data Checking

Viewing the dataset View(df2)

Viewing the column names colnames(df2)

```
[1] "Administrative"
##
                                    "Administrative_Duration"
    [3] "Informational"
                                    "Informational_Duration"
##
    [5] "ProductRelated"
                                    "ProductRelated_Duration"
##
   [7]
        "BounceRates"
                                    "ExitRates"
   [9] "PageValues"
                                    "SpecialDay"
##
## [11] "Month"
                                    "OperatingSystems"
## [13] "Browser"
                                    "Region"
## [15] "TrafficType"
                                    "VisitorType"
## [17] "Weekend"
                                    "Revenue"
```

Previewing the class dataset class(df2)

[1] "data.table" "data.frame"

Viewing the datatypes of the dataset sapply(df2, class)

```
##
            Administrative Administrative_Duration
                                                                 Informational
##
                  "integer"
                                                                     "integer"
                                            "numeric"
    Informational_Duration
##
                                      ProductRelated ProductRelated_Duration
                  "numeric"
                                                                     "numeric"
##
                                           "integer"
               BounceRates
##
                                           ExitRates
                                                                    PageValues
##
                  "numeric"
                                           "numeric"
                                                                     "numeric"
##
                 SpecialDay
                                               Month
                                                              OperatingSystems
##
                  "numeric"
                                         "character"
                                                                     "integer"
##
                    Browser
                                               Region
                                                                   TrafficType
##
                  "integer"
                                            "integer"
                                                                     "integer"
##
                VisitorType
                                             Weekend
                                                                       Revenue
##
                "character"
                                           "logical"
                                                                     "logical"
```

Previewing the top of the dataset head(df2, n = 5)

```
##
      Administrative Administrative_Duration Informational Informational_Duration
##
                <int>
                                                         <int>
                                                                                 <num>
## 1:
                    0
                                              0
                                                             0
                                                                                     0
## 2:
                    0
                                              0
                                                             0
                                                                                      0
## 3:
                    0
                                             -1
                                                             0
                                                                                     -1
## 4:
                    0
                                              0
                                                             0
                                                                                      0
                    0
## 5:
                                              0
                                                             0
                                                                                      0
##
      ProductRelated ProductRelated Duration BounceRates ExitRates PageValues
##
                <int>
                                         <num>
                                                      <num>
                                                                 <num>
                                                                             <num>
## 1:
                                      0.000000
                                                       0.20
                                                                  0.20
## 2:
                    2
                                     64.000000
                                                       0.00
                                                                  0.10
                                                                                 0
## 3:
                    1
                                     -1.000000
                                                       0.20
                                                                  0.20
                                                                                 0
## 4:
                    2
                                      2.666667
                                                       0.05
                                                                  0.14
                                                                                 0
                   10
                                    627.500000
                                                                                 0
## 5:
                                                       0.02
                                                                  0.05
##
      SpecialDay Month OperatingSystems Browser Region TrafficType
           <num> <char>
##
                                     <int>
                                              <int>
                                                     <int>
                                                                  <int>
## 1:
               0
                     Feb
                                                  1
                                         1
                                                          1
                                                                      1
## 2:
                0
                     Feb
                                         2
                                                  2
                                                         1
                                                                      2
## 3:
                0
                     Feb
                                         4
                                                         9
                                                                      3
                                                  1
## 4:
                0
                     Feb
                                         3
                                                  2
                                                         2
                                                                      4
## 5:
                     Feb
                                         3
                                                  3
##
            VisitorType Weekend Revenue
                  <char>
                          <lgcl>
                                   <lgcl>
## 1: Returning_Visitor
                           FALSE
                                    FALSE
## 2: Returning_Visitor
                           FALSE
                                    FALSE
## 3: Returning_Visitor
                                    FALSE
                           FALSE
## 4: Returning_Visitor
                           FALSE
                                    FALSE
## 5: Returning_Visitor
                            TRUE
                                    FALSE
```

Previewing the bottom of the dataset tail(df2, n = 5)

```
##
      Administrative Administrative_Duration Informational Informational_Duration
##
               <int>
                                        <num>
                                                      <int>
## 1:
                                          145
                                                                                  0
                   3
                                                          0
## 2:
                   0
                                            0
                                                          0
                                                                                  0
## 3:
                   0
                                            0
                                                          0
                                                                                  0
## 4:
                   4
                                           75
                                                          0
                                                                                  0
## 5:
                   0
                                            Λ
                                                          Λ
                                                                                  Λ
      ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
##
               <int>
                                        <num>
                                                    <num>
                                                                <num>
## 1:
                                    1783.792 0.007142857 0.02903061
                  53
                                                                       12.24172
## 2:
                                     465.750 0.000000000 0.02133333
                                                                         0.00000
                   5
## 3:
                                     184.250 0.083333333 0.08666667
                   6
                                                                         0.00000
## 4:
                  15
                                     346.000 0.000000000 0.02105263
                                                                         0.00000
## 5:
                   3
                                       21.250 0.000000000 0.06666667
                                                                         0.00000
      SpecialDay Month OperatingSystems Browser Region TrafficType
           <num> <char>
                                <int>
                                            <int> <int>
## 1:
               0
                    Dec
                                        4
                                                6
                                                                   1
## 2:
               0
                    Nov
                                        3
                                                2
                                                       1
                                                                   8
               0
                                        3
                                                2
## 3:
                    Nov
                                                       1
                                                                  13
## 4:
               0
                    Nov
                                        2
                                                2
                                                       3
                                                                  11
                                                2
                                                                   2
## 5:
               0
                    Nov
                                        3
                                                       1
##
            VisitorType Weekend Revenue
##
                 <char> <lgcl> <lgcl>
## 1: Returning_Visitor
                           TRUE
                                 FALSE
## 2: Returning_Visitor
                           TRUE
                                  FALSE
## 3: Returning_Visitor
                           TRUE
                                  FALSE
## 4: Returning Visitor
                          FALSE
                                  FALSE
## 5:
            New_Visitor
                           TRUE
                                  FALSE
```

