

Assignment 3

Unsupervised Learning - Clustering

Data:

The dataset refers to clients of a wholesale distributor. It includes the annual spending in monetary units (m.u.) on diverse product categories

Source: [UCI Wholesale customers Data Set](#)

Objective:

Clustering customers into groups using ML for subsequent targeted marketing.

Use KMeans algorithm and Agglomerative clustering. Identify the best number of clusters.



Please note the following:

Dataset is added along with

Do the assignment in Jupyter notebook/colab

Add the .ipynb file to GitHub and share the link in Paatshala