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# Graded Review Questions

## 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 "<u>Final Check</u>" button when it appears, means your submission is <u>FINAL</u>. You will <u>NOT</u> 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 (graded)

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

K-means divides the data into non-overlapping clusters without any cluster
internal structure.

$\smile$	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 1 of 2 attempts

### **Review Question 2**

1/1 point (graded)

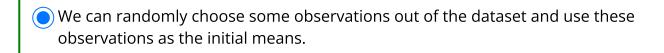
Customer segmentation is a supervised way of clustering data based on the similarity of customers to each other.

True			
False			
<b>✓</b>			
Enviar	You have used 1 of 1 attempt		

#### **Review Question 3**

1/1 point (graded)

How is a center point (centroid) picked for each cluster in k-means?



We can select the centroid through correlation analysis.



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You have used 1 of 1 attempt