Instructions for Graded Review Questions

1. Time allowed: **Unlimited**
   - We encourage you to go back and review the materials to find the right answer
   - Please remember that the Review Questions are worth 50% of your final mark.
2. Attempts per question:
   - One attempt - For True/False questions
   - Two attempts - For any question other than True/False
3. Clicking the "**Final Check**" button when it appears, means your submission is **FINAL**. You will **NOT** be able to resubmit your answer for that question ever again
4. Check your grades in the course at any time by clicking on the "Progress" tab

REVIEW QUESTION 1 (1/1 point)

Which one is NOT TRUE about k-means clustering??

- k-means divides the data into non-overlapping clusters without any cluster-internal structure.
- The objective of k-means, is to form clusters in such a way that similar samples go into a cluster, and dissimilar samples fall into different clusters.
- ◉ As k-means is an iterative algorithm, it guarantees that it will always converge to the global optimum. ✔

You have used 2 of 2 submissions

REVIEW QUESTION 2 (1/1 point)

Customer Segmentation is a supervised way of clustering data, based on the similarity of customers to each other.

- True
- ◉ False ✔

You have used 1 of 1 submissions

REVIEW QUESTION 3 (1/1 point)

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- (●) We can randomly choose some observations out of the data set and use these observations as the initial means. ✔
- ( ) We can select the centroid through correlation analysis.

You have used 1 of 1 submissions

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