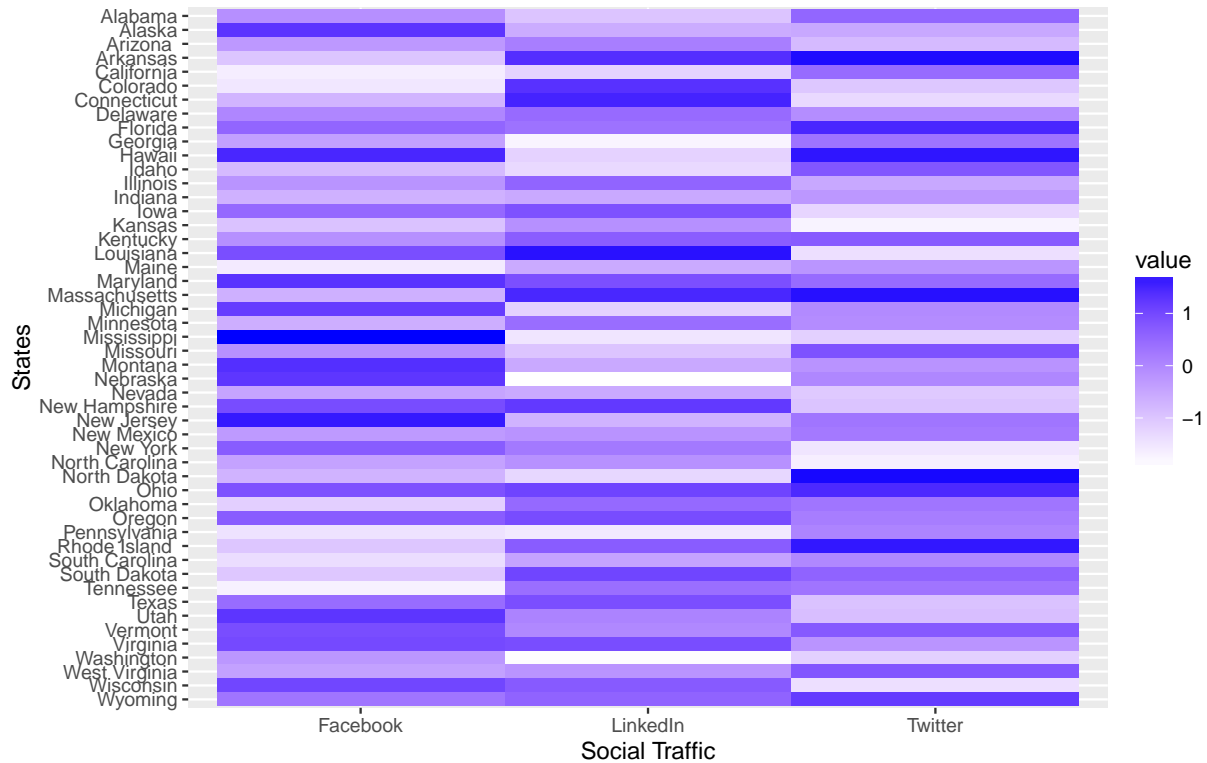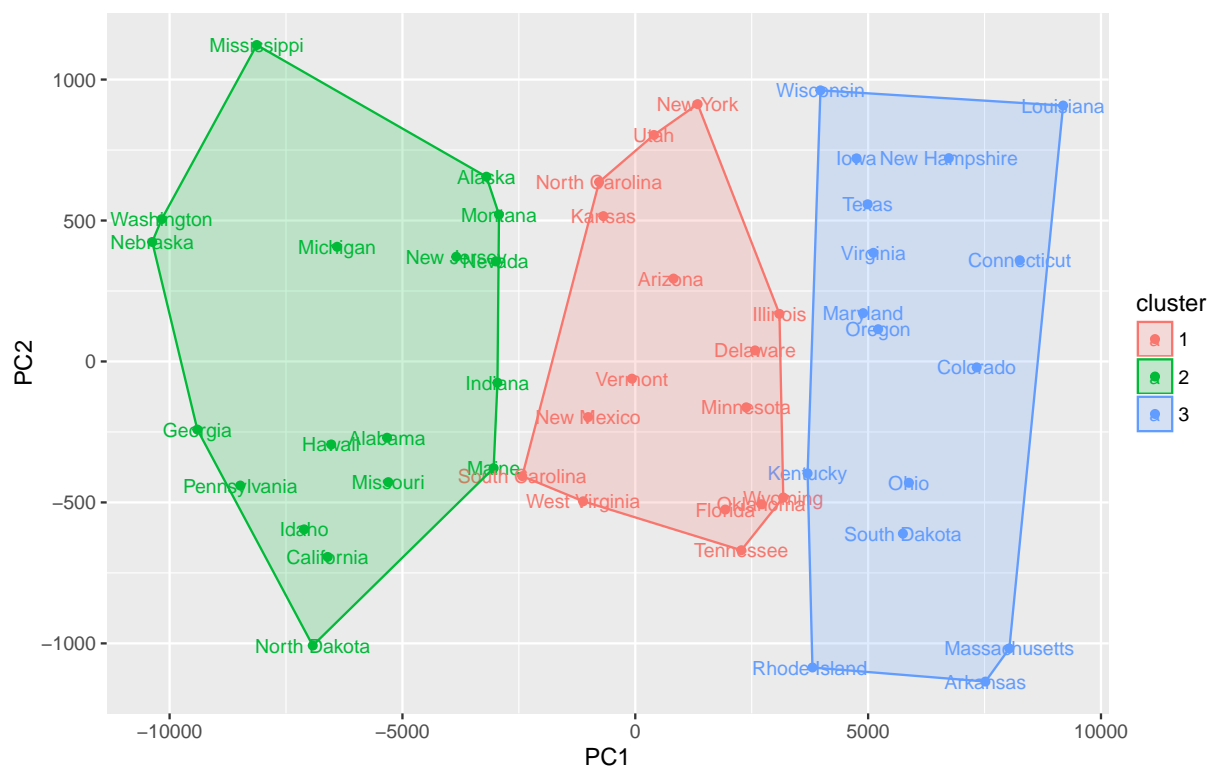# Cluster

