

DAPT 622 Assignment 3

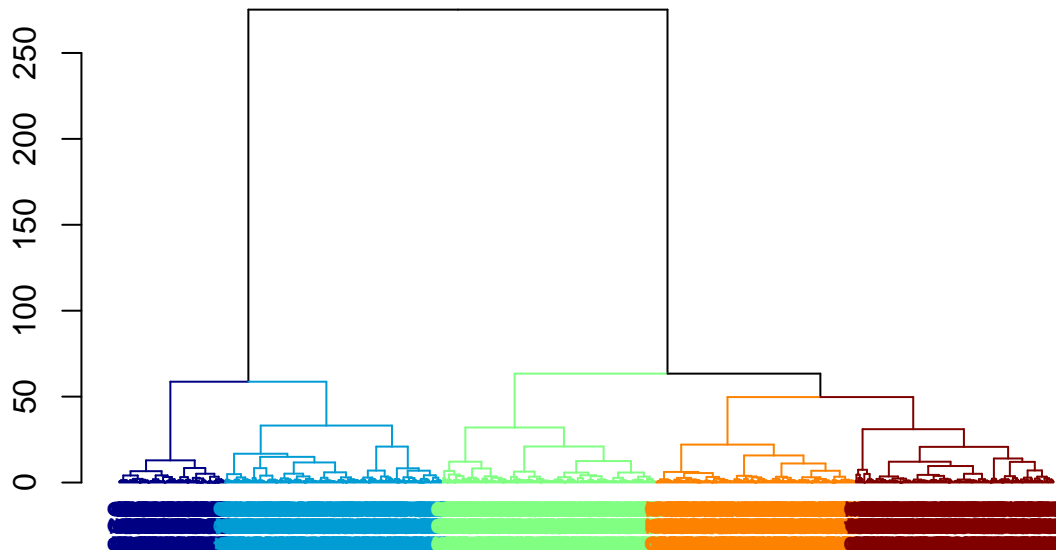
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Part 1 - Cluster Analysis

Section A - Perform a heirarchical cluster analysis (via Ward's method) using all the variables except User ID.

Subsection i - Select an appropriate number of clusters. Provide a dendrogram with the clusters highlighted.



For this dataset, 5 clusters were chosen as they seem to separate the groups into by usable chunks. When looking at the average scores for each type of destination, across the individuals of a group,

Table 1: Hierarchical Groupings

Group.1	art.gals	dance.clubs	j.bars	rest	mus	res	park.pic	beach	theaters	relig.inst
1	0.94	1.53	1.56	0.56	1.32	2.45	3.19	2.82	1.63	2.57
2	1.03	1.04	0.97	0.49	0.76	1.63	3.18	2.85	1.42	2.81
3	0.87	1.36	0.42	0.41	0.68	1.34	3.17	2.84	1.48	3.14
4	0.78	1.53	0.34	0.67	0.95	1.88	3.18	2.86	1.80	2.82
5	0.78	1.26	2.36	0.55	0.97	1.91	3.19	2.80	1.47	2.56