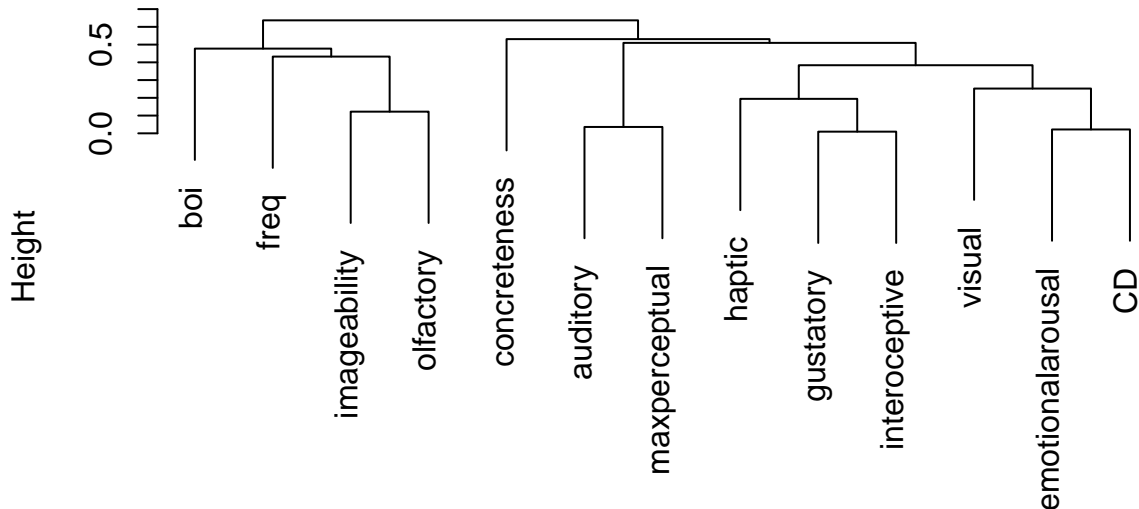


## Cluster Dendrogram



as.dist(average\_ratings\_matrix)  
hclust (\*, "ward.D2")