Checking the structure of the data str(df2)

```
## Classes 'data.table' and 'data.frame':
                                         12330 obs. of 18 variables:
                         : int 000000100...
## $ Administrative
## $ Administrative_Duration: num 0 0 -1 0 0 0 -1 -1 0 0 ...
   $ Informational
                          : int 0000000000...
## $ Informational_Duration : num 0 0 -1 0 0 0 -1 -1 0 0 ...
## $ ProductRelated
                          : int 1 2 1 2 10 19 1 1 2 3 ...
## $ ProductRelated_Duration: num
                                 0 64 -1 2.67 627.5 ...
                          : num 0.2 0 0.2 0.05 0.02 ...
## $ BounceRates
## $ ExitRates
                           : num 0.2 0.1 0.2 0.14 0.05 ...
## $ PageValues
                                 0 0 0 0 0 0 0 0 0 0 ...
                           : num
## $ SpecialDay
                           : num
                                 0 0 0 0 0 0 0.4 0 0.8 0.4 ...
                           : chr
                                 "Feb" "Feb" "Feb" "Feb" ...
## $ Month
## $ OperatingSystems
                                 1 2 4 3 3 2 2 1 2 2 ...
                           : int
## $ Browser
                           : int 1 2 1 2 3 2 4 2 2 4 ...
## $ Region
                           : int 1 1 9 2 1 1 3 1 2 1 ...
## $ TrafficType
                          : int 1234433532...
## $ VisitorType
                          : chr "Returning_Visitor" "Returning_Visitor" "Returning_Visitor" "Return
## $ Weekend
                          : logi FALSE FALSE FALSE FALSE TRUE FALSE ...
```

```
: logi FALSE FALSE FALSE FALSE FALSE ...
## - attr(*, ".internal.selfref")=<externalptr>
# Checking the shape of the data
dim(df2)
## [1] 12330
                18
There 12330 rows and 18 columns
# Viewing the column names of the dataset
colnames(df2)
   [1] "Administrative"
##
                                  "Administrative_Duration"
  [3] "Informational"
                                  "Informational_Duration"
   [5] "ProductRelated"
                                  "ProductRelated_Duration"
##
## [7] "BounceRates"
                                  "ExitRates"
## [9] "PageValues"
                                  "SpecialDay"
## [11] "Month"
                                  "OperatingSystems"
## [13] "Browser"
                                  "Region"
## [15] "TrafficType"
                                  "VisitorType"
## [17] "Weekend"
                                  "Revenue"
# selecting needed columns
df3 <- subset(df2, select = c("ProductRelated", "ProductRelated_Duration", "PageValues", "Month", "Visi</pre>
colnames(df3)
## [1] "ProductRelated"
                                 "ProductRelated_Duration"
## [3] "PageValues"
                                 "Month"
                                 "Weekend"
## [5] "VisitorType"
```

These columns are to be majorly focused on.

c) Data Cleaning

Missing Values

```
# checking for missing values
sum(is.na(df3))

## [1] 28

There are 28 missing values
# Removing the missing values
df4 <- na.omit(df3)</pre>
```

The missing values are now deleted.

```
# checking for missing values
sum(is.na(df4))
```

[1] 0

There are 0 missing values.

Duplicates

```
# checking for duplicates
duplicated_rows <- df4[duplicated(df4),]
duplicated_rows</pre>
```

```
##
        ProductRelated ProductRelated_Duration PageValues
                                                              Month
                                                                           VisitorType
                                                       <num> <char>
##
                  <int>
                                           <num>
                                                                                <char>
##
     1:
                      1
                                           -1.00
                                                           0
                                                                Feb Returning_Visitor
     2:
                                           -1.00
##
                      1
                                                           0
                                                                Feb Returning_Visitor
##
     3:
                      1
                                           -1.00
                                                           0
                                                                Feb Returning_Visitor
                                           -1.00
                                                                Feb Returning_Visitor
##
     4:
                      1
                                                           0
                                           -1.00
##
     5:
                      1
                                                           0
                                                                Feb Returning_Visitor
##
## 736:
                      3
                                            0.00
                                                           0
                                                                Nov Returning_Visitor
## 737:
                      1
                                            0.00
                                                           0
                                                                Dec Returning_Visitor
## 738:
                      2
                                            0.00
                                                           0
                                                                Nov Returning_Visitor
## 739:
                      2
                                            0.00
                                                                Nov Returning_Visitor
                                           21.25
## 740:
                      3
                                                           0
                                                                           New_Visitor
                                                                Nov
##
        Weekend
##
         <lgcl>
##
     1:
          FALSE
          FALSE
##
     2:
     3:
          FALSE
##
##
     4:
          TRUE
##
     5:
          FALSE
##
## 736:
          FALSE
## 737:
          TRUE
## 738:
          FALSE
## 739:
          FALSE
## 740:
           TRUE
```

There are 740 duplicates in the data

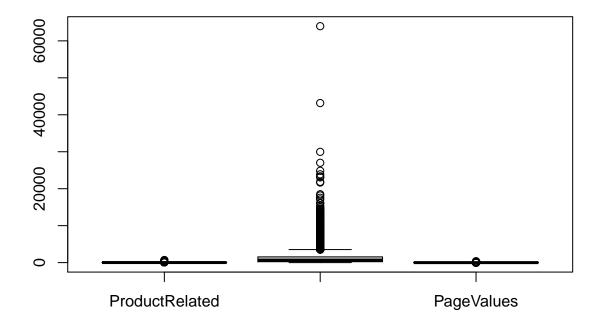
```
# Displaying the unique items and assigning to a variable unique_items
df5 <- unique(df4)
df5</pre>
```

```
##
          ProductRelated ProductRelated_Duration PageValues Month
##
                   <int>
                                            <num>
                                                       <num> <char>
##
       1:
                                        0.000000
                                                     0.00000
                                                                Feb
                       2
                                        64.000000
                                                     0.00000
##
       2:
                                                                Feb
```

```
##
       3:
                                       -1.000000
                                                     0.00000
                                                                Feb
##
       4:
                       2
                                                     0.00000
                                                                Feb
                                         2.666667
##
       5:
                      10
                                       627.500000
                                                     0.00000
                                                                Feb
##
## 11572:
                      16
                                      503.000000
                                                     0.00000
                                                                Nov
## 11573:
                      53
                                      1783.791667
                                                    12.24172
                                                                Dec
## 11574:
                       5
                                      465.750000
                                                     0.00000
                                                                Nov
                                      184.250000
## 11575:
                       6
                                                     0.00000
                                                                Nov
## 11576:
                      15
                                       346.000000
                                                     0.00000
                                                                Nov
##
                VisitorType Weekend
##
                     <char>
                             <lgcl>
##
       1: Returning_Visitor
                              FALSE
##
       2: Returning_Visitor
                              FALSE
##
       3: Returning_Visitor
                              FALSE
##
       4: Returning_Visitor
                              FALSE
##
       5: Returning_Visitor
                               TRUE
##
## 11572: Returning_Visitor
                              FALSE
## 11573: Returning_Visitor
                               TRUE
## 11574: Returning_Visitor
                               TRUE
## 11575: Returning_Visitor
                               TRUE
## 11576: Returning_Visitor
                              FALSE
```

Outliers

```
# Visualizing outliers using a boxplot
df6 <- df5 %>% select_if(is.numeric)
boxplot(df6)
```



There are several outliers but removing them will interfere with the analysis so i will use the data with the outliers.

