



- ▶ Welcome!
- ▶ About this course
- ▶ Module 1 - Machine Learning
- ▶ Module 2 - Regression
- ▶ Module 3 - Classification

#### ▼ Module 4 - Clustering

##### Learning Objectives

Intro to Clustering  
(8:01)

K-Means Clustering  
(9:43)

More on K-Means (3:47)

Lab: K-Means

Hierarchical Clustering  
(6:18)

More on Hierarchical Clustering (5:51)

Lab: Hierarchical Clustering

DBSCAN Clustering  
(6:57)

Lab: DBSCAN Clustering

##### Graded Review Questions

Review Questions



- ▶ Module 5 - Recommender Systems
- ▶ Final Exam
- ▶ Certificates and Badges

## 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*