

Clustering-kmeans-lab

Mall Customers analysis

Tools:

Python open source libraries (pandas, numpy, matplotlib and seaborn)

EDA:

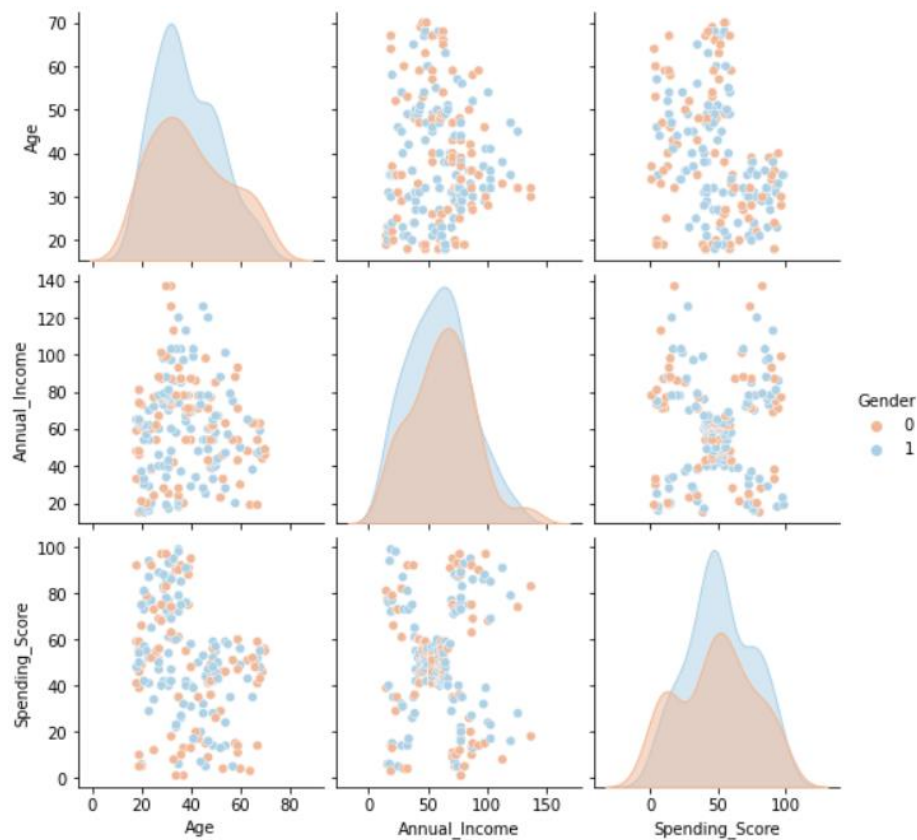
0=Male

1=Female

Looking at the dataset after exploring it, it shows relationship between:

- Age to gender
- Annual income to spending score

And we observed that the female was higher in income and higher in spending



Clustering:

Using elbow method as below we found that 5 is the best

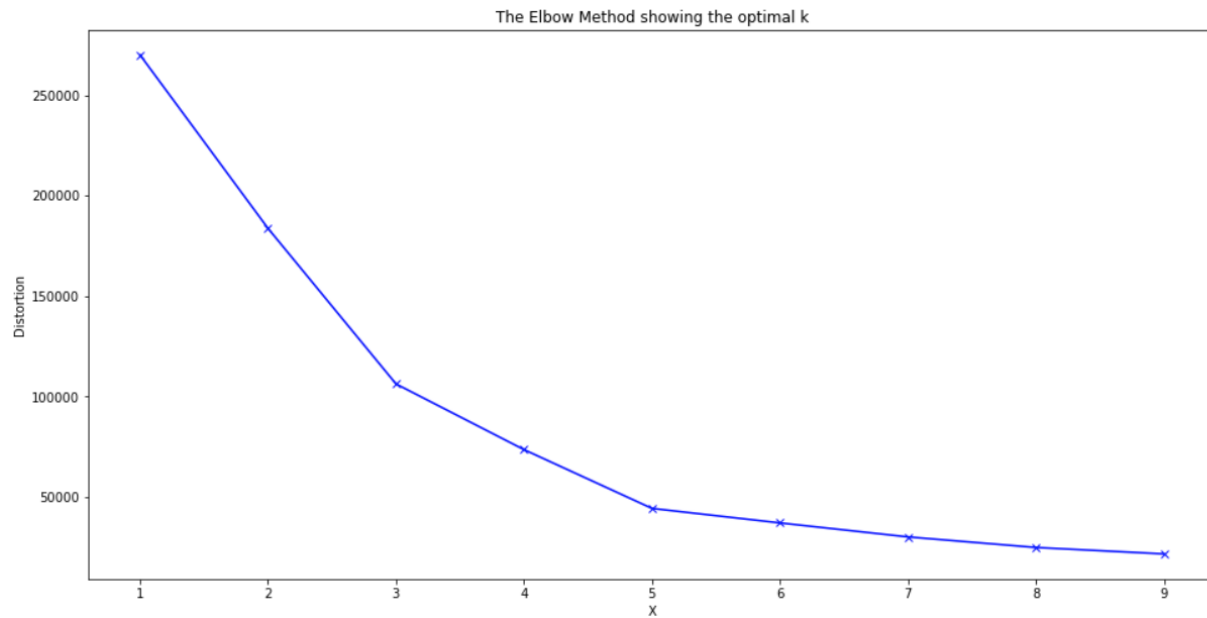


Figure below shows clusters, (Cluster 5) people with high income and high spending should always be the target