3. EXPLORATORY DATA ANALYSIS

a) Univariate Analysis

```
summary(df2)
```

```
##
    Administrative
                      Administrative_Duration Informational
##
    Min.
           : 0.000
                                -1.00
                                                       : 0.000
                                               Min.
    1st Qu.: 0.000
                                 0.00
                                               1st Qu.: 0.000
                      1st Qu.:
    Median : 1.000
                                 8.00
                                               Median : 0.000
##
                      Median:
           : 2.318
##
    Mean
                      Mean
                                80.91
                                               Mean
                                                       : 0.504
##
    3rd Qu.: 4.000
                      3rd Qu.:
                                93.50
                                               3rd Qu.: 0.000
##
   Max.
           :27.000
                             :3398.75
                                               Max.
                                                       :24.000
                      Max.
    NA's
                      NA's
##
           :14
                             :14
                                               NA's
                                                       :14
##
    Informational_Duration ProductRelated
                                              ProductRelated_Duration
   Min.
              -1.00
                            Min.
                                    : 0.00
                                              Min.
                                                          -1.0
##
   1st Qu.:
               0.00
                            1st Qu.: 7.00
                                              1st Qu.:
                                                         185.0
    Median :
               0.00
                            Median : 18.00
                                              Median :
                                                         599.8
                                    : 31.76
                                                      : 1196.0
    Mean
              34.51
                            Mean
                                              Mean
    3rd Qu.:
               0.00
                            3rd Qu.: 38.00
                                              3rd Qu.: 1466.5
```

```
:2549.38
                                    :705.00
                                               Max.
                                                       :63973.5
##
    Max.
                             Max.
##
    NA's
                             NA's
                                               NA's
            :14
                                    :14
                                                       :14
     BounceRates
                                              PageValues
##
                          ExitRates
                                                                 SpecialDay
    Min.
            :0.000000
                                :0.00000
                                                   :
                                                      0.000
                                                                       :0.00000
##
                        Min.
                                            Min.
                                                               Min.
##
    1st Qu.:0.000000
                        1st Qu.:0.01429
                                            1st Qu.:
                                                      0.000
                                                               1st Qu.:0.00000
    Median :0.003119
                        Median :0.02512
                                                      0.000
                                                               Median :0.00000
##
                                            Median :
    Mean
            :0.022152
                        Mean
                                :0.04300
                                            Mean
                                                   :
                                                      5.889
                                                               Mean
                                                                       :0.06143
##
    3rd Qu.:0.016684
                        3rd Qu.:0.05000
                                            3rd Qu.:
                                                      0.000
                                                               3rd Qu.:0.00000
##
    Max.
            :0.200000
                        Max.
                                :0.20000
                                            Max.
                                                   :361.764
                                                               Max.
                                                                       :1.00000
    NA's
##
           :14
                        NA's
                                :14
##
       Month
                        OperatingSystems
                                              Browser
                                                                 Region
    Length: 12330
                                :1.000
                                                 : 1.000
                                                                     :1.000
##
                        Min.
                                           Min.
                                                             Min.
##
    Class : character
                        1st Qu.:2.000
                                           1st Qu.: 2.000
                                                             1st Qu.:1.000
##
    Mode : character
                        Median :2.000
                                           Median : 2.000
                                                             Median :3.000
##
                                :2.124
                                                 : 2.357
                        Mean
                                           Mean
                                                             Mean
                                                                     :3.147
##
                        3rd Qu.:3.000
                                           3rd Qu.: 2.000
                                                             3rd Qu.:4.000
##
                                                                     :9.000
                        Max.
                                :8.000
                                           Max.
                                                  :13.000
                                                             Max.
##
##
                     VisitorType
                                           Weekend
     TrafficType
                                                            Revenue
##
           : 1.00
                     Length: 12330
                                          Mode :logical
                                                           Mode :logical
##
    1st Qu.: 2.00
                     Class : character
                                          FALSE: 9462
                                                           FALSE: 10422
    Median: 2.00
                     Mode :character
                                          TRUE :2868
                                                           TRUE :1908
##
            : 4.07
##
    Mean
    3rd Qu.: 4.00
##
##
    Max.
            :20.00
##
```

Very few people visited the brand website during the weekends as compared to the weekdays. The revenue collected from the brand website was little considering that, of the total count of rows and input, only 1908 rendered a 'TRUE' in the revenue section while more than 10,000 entries rendered no revenue.

```
describe(df5)
## Warning in FUN(newX[, i], ...): no non-missing arguments to min; returning Inf
## Warning in FUN(newX[, i], ...): no non-missing arguments to max; returning -Inf
##
                            vars
                                                      sd median trimmed
                                                                            mad min
                                      n
                                           mean
## ProductRelated
                                1 11576
                                          33.70
                                                   45.21
                                                          20.00
                                                                   24.58
                                                                          19.27
                                                                 893.09 771.39
## ProductRelated_Duration
                                2 11576 1272.01 1950.12 671.59
                                                                                  -1
## PageValues
                                3 11576
                                           6.27
                                                   19.10
                                                           0.00
                                                                    1.54
                                                                           0.00
## Month*
                                4 11576
                                           6.17
                                                    2.39
                                                           7.00
                                                                    6.36
                                                                           1.48
                                                                                   1
## VisitorType*
                                           2.71
                                                    0.70
                                                           3.00
                                                                    2.88
                                                                           0.00
                                5 11576
                                                                                   1
## Weekend
                                6 11576
                                            NaN
                                                      NA
                                                              NA
                                                                     NaN
                                                                             NA Inf
##
                                         range
                                                 skew kurtosis
                                                                   se
                                  max
## ProductRelated
                              705.00
                                        705.00
                                                 4.29
                                                         30.35
                                                                0.42
## ProductRelated_Duration 63973.52 63974.52
                                                 7.20
                                                        134.21 18.13
## PageValues
                               361.76
                                        361.76
                                                 6.19
                                                         61.75
                                                                0.18
## Month*
                                10.00
                                          9.00 - 0.83
                                                         -0.39
                                                                0.02
## VisitorType*
                                 3.00
                                          2.00 - 1.99
                                                          1.98
                                                                0.01
## Weekend
                                 -Inf
                                          -Inf
                                                            NA
                                                                   NA
                                                   NΑ
```

