Problem statement

**Data Set Information:**

**This dataset has been obtained from UCI ML Repository.  
https://archive.ics.uci.edu/ml/datasets/Facebook+Live+Sellers+in+Thailand**

**The ‘Facebook Live Sellers in Thailand’ is a dataset present in UCI Machine Learning Datasets. The data includes 7050 observations and twelve attributes. The data is about the live selling attribute on the Facebook platform. Each record consists of details about the time live details of the sale are published to Facebook and engagements in the data. The engagements are regular Facebook  
dealings such as sharing and emoji rection.**

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| **Column Name** | **Description** |
| Status ID | Id of the status |
| Status Type | Media type of the post(video, photo, link, status) |
| Status Published | Date and time of the status being posted |
| Num\_reactions | Number of reactions given to that post |
| Num\_comments | Number of comments on the post |
| num\_shares | Number of shares made for that post |
| num\_likes | Number of Thumbs up emojis gave to the post |
| num\_loves | Number of heart emojis given to the post |
| num\_wows | Number of wow emojis given to the post |
| num\_hahas | Number of haha emojis given to the post |
| num\_sads | Number of sad emojis given to the post |
| num\_angrys | Number of angry emojis given to the post |

**Business Problem:**

**Live Shopping on Facebook is an interactive way to sell items, connect straight with viewers, and gain likely customers, all in real-time. When you sell products through Live Shopping on Facebook, you are live streaming as you feature and demonstrate your products. Small vendors can now reach a more expansive audience and connect with many clients.**

**You need to implement K-Means clustering to find intrinsic batches within the dataset that depict the same status\_type behavior. The status\_type behavior variable consists of posts of a distinct nature (video, photos, statuses, and links).**