1. Do you think your analysis was a success?
   1. I think it will take testing of it’s implementation and adjusting as we get more data from our results. I think based off of the output, it appears that we were successful at identify clusters of customers. Now we must test how effective the marketing is to these groups.
2. Do you think your assumptions will play a role in the accuracy of the analysis?
   1. I think they may. I believe the dataset is too small to be a really well trusted sampling. But, as time goes on it will grow and we will adjust.
3. What would you do differently if you had to start over?
   1. When we started recording customer information, I would have liked it if we would have tracked more metrics and demographic data.
4. How can you use this analysis in other business/careers/etc.?
   1. I think customer segmentation is extremely important and useful in all industries but clustering analysis has many other uses outside of customer segmentation. It’s a good skill to know how to do.
5. What further additions do you think you could have made?
   1. I would have liked to play around with different clustering models and see if any of them would have been effective or yielded different results.
6. How do you plan on testing accuracy of the model?
   1. I would like to do some AB Testing and see if additional marketing and ads to some of the target cluster customers yields increased engagement and sales.
7. What are your biggest concerns of implementation?
   1. I think a concern is identifying and differentiating if the clusters are driving sales or if it’s other outside factors.
8. In an ideal world, what other data would you like to collect?
   1. I think some additional demographic data such as occupation, industry, etc. would be good. If you have kids or not. What are some of your favorite hobbies. All sorts.
9. Do you think this analysis is too simple vs. too complex?
   1. I think it is simple but if it’s effective to drive sales, it doesn’t matter that it’s simple. You can get into trouble sometimes having too many variables and things to look at that makes your model overly complex and not useful as well.
10. What other clustering models would you like to explore?
    1. I’d like to learn more about mean shift models and density-based spatial algorithms. They seem fascinating but maybe not as useful for the question I was trying to answer for this project.