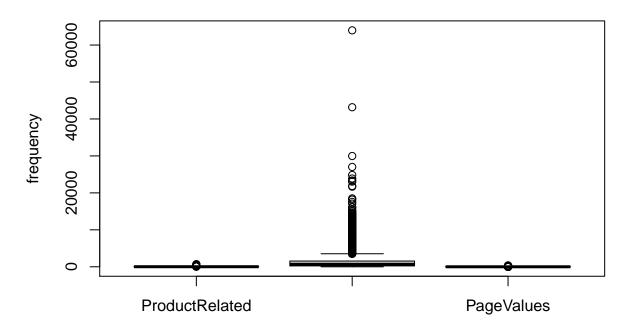
The columns with null values are those with character datatypes

Descriptive statistics

Univariate Graphical

```
# creating a boxplot graph for the numerical variables
boxplot(df6, ylab = 'frequency', main = 'boxplot for numerical variables')
```

boxplot for numerical variables

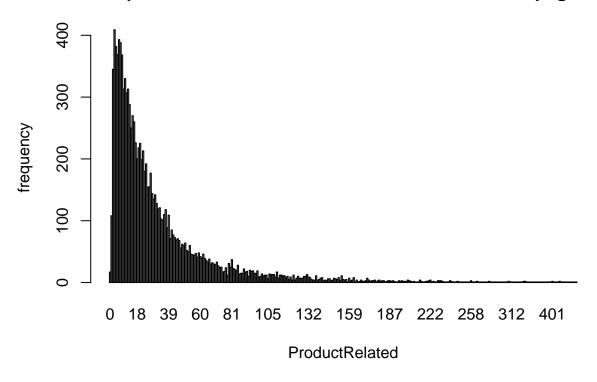


```
# Getting the columns
ProductRelated <- df6$ProductRelated

# Getting the frequency distribution
ProductRelated_frequency <- table(ProductRelated)

# plotting the bargraph
barplot(ProductRelated_frequency, xlab = 'ProductRelated', ylab = 'frequency', main = 'barplot on cus'</pre>
```

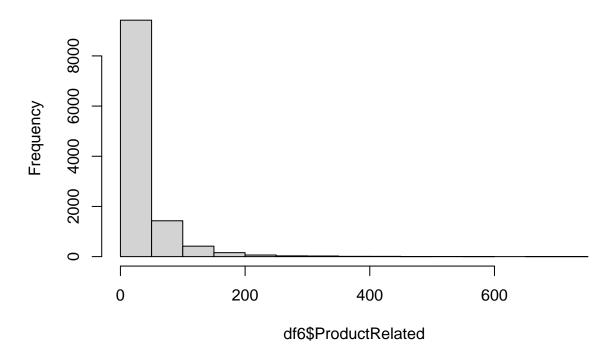
barplot on customer visits to the ProductRelated pages



The product related is deceasing in number.

Getting the columns
hist(df6\$ProductRelated)

Histogram of df6\$ProductRelated



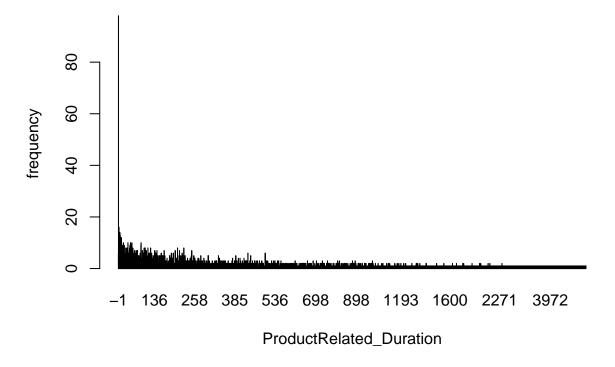
As the product related increase the frequency decreases.

```
# Getting the columns
ProductRelated_Duration <- df6$ProductRelated_Duration

# Getting the frequency distribution
ProductRelated_Duration_frequency <- table(ProductRelated_Duration)

# plotting the bargraph
barplot(ProductRelated_Duration_frequency, xlab = 'ProductRelated_Duration', ylab = 'frequency', main</pre>
```

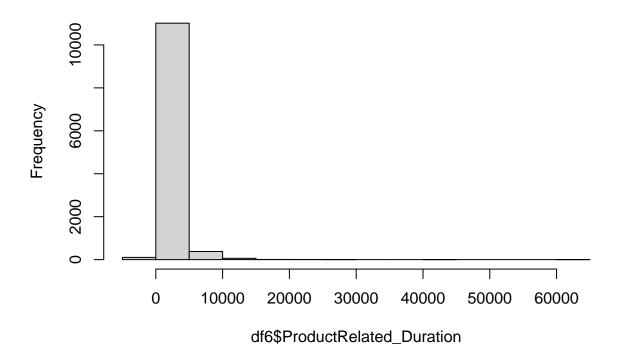
barplot on duration of customer visits to the ProductRelated pages



The product related duration increases the frequency decreases.

Getting the columns
hist(df6\$ProductRelated_Duration)

Histogram of df6\$ProductRelated_Duration



The product related duration increases the frequency decreases.

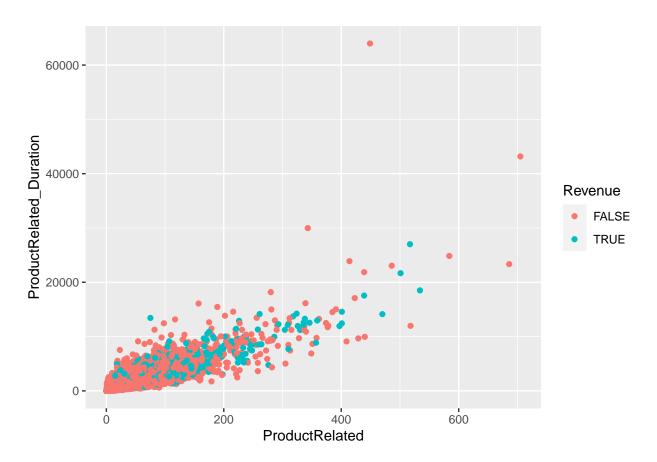
Bivariate Analysis

```
# Covariance of the numerical variables
covariance <- df5 %>% select_if(is.numeric)
cov(covariance)
##
                           ProductRelated ProductRelated_Duration PageValues
## ProductRelated
                               2043.67420
                                                         75563.101
                                                                     37.18262
                              75563.10148
## ProductRelated_Duration
                                                       3802973.668 1514.59772
## PageValues
                                 37.18262
                                                          1514.598 364.83994
# The correlation coefficients
cor(covariance)
##
                           ProductRelated ProductRelated_Duration PageValues
                               1.0000000
                                                         0.8571213 0.04306088
## ProductRelated
                               0.85712129
                                                         1.0000000 0.04066160
## ProductRelated_Duration
## PageValues
                               0.04306088
                                                         0.0406616 1.00000000
```

There is a positive correlation.

```
# Scatterplot
df2$`Revenue` <- as.factor(df2$`Revenue`)
ggplot(df2, aes(x=`ProductRelated`,y=`ProductRelated_Duration`, color= `Revenue`)) + geom_point()</pre>
```

Warning: Removed 14 rows containing missing values (geom_point).



