



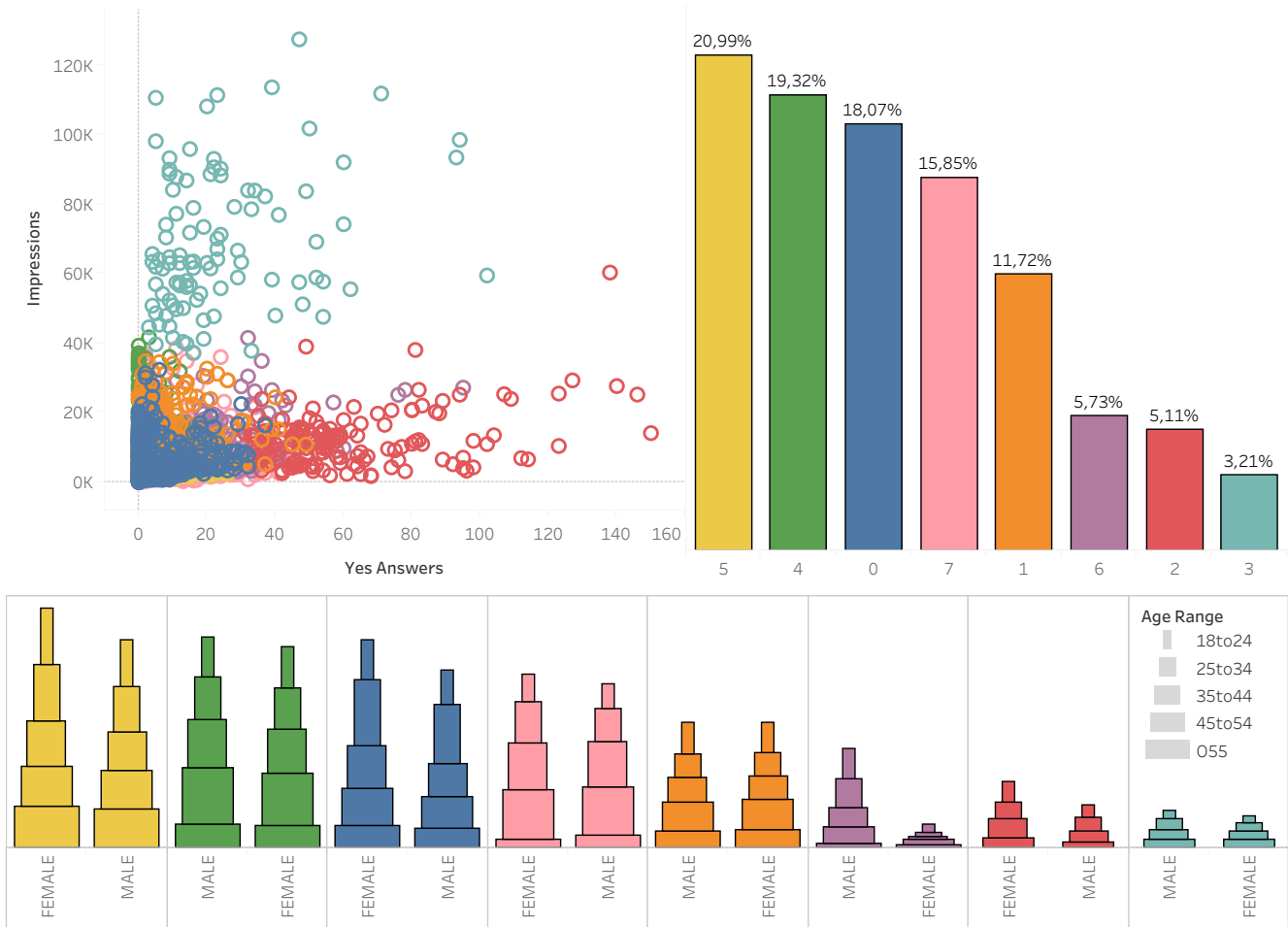
Predictive Analytics Challenge

Task 2: Clustering insights

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Clusters distribution and analysis

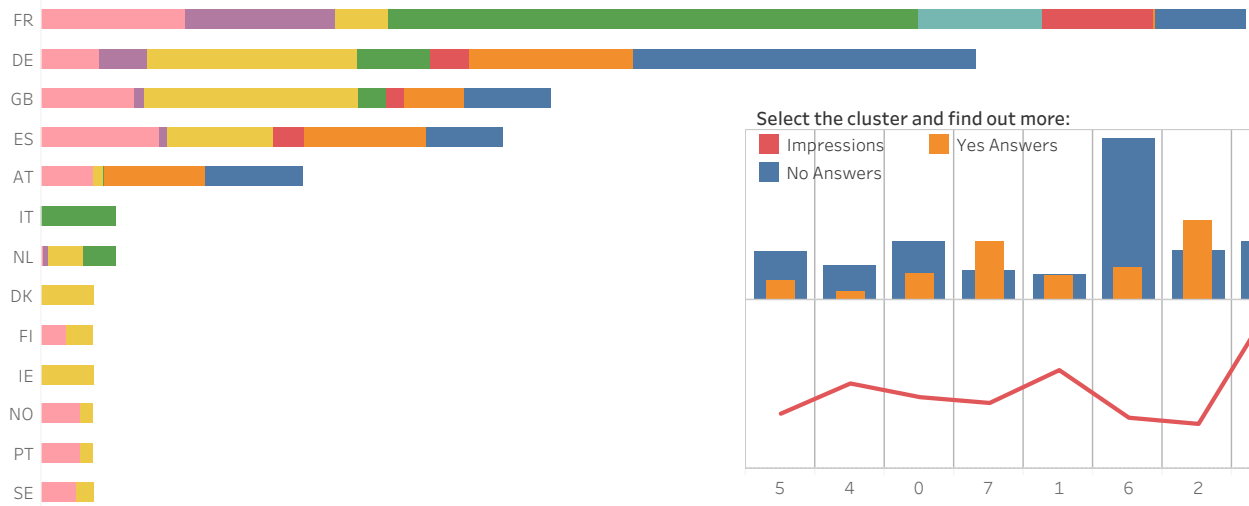
Applying K-means algorithm, the dataset is subset into 8 clusters. Here some insights into the distribution of the clusters, according to the age groups, the gender and the impressions/yes answers to the survey.



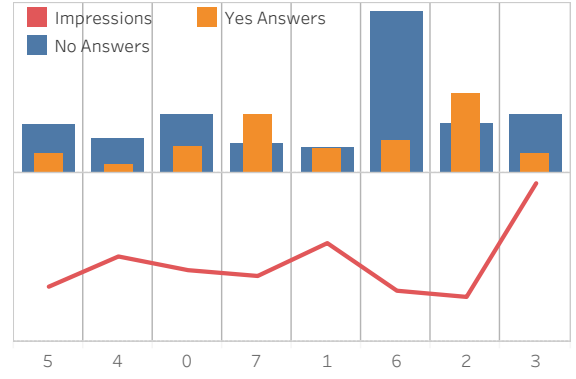
Clusters distribution and analysis

The dashboard is interactive. Click on the countries or clusters to know more about the audience taste.

Click on one or multiple countries:



Select the cluster and find out more:



Choose the clusters or hover on the rectangles to see the genre:

