K-Means

1. Centroid Chart

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| --- | --- | --- |
| Cluster | Characteristics | Highest Average Ratings |
| 0 | Users who have a strong preference for scenic viewpoints, outdoor parks, and cultural activities like theater performances. | Viewpoints (4.767)  Parks (4.298)  Theaters (4.080) |
| 1 | Users who prefer comfortable accommodations, healthy, refreshing drink options, and cultural experiences. | Juice bars (4.709)  Art galleries (4.251)  Hotels/other lodgings (3.761) |
| 2 | Users who prefer cultural and entertainment activities. | Theatres (4.061)  Malls (3.869)  Museums (3.813) |
| 3 | Users who show a higher preference for leisure activities, visiting scenic viewpoints, and exploring gardens. | Resorts (2.723)  Viewpoints (2.679)  Gardens (2.634) |
| 4 | Users who strongly prefer entertainment activities, dining and nightlife activities. | Restaurants (4.646)  Pubs/bars (4.425)  Malls (4.012) |

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Description automatically generated

K-Means (H2O)

3) Centroid Chart

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| Cluster | Characteristics | Highest Average Ratings |
| 0 | Users who enjoy scenic and outdoor activities. | Viewpoints (2.950)  Resorts (2.862)  Beaches (2.716) |
| 1 | Users who prefer activities that involve physical recreation, nightlife, and cultural experiences. | Swimming pools (4.394)  Dance clubs (3.329)  Art galleries (3.242) |
| 2 | Users who have a strong preference for nightlife activities and venues that offer dining, shopping, and social experiences | Restaurants (4.440)  Malls (4.237)  Pubs/Bars (3.808) |
| 3 | Users who have a strong preference for healthy, refreshing drink, convenient dining and lodging options. | Juice bars (4.723)  Hotel/other lodgings (4.398)  Burger/pizza shops (4.120) |
| 4 | Users who prefer entertainment, outdoor leisure, and cultural experiences. | Theaters (4.386)  Parks (3.965)  Museums (3.705) |

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K-Means (fast)

3) Centroid Chart

|  |  |  |
| --- | --- | --- |
| Cluster | Characteristics | Highest Average Ratings |
| 0 | Users who have a strong preference for entertainment, cultural and artistic activities. | Theatres (4.039)  Malls (3.891)  Museums (3.810) |
| 1 | Users who prefer scenic and outdoor activities, and enjoying stays at resorts. | Resorts (2.693)  Viewpoints (2.643)  Gardens (2.614) |
| 2 | Users who strongly prefer healthy drink options, cultural activities and comfortable accommodations. | Juice bars (4.761)  Art galleries (4.233)  Hotels/other lodgings (3.800) |
| 3 | Users who have a strong preference for entertainment, dining out and nightlife activities. | Restaurants (4.648)  Pubs/bars (4.479)  Malls (3.995) |
| 4 | Users who enjoy cultural, scenic and outdoor activities. | Viewpoints (4.724)  Parks (4.296)  Theaters (4.077) |

A screenshot of a graph

Description automatically generated