4. IMPLEMENTING THE SOLUTION

UNSUPERVISED LEARNING

K-Means Clustering

```
....$ : chr [1:3] "ProductRelated" "ProductRelated_Duration" "PageValues"
##
                 : num 4.4e+10
   $ totss
   $ withinss
                 : num [1:2] 1.33e+10 7.13e+09
##
   $ tot.withinss: num 2.04e+10
   $ betweenss : num 2.36e+10
##
                 : int [1:2] 898 10678
  $ size
##
  $ iter
                 : int 1
##
   $ ifault
                 : int 0
   - attr(*, "class")= chr "kmeans"
```

25 configurations are produced as the output.

```
# Grouping 2 clusters
k2

## K-means clustering with 2 clusters of sizes 898, 10678
##
## Cluster means:
```

ProductRelated ProductRelated_Duration PageValues
1 137.2762 6194.8397 7.270426
2 24.9852 858.0042 6.188959
##

Clustering vector: ##

##

##

$[6013] \ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2$

[8209] 2 2 2 2 2 2 2 2 2 2 2 1 2 2 2 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 1 1 ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ##

```
## [10837] 2 2 2 2 2 2 2 2 1 1 2 2 2 2 2 1 2 2 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 1 1 2
## [11233] 1 2 2 2 2 2 2 1 2 2 2 1 2 2 2 2 2 2 1 2 2 2 2 2 1 2 2 1 2 1 2 1 2 1 2 1 2 1 2 2 2 2 2 2 2 2 2 2
## Within cluster sum of squares by cluster:
## [1] 13314525831 7129751699
## (between_SS / total_SS = 53.6 %)
## Available components:
## [1] "cluster"
    "centers"
        "totss"
               "tot.withinss"
           "withinss"
## [6] "betweenss"
    "size"
        "iter"
           "ifault"
```

The groupings resulted in 2 cluster sizes of 10678 and 898.

```
# Normalizing the dataset so that no particular attribute
# has more impact on clustering algorithm than others.

normalize <- function(x){
  return ((x-min(x)) / (max(x)-min(x)))
}</pre>
```

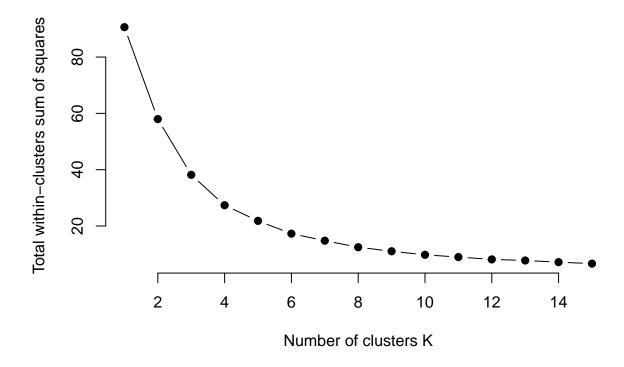
Normalization of the attributes.

```
df6$ProductRelated<- normalize(df6$ProductRelated)
df6$ProductRelated_Duration<- normalize(df6$ProductRelated_Duration)
df6$PageValues<- normalize(df6$PageValues)
head(df6)</pre>
```

```
##
      ProductRelated ProductRelated_Duration PageValues
##
                                                     <num>
               <num>
                                         <num>
## 1:
         0.001418440
                                 1.563122e-05
                                                         0
## 2:
                                                         0
         0.002836879
                                 1.016029e-03
## 3:
         0.001418440
                                 0.000000e+00
                                                         0
                                                         0
## 4:
         0.002836879
                                 5.731448e-05
## 5:
                                 9.824223e-03
                                                         0
         0.014184397
                                 2.426226e-03
                                                         0
## 6:
         0.026950355
```

Elbow Method

```
install.packages("purrr")
## Installing package into '/home/mary/R/x86_64-pc-linux-gnu-library/4.0'
## (as 'lib' is unspecified)
library(purrr)
##
## Attaching package: 'purrr'
## The following object is masked from 'package:data.table':
##
##
       transpose
set.seed(123)
# function to compute total within-cluster sum of square
wss <- function(k) {
 kmeans(df6, k, nstart = 10 )$tot.withinss
}
# Compute and plot wss for k = 1 to k = 15
k.values <- 1:15
# extract wss for 2-15 clusters
wss_values <- map_dbl(k.values, wss)</pre>
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
plot(k.values, wss_values,
       type="b", pch = 19, frame = FALSE,
       xlab="Number of clusters K",
       ylab="Total within-clusters sum of squares")
```



The results suggest that 4 is the optimal number of clusters as it appears to be the bend in the knee (or elbow).

Average Silhouette Method

```
# function to compute average silhouette for k clusters
avg_sil <- function(k) {
    km.res <- kmeans(df6, centers = k, nstart = 25)
    ss <- silhouette(km.res$cluster, dist(df6))
    mean(ss[, 3])
}

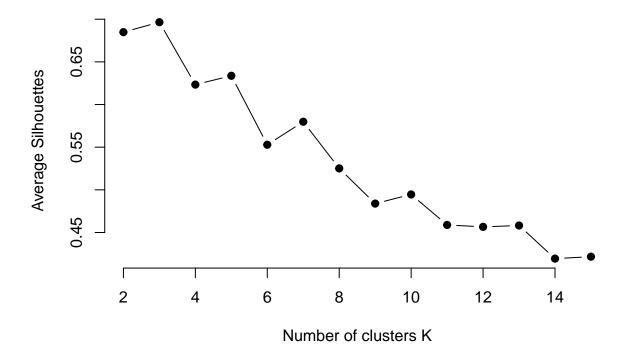
# Compute and plot wss for k = 2 to k = 15
k.values <- 2:15

# extract avg silhouette for 2-15 clusters
avg_sil_values <- map_dbl(k.values, avg_sil)

## Warning: did not converge in 10 iterations

## Warning: did not converge in 10 iterations</pre>
```

```
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
plot(k.values, avg_sil_values,
      type = "b", pch = 19, frame = FALSE,
      xlab = "Number of clusters K",
      ylab = "Average Silhouettes")
```



The results show that 2 clusters maximize the average silhouette values with 4 clusters coming in as second optimal number of clusters.

