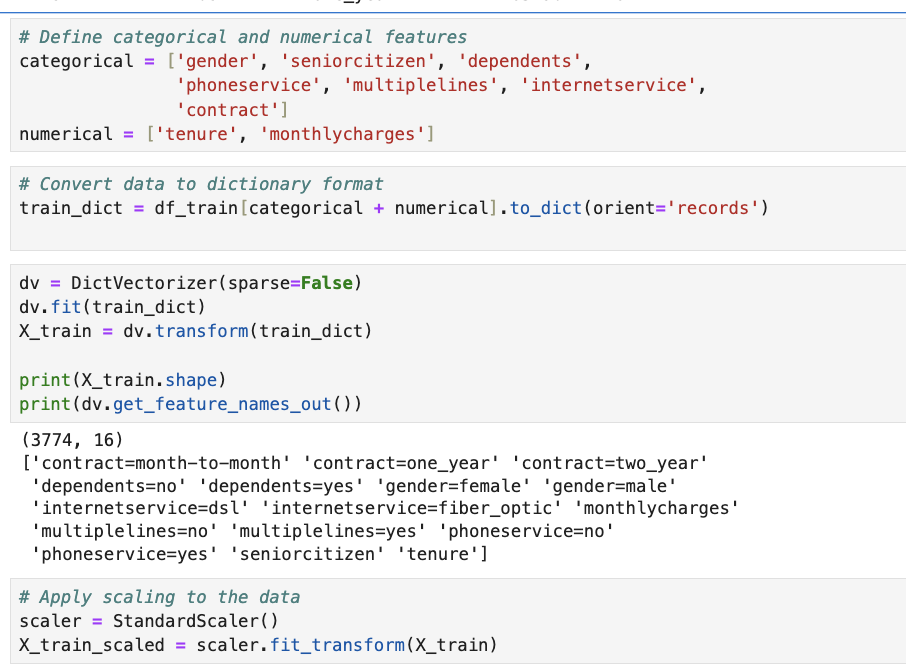
**Feature Vectorization and Scaling**

Categorical features are transformed into numerical representations using DictVectorizer, and the resulting matrix of features is standardized using StandardScaler. The scaling technique used in this analysis is **Standard Scaling**. This is implemented using the StandardScaler from the sklearn—preprocessing module. Standard scaling standardizes the features by removing the mean and scaling to unit variance, which ensures that all features contribute equally to the distance calculations in the K-Means clustering algorithm.

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