

```
In [1]: # Importing the libraries
import numpy as np
import matplotlib.pyplot as plt
import pandas as pd
```

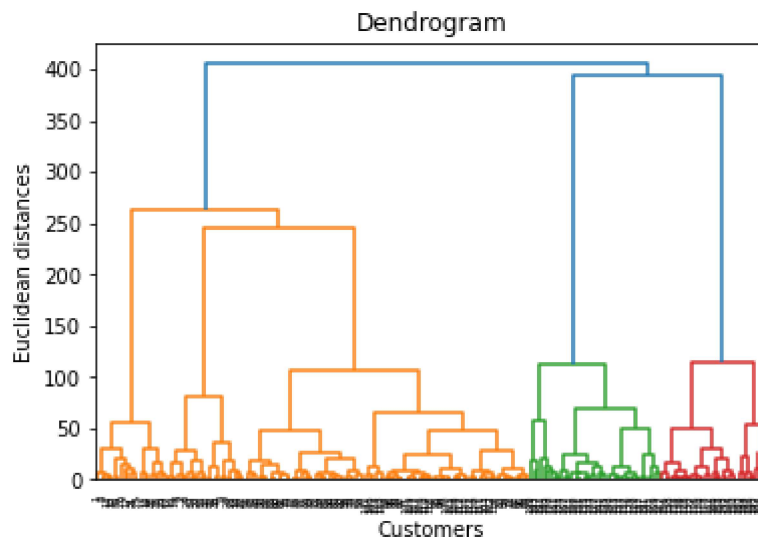
```
In [2]: # Importing the dataset
dataset = pd.read_csv('Mall_Customers.csv')
X = dataset.iloc[:, [3, 4]].values
```

## Using the dendrogram to find the optimal number of clusters

```
In [3]: import scipy.cluster.hierarchy as sch

dendrogram = sch.dendrogram(sch.linkage(X, method = 'ward'))

plt.title('Dendrogram')
plt.xlabel('Customers')
plt.ylabel('Euclidean distances')
plt.show()
```



## Hierarchical Clustering model

```
In [4]: from sklearn.cluster import AgglomerativeClustering

hc = AgglomerativeClustering(n_clusters = 5, affinity = 'euclidean', linkage = 'ward')
y_hc = hc.fit_predict(X)
```

## Visualising the clusters

```
In [5]: plt.scatter(X[y_hc == 0, 0], X[y_hc == 0, 1], s = 100, c = 'red', label = 'Cluster 1')
plt.scatter(X[y_hc == 1, 0], X[y_hc == 1, 1], s = 100, c = 'blue', label = 'Cluster 2')
plt.scatter(X[y_hc == 2, 0], X[y_hc == 2, 1], s = 100, c = 'green', label = 'Cluster 3')
plt.scatter(X[y_hc == 3, 0], X[y_hc == 3, 1], s = 100, c = 'cyan', label = 'Cluster 4')
plt.scatter(X[y_hc == 4, 0], X[y_hc == 4, 1], s = 100, c = 'magenta', label = 'Cluster 5')
plt.title('Clusters of customers')
plt.xlabel('Annual Income (k$)')
plt.ylabel('Spending Score (1-100)')
plt.legend()
plt.show()
```

