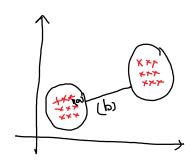
## Unsubervised learning

Christering KMeans

Applicatione: e-commerce: group customers - location, income, gender etc.

⇒ Review Analysis: Amazon Keviews

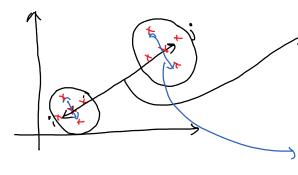
> Image Jegmentation:



- => Intercluter distance (b)
- => Intraduster distance

a) - intraduster distance should be small Characterstia: (good cluster) b) + interdueta distance should be large

Dunn's Index > max d(i,i) - interduter distance max d'(k) \_ intracluster distance



max d(i, j) => distance b/w farthest

points in different

cluster.

points in same cluster

Ouette s = - (-1, +1] max(b,a)  $a \Rightarrow avg introcluster$  ds-fonce

Caselo a=1 min=10 b=16 (best Scenario)

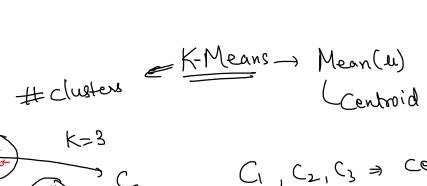
 $SS = \frac{b-0}{max(b_10)} = \frac{b}{b} = 1$ 

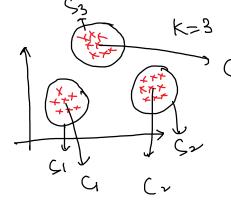
Completely o song

$$SS = \frac{O-Q}{\max(o_1 a)} = -\frac{a}{a} = -1$$

$$a=b$$

$$SS = \frac{\alpha - a}{\max(a, a)} = \frac{0}{\alpha} = 0$$





$$S_1 \cap S_2 = \emptyset$$
  $S_3 \cap S_1 = \emptyset$ 

$$S_2 \cap S_3 = \emptyset$$

$$MOF \Rightarrow C^* = \underset{C_1, C_3, C_5, -C_k}{\operatorname{argmin}} \underset{i=1}{\overset{k}{\geq}} \underset{x \in S_i}{\overset{k}{\geq}} ||x_i - C_i||^2$$

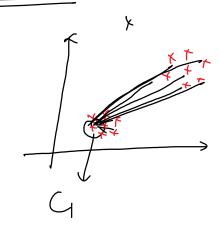
4 intraducter XiESi distance

## Lloyd's Algorithm:

- 1) Randomly choose k datapoints as centroids
- Assignment: For each foint, select the nearest centroid with the help of distance & add that foint to the corresponding eluster.
- (3) Updation: Recalculate Centroids,

  Ci = I & Xi
  Si = 1 X: ESi
  - (4) Répeat step (2) & (3) till convergence

KMeans ++



datapoints distance

X,

X2

1

1

1

Xx

distance a poob. of being picked as centroid

KMcans = affected by outliers