Gap Statistic Method

```
## Warning: did not converge in 10 iterations
```

- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: did not converge in 10 iterations
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations
- ## Warning: did not converge in 10 iterations

```
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
```

Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)

Warning: did not converge in 10 iterations

```
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
## Warning: did not converge in 10 iterations
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: Quick-TRANSfer stage steps exceeded maximum (= 578800)
## Warning: did not converge in 10 iterations
# Print the result
print(gap_stat, method = "firstmax")
## Clustering Gap statistic ["clusGap"] from call:
## clusGap(x = df6, FUNcluster = kmeans, K.max = 10, B = 50, nstart = 25)
## B=50 simulated reference sets, k = 1..10; spaceHO="scaledPCA"
  --> Number of clusters (method 'firstmax'): 10
##
            logW
                  E.logW
                                gap
## [1,] 5.452189 7.583212 2.131023 0.002348894
## [2,] 5.220775 7.377820 2.157045 0.002402954
## [3,] 5.027489 7.237377 2.209888 0.002511151
## [4,] 4.867465 7.117976 2.250512 0.002901250
## [5,] 4.792702 7.054642 2.261940 0.002552383
## [6,] 4.653237 6.992177 2.338940 0.002359896
## [7,] 4.560812 6.940514 2.379703 0.002270059
## [8,] 4.485721 6.887907 2.402185 0.002498968
## [9,] 4.411582 6.847278 2.435696 0.002256017
## [10,] 4.347283 6.808254 2.460971 0.002215195
```

The gap statistic and standard error of the output

Extracting Results

```
# Compute k-means clustering with k = 4
set.seed(123)
final <- kmeans(df6, 4, nstart = 25)
print(final)
## K-means clustering with 4 clusters of sizes 644, 9039, 180, 1713
##
## Cluster means:
ProductRelated ProductRelated_Duration PageValues
##
## 1
 0.04315449
     0.01868728 0.189241642
## 2
 0.02607644
     0.01089029 0.006065891
## 3
 0.39174153
     0.16665644 0.012250214
## 4
     0.05246730 0.012736389
 0.12800652
##
## Clustering vector:
 ##
##
 ##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
```

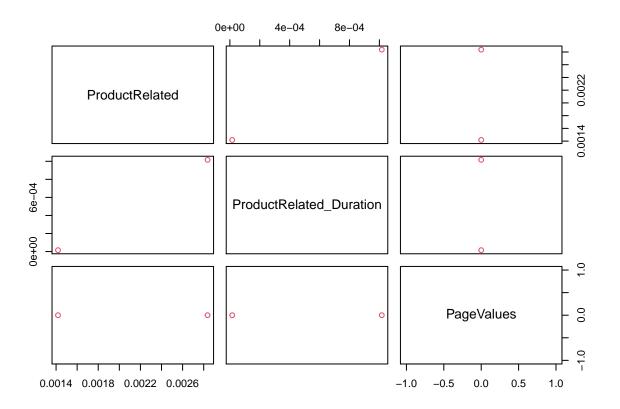
[2341] 2 2 2 2 1 2 2 2 2 2 2 4 2 2 2 2 2 2 2 1 3 2 2 2 2 2 2 2 1 4 2 2 1 2 1 2 ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## $[3061] \ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 4\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 1\ 1\ 2\ 2\ 2\ 2$ ## [3097] 2 2 2 4 2 2 2 2 2 2 4 2 2 2 2 2 4 2 2 2 2 2 4 2 4 2 2 2 2 2 4 4 2 2 2 2 2 2 4 2 2 2 4 ## ## ##

[3529] 2 2 4 2 2 4 2 2 2 2 2 2 2 2 4 4 4 2 2 2 2 2 2 4 2 2 2 2 2 4 4 2 2 2 ## ## ## ## ## ## $[3817] \ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 1\ 2\ 2\ 2\ 2\ 4\ 2\ 4\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## ## ## ## ## ## ## ## ## ## ## ## $[4249] \ 2\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 1\ 1\ 2\ 2\ 4\ 2\ 2\ 2\ 1\ 2\ 2\ 4\ 4\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## $[4861] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 4\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 2$ ## ## ## ## ## $[5041] \ 2\ 1\ 2\ 1\ 4\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 1\ 4\ 4\ 2\ 2\ 2\ 4\ 2\ 2\ 4\ 2\ 2\ 4\ 1\ 2\ 4\ 1\ 2\ 4\ 4\ 2$ ## ## ##

$[5689] \ 4\ 4\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 4\ 2\ 1\ 2\ 3\ 2\ 4\ 2\ 4\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## ## $[5725] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 4\ 2\ 2\ 4\ 2\ 4\ 4\ 1\ 2\ 1\ 2\ 1\ 2\ 2\ 4\ 2\ 4\ 1\ 2\ 2\ 2\ 4\ 1$ $[5761] \ 2\ 2\ 4\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 4\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 4\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 2$ ## [5797] 2 2 2 2 1 2 2 2 2 4 2 2 2 1 2 2 2 2 4 2 2 2 1 2 3 2 2 2 2 4 2 2 2 4 ## ## ## ## ## ## ## ## ## [6121] 1 4 4 2 2 2 2 2 2 4 2 2 2 4 2 2 2 4 4 4 2 2 2 4 2 2 2 2 1 1 1 4 1 2 ## ## $[6193] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 1\ 2\ 3\ 2\ 4\ 4\ 2\ 1\ 4\ 2\ 2\ 2\ 3\ 1\ 2\ 1\ 2\ 4\ 2$ ## ## ## ## [6301] 1 2 4 2 2 2 2 2 4 4 2 4 2 2 2 2 2 2 2 3 2 2 1 2 2 4 2 2 2 3 2 1 2 2 4 ## $[6373] \ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 4\ 2\ 4\ 2\ 3\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 4\ 1\ 2$ ## ## [6445] 2 2 2 4 2 2 4 2 2 2 2 2 2 2 4 4 2 2 4 4 2 2 1 4 2 2 2 1 2 2 4 1 2 2 4 ## ## ## ## $[6589] \ 2\ 3\ 4\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 3\ 2\ 4\ 2\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 4\ 1\ 2\ 2\ 2\ 4\ 4\ 2\ 2\ 2\ 4\ 2\ 2\ 1$ ## $[6625] \ 2\ 4\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 4\ 4\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 2\ 1\ 2\ 4$ ## ## ## ## ## $[6805] \ 2\ 2\ 4\ 2\ 2\ 3\ 2\ 3\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 4\ 2\ 2\ 4\ 2\ 1\ 1\ 2\ 2\ 4\ 4\ 2\ 1\ 4\ 2\ 3\ 2$ ## ## ## ## ## $[6985] \ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 4\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 4\ 2\ 2\ 2\ 4\ 2\ 2\ 2\ 2$ ## ## ##

