# Question 4.1

Describe a situation or problem from your job, everyday life, current events, etc., for which a clustering model would be appropriate. List some (up to 5) predictors that you might use.

I used to work as an e-commerce marketing analyst for online grocery store. We gather customers data into 4 different clusters. Age, locations, shopping preference, and order amount. We need to utilize different clusters to create specialize event for customers fall in different clusters.

For instance, we may have large group of customers fall in location by Brooklyn. We will create an event or promotion sales for Brooklyn customer on a special day range. In this case, we are able to maintain the inventory, as well as the delivery traffic.