

DAILY ASSESSMENT FORMAT

Course:	machine-learning-with-python	Name:	Sachin Krishna Moger
Link:	https://cognitiveclass.ai/courses	USN:	4AL17EC103
Org By :	IBM	Semester & Section:	6-B
Github Repository:	nksachin1228/Python	Date:	19/06/2020

Progress on 19-06-2020

• Topic Completed Today

Clustering for segmentation

Customer Id	Age	Edu	Years Employed	Income	Card Debt	Other Debt	Address	DebtIncomeRatio	Defaulted
1	43	2	6	19	0.124	1.073	NBA001	6.3	0
2	47	1	26	100	4.582	8.218	NBA021	12.8	0
3	33	2	10	57	6.111	5.802	NBA013	20.9	1
4	29	2	4	19	0.681	0.516	NBA009	6.3	0
5	47	1	31	253	9.308	8.908	NBA008	7.2	0
6	40	1	23	81	0.998	7.831	NBA016	10.9	1
7	38	2	4	56	0.442	0.454	NBA013	1.6	0
8	42	3	0	64	0.279	3.945	NBA009	6.6	0
9	26	1	5	18	0.575	2.215	NBA006	15.5	1

Customer ID	Segment
1	YOUNG AND LOW INCOME
2	AFFLUENT AND MIDDLE AGED
3	AFFLUENT AND MIDDLE AGED
4	YOUNG AND LOW INCOME
5	AFFLUENT AND MIDDLE AGED
6	AFFLUENT AND MIDDLE AGED
7	YOUNG AND LOW INCOME
8	YOUNG AND LOW INCOME
9	AFFLUENT AND MIDDLE AGED

Cluster	Segment Name
cluster-1	AFFLUENT AND MIDDLE AGED
cluster-2	YOUNG EDUCATED AND MIDDLE INCOME
cluster-3	YOUNG AND LOW INCOME

usages of clustering. Cluster analysis also has many other applications

segmented dataset, with the dataset of the product or services that customers purchase from your company.

This information would really help to understand and predict the differences in individual customers' preferences and their buying behaviors across various products.

Indeed, having this information would allow your company to develop highly personalized experiences for each segment. Customer segmentation is one of the popular usages of clustering. Cluster analysis also has many other applications in different domains. So let's first define clustering, and then we'll look at other applications.

Clustering means finding clusters in a dataset, unsupervised.

So, what is a cluster? A cluster is group of data points or objects in a dataset that are similar to other objects in the group, and dissimilar to data points in other clusters. Now, the question is, "What is different between clustering and classification?"

• Progress Report

