Consider Census income dataset available at <https://archive.ics.uci.edu/ml/datasets/Census+Income>

Define potential problems that can be addressed using the machine learning techniques you have learnt. Formulate the problem in terms of unsupervised learning with justificationsand perform activities such as preparing the dataset for analysis; investigating the relationships in the data set with visualization; creating a model; evaluating the performance of the model. Segment the population to help product marketing.

Demonstrate ML Life cycle illustrating the following activities:

* Problem statement
* Exploratory data analysis
* Preprocess the data
* Algorithm for clustering
* Test the model
* Performance evaluation of the model
* Suggest ways of improving the model

Deliverables:

* Documentation stating learning objectives, data set and tasks performed, list of models identified, comparative study, results and the learning outcomes.
* Working code –Jupyter notebook

Note: Pl read at least 3 research papers mentioned as references as part of this dataset and record your inferences to support your findings.