Unsupervised Machine Learning
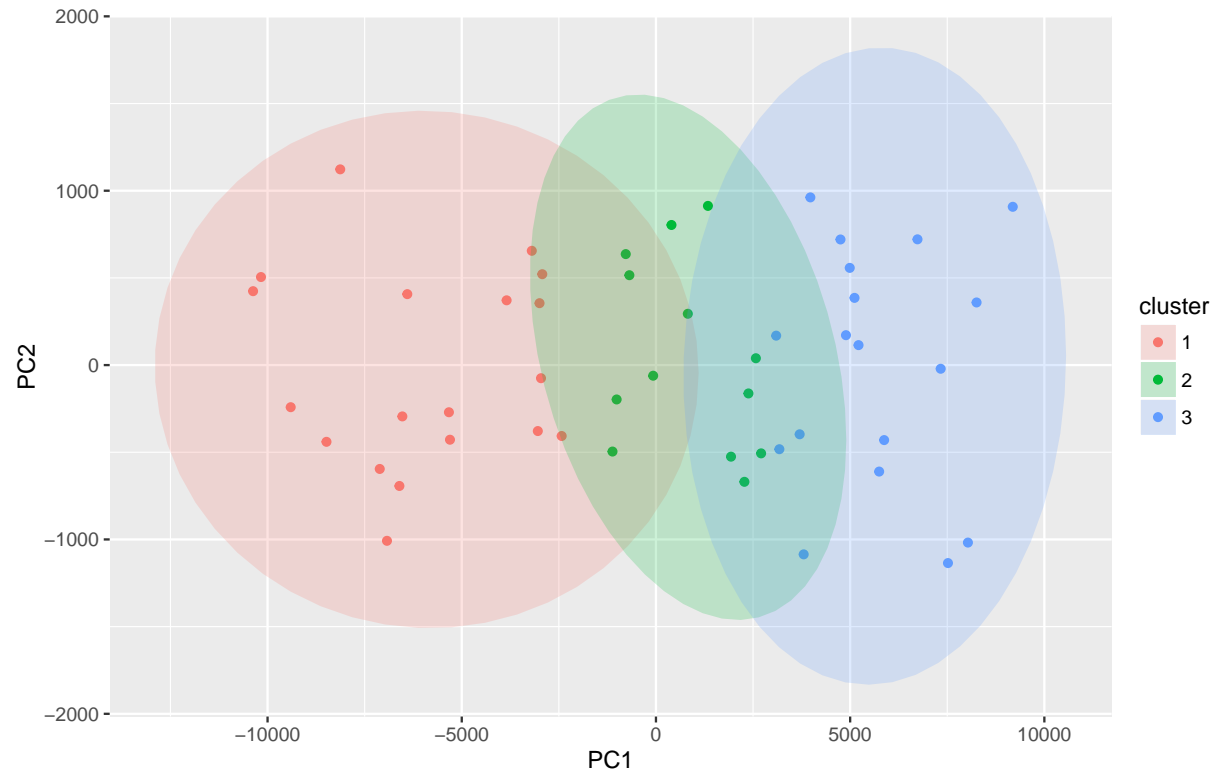

Heatmap of social traffic by states

Plot K-means

Plot cluster

Compute Euclidean pairwise distances

	LinkedIn	Facebook	Twitter
Indiana	-0.36	-0.33	0.07
Maine	-0.37	-1.25	0.15
Nevada	-0.36	-0.13	-1.22
Texas	0.97	0.79	-1.05
Georgia	-1.43	-0.05	1.04
South Dakota	1.09	-0.69	1.46

Heatmap clustering dendogram to visualize patterns of similar observations