

Algorithm for clustering using customer pair wise fit function

Step1: Input the number of customer to consider ($i=1,2,...N$)

Step 2: Input the number of dimensions to consider ($j=1,2,...M$)

Step 3: Input tolerance value t_j for each dimension j

Step 4: Input measurement of each customer for each dimension

Step 5: Input number of clusters (C) to consider $\alpha = 1, 2 \dots C$

Step 6: Form the customer pair-wise matrix using ω_{ikj} as a binary state of fit between ideal customer ' i ' and ' k ' for dimension ' j '

$$\omega_{ikj} = \begin{cases} 1, & \text{if } |x_{ij} - x_{kj}| \leq t_j \\ 0, & \text{Otherwise} \end{cases} \quad (1.0)$$

Where x_{ij} and x_{kj} are measurements of customers i and k for dimension j

Step 7: Let B_{ik} be expressed as its binary vector such that:

$$B_{ik} = \begin{bmatrix} \omega_{ik1} \\ \omega_{ik2} \\ \omega_{ik3} \\ \vdots \\ \omega_{ikm} \end{bmatrix} \quad (2.0)$$

The scalar expression of fit between any pair of customers ' i ' and ' k ' may be defined as

$$r_{ik} = \left[\frac{(B_{ik}^T)B_{ik}}{(B_{ii}^T)B_{ii}} \right] \quad (3.0)$$

B_{ik}^T : is the transpose of B_{ik} and B_{ii} is theoretically the identity of a customer compared to himself.

Step 8 : Determine relation index of i : $R_i = \sum_{k=1}^N r_{ik}$ for $i \neq k$ (4.0)

Step 9: Procedure for clustering: This solution procedure iterates on a set of customers denoted as set S . S is initially set as a sorted list of customers in descending order of R_i . In the process of iteration, a customer is considered ideal if it has the maximum R_i in set S and not in any of the existing cluster α .

(a) Update set S and set $\alpha = \alpha + 1$

(b) Set customer i with maximum relation index R_i as ideal customer for cluster α . For two or more possible customers with equal maximum R_i , randomly select one.

(c) For $i \neq k$, find maximum value of r_{ik} (say $r_{ik} = 1$), assign all customer k with $\max(r_{ik})$ into cluster α

Compute percentage degree of fit for cluster α : $h_\alpha = \frac{\sum_{k=1}^{n_\alpha} 100r_{ik}}{n_\alpha}$ while n_α is the number of customers assigned to cluster α

(d) Compute aggregate loss index of fit for cluster $\alpha + 1$:

Aggregate loss index = $\sqrt{\frac{(\sum_{k=1}^{n_\alpha} \sum_{j=1}^m (x_{ij} - x_{kj})^2)}{n_\alpha}}$ while n_α is the number of customers assigned to cluster α

(e) Eliminate i and k in α from set S .

(f) If $\alpha = C - 1$, assign all unassigned customers to cluster C and End, else go to step (9b)