[7165] 2 2 2 2 2 3 2 2 2 2 2 4 2 2 2 2 2 1 2 2 2 3 1 2 2 2 4 2 2 2 2 1 2 2 2 2 ## ## ## ## ## ## ## ## ## ## ## ## [7561] 2 4 2 3 2 2 2 2 4 2 1 4 4 2 2 1 2 2 2 4 2 2 2 1 4 3 2 1 2 2 2 2 2 2 2 2 [7597] 2 2 2 2 4 2 2 2 2 2 4 4 1 4 2 2 1 2 2 3 2 4 2 1 2 4 2 2 2 2 2 4 4 2 2 ## ## ## $[7705] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 4\ 2\ 3\ 2\ 2\ 4\ 4\ 2\ 2\ 2\ 3\ 2\ 2\ 1\ 2\ 4\ 2\ 4\ 2\ 2\ 1\ 2\ 2\ 2$ ## ## ## ## ## [7885] 2 2 4 2 2 2 2 4 2 2 3 1 4 2 2 2 2 4 4 4 2 2 2 2 2 2 2 4 2 4 1 2 3 2 2 4 ## ## ## ## ## ## $[8101] \ 4\ 3\ 4\ 4\ 2\ 4\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 1\ 2\ 2\ 2\ 3\ 2\ 2\ 1\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 1\ 2$ ## ## ## ## ## ## ## ## ## ## [8425] 2 4 2 2 2 2 2 1 2 1 2 2 2 4 2 2 2 4 4 3 2 2 2 2 1 2 2 2 4 4 2 1 1 2 2 4 ## ## $[8533] \ 2\ 2\ 1\ 1\ 4\ 2\ 4\ 2\ 4\ 2\ 2\ 4\ 2\ 4\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 2\ 4\ 2\ 2\ 4\ 2\ 1\ 2\ 2\ 2$ ## ## ## ## ## ## [8713] 1 4 2 1 2 2 2 2 4 2 1 2 2 1 3 2 4 2 2 2 2 2 4 2 2 2 2 4 2 2 2 2 4 4 2 2 2 ## ## ## ## ## $[8929] \ 2\ 2\ 1\ 2\ 2\ 4\ 2\ 2\ 2\ 2\ 4\ 2\ 4\ 2\ 2\ 1\ 2\ 2\ 4\ 1\ 4\ 2\ 4\ 1\ 1\ 2\ 2\ 2\ 4\ 2\ 4\ 2\ 2\ 2\ 2\ 2$ ## ## ## ##

```
## [11233] 4 4 2 2 2 2 2 2 2 2 2 2 4 2 1 2 2 2 4 4 2 3 2 3 2 4 2 4 2 2 2 2 4 4 4 2 2
## [11413] 4 2 2 2 4 2 4 2 2 4 2 2 2 4 4 4 2 2 2 3 3 2 1 2 2 2 1 4 2 3 4 2 2 2 4 4
## [11449] 2 2 2 2 2 4 2 2 4 2 2 1 2 2 2 4 2 3 2 2 2 4 2 1 4 2 2 2 2 4 2 2 2 4 1 2
## [11557] 2 2 4 3 1 2 2 2 4 2 2 2 2 2 2 2 2 2 2 2 2
##
## Within cluster sum of squares by cluster:
## [1] 9.205701 7.304480 5.077275 5.789263
## (between SS / total SS = 69.8 %)
##
## Available components:
##
## [1] "cluster"
                    "totss"
                                     "tot.withinss"
            "centers"
                             "withinss"
## [6] "betweenss"
            "size"
                    "iter"
                             "ifault"
The results are displayed in 4 clusters.
# Applying the K-means clustering algorithm with no. of centroids (k)=3
result <- kmeans (df6,3)
# Previewing the no. of records in each cluster
result$size
## [1] 658 10032
           886
# Acquiring the value of cluster center datapoint value(3 centers for k=3)
result$centers
  ProductRelated ProductRelated_Duration PageValues
##
## 1
    0.04379055
                  0.01881582 0.187263442
                  0.01379485 0.006538671
## 2
    0.03311248
## 3
    0.21702768
                  0.08981467 0.013440616
# Verifying the results of clustering
par(mfrow = c(2,2), mar = c(5,4,2,2))
# Plotting to see how data points have been distributed in clusters
plot(df6[c(1,2)], col = result$cluster)
```



Getting the cluster vector that shows the cluster
result\$cluster

```
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
##
```

##

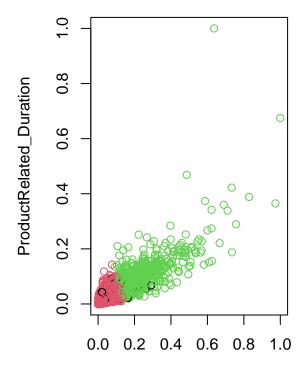
$[3709] \ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 3\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## $[4537] \ 2\ 2\ 3\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2$ ## ## ## ##

$[5113] \ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 3\ 2\ 2\ 3$ ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## $[5725] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 3\ 2\ 3\ 2\ 3\ 2\ 1\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 2\ 3\ 1\ 2\ 2\ 2\ 2\ 1$ ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## ## $[6337] \ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 1\ 2\ 2\ 3\ 3\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 3\ 2\ 2\ 2\ 1\ 2$ ## ## ## ## ## ## ## ##

$[6805] \ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 3\ 2\ 1\ 2\ 2\ 3\ 2$ ## ## ## ## ## $[7057] \ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 1\ 2\ 3\ 1\ 1\ 2\ 2$ ## $[8065] \ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 3\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 1\ 2\ 3\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2$ ## ## ## ## ## ## ## ## ## ## $[8425] \ 2\ 3\ 2\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 2$ ## ## ## ##

[8785] 2 2 2 3 2 2 2 2 3 2 2 3 3 2 1 2 2 2 3 2 2 3 2 2 3 1 2 3 2 2 2 3 2 2 ## ## ## ## ## ## ## ## ## ## ## $[9181] \ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 3\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 2\ 1\ 2\ 2\ 2\ 2$ ## ## ## ## ## $[9325] \ 2 \ 2 \ 2 \ 2 \ 2 \ 2 \ 2 \ 2 \ 3 \ 1 \ 2 \ 2 \ 2 \ 3 \ 2 \ 2 \ 1 \ 2 \ 2 \ 3 \ 3 \ 2 \ 2 \ 2 \ 2 \ 3 \ 2$ ## ## ## ## ## ## ## ## ## ## ## ## $[9793] \ 2\ 2\ 2\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 1\ 3\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 1\ 2\ 1\ 2\ 2\ 2\ 2\ 2\ 3\ 2\ 2\ 2\ 3$ ## ## ## ## ## ## ## [10405] 2 2 2 2 2 2 3 2 2 2 2 2 2 2 2 2 3 2 2 2 3 2 2 3 3 2 2 2 2 2 3 2 2 2 2 3 2 2 3 2 2 3 2

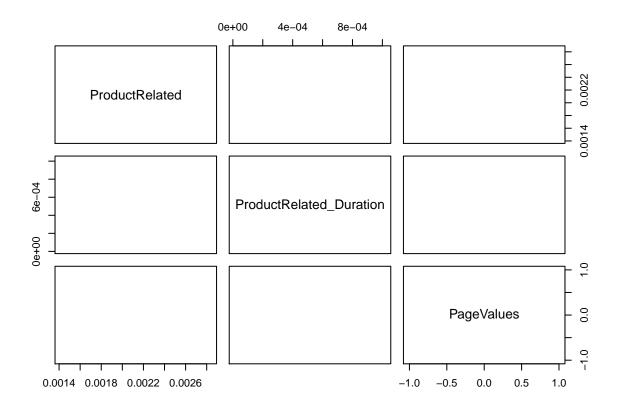
```
# Visualizing the clustering results
par(mfrow = c(1,2), mar = c(5,4,2,2))
# Plotting to see how data points have been distributed in clusters
plot(df6[,1:2], col = result$cluster)
```



ProductRelated

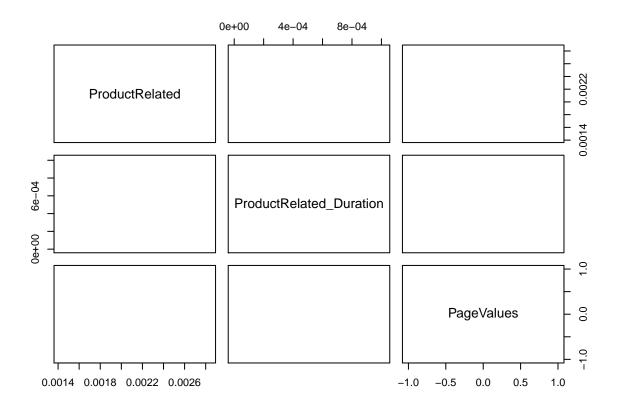
```
# Plotting to see how the data points have been distributed
df6.class<- df6[, "PageValues"]</pre>
plot(df6[c(1,2)], col = df6.class)
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
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## character
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## numeric nor character
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## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
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```
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
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## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
```

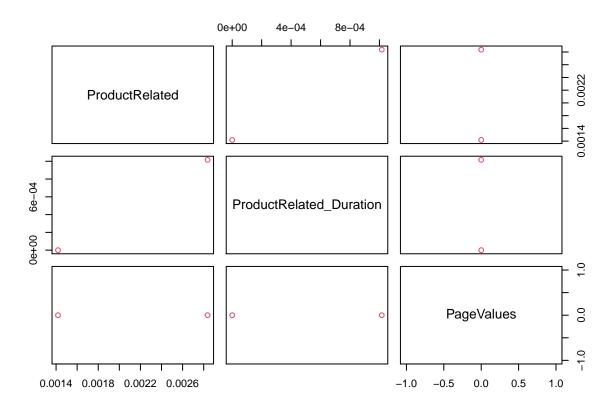


```
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
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## numeric nor character
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## character
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## numeric nor character
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## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
## Warning in plot.xy(xy.coords(x, y), type = type, ...): supplied color is neither
## numeric nor character
## Warning in plot.xy(xy, type, ...): supplied color is neither numeric nor
## character
```

plot(df6[c(2,3)], col = df6.class)



plot(df6[c(2,3)], col = result\$cluster)



Hierachical Clustering

```
# we start by scaling the data using the R function scale()
df6 <- scale(df6)</pre>
head(df6)
##
        ProductRelated ProductRelated_Duration PageValues
## [1,]
            -0.7232527
                                     -0.6522699 -0.3284082
## [2,]
            -0.7011322
                                     -0.6194514 -0.3284082
## [3,]
            -0.7232527
                                     -0.6527827 -0.3284082
## [4,]
            -0.7011322
                                     -0.6509024 -0.3284082
## [5,]
            -0.5241685
                                     -0.3304950 -0.3284082
## [6,]
            -0.3250844
                                     -0.5731893 -0.3284082
# Using the dist() function to compute the Euclidean distance
d <- dist(df6, method = "euclidean")</pre>
```

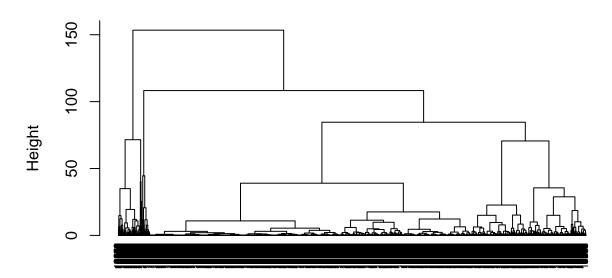
d will be the first argument in the hclust() function dissimilarity matrix

We then hierarchical clustering using the Ward's method

res.hc <- hclust(d, method = "ward.D2")</pre>

plot(res.hc, cex = 0.6, hang = -1)

Cluster Dendrogram



d hclust (*, "ward.D2")

5. FOLLOW UP QUESTIONS

At this point, we can refine our question or collect new data, all in an iterative process to get at the truth.

- a). Did we have the right data? Yes
- b). Do we need other data to answer our question? Yes, More conclusive features should be included.
- c). Did we have the right question? Yes