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Run Code

In [2]:
```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
```

In [3]:
```
df=pd.read_csv("Mall_Customers.csv")
df
```

Out[3]:

	CustomerID	Genre	Age	Annual Income (k$)	Spending Score (1-100)
0	1	Male	19	15	39
1	2	Male	21	15	81
2	3	Female	20	16	6
3	4	Female	23	16	77
4	5	Female	31	17	40
...	...	...	...	...	...
195	196	Female	35	120	79
196	197	Female	45	126	28
197	198	Male	32	126	74
198	199	Male	32	137	18
199	200	Male	30	137	83

200 rows × 5 columns

In [4]:
```
x=df.iloc[:,[3,4]].values
x
```

Out[4]:
```
array([[ 15,  39],
       [ 15,  81],
       [ 16,   6],
       [ 16,  77],
```

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In [4]:
```
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x
```

Out[4]:
```
array([[ 15,  39],
       [ 15,  81],
       [ 16,   6],
       [ 16,  77],
       [ 17,  40],
       [ 17,  76],
       [ 18,   6],
       [ 18,  94],
       [ 19,   3],
       [ 19,  72],
       [ 19,  14],
       [ 19,  99],
       [ 20,  15],
       [ 20,  77],
       [ 20,  13],
       [ 20,  79],
       [ 21,  35],
       [ 21,  66],
       [ 23,  29],
```

In [5]:
```
from sklearn.cluster import KMeans
wcss=[]
```

In [6]:
```
for i in range(1,11):
    kmeans =KMeans(n_clusters=i, init='k-means++',random_state=0)
    kmeans.fit(x)
    wcss.append(((kmeans.inertia_)))
```

In [7]:
```
plt.plot(range(1,11),wcss)
plt.title('The Elbow Method')
plt.xlabel('Number of Clusters')
plt.ylabel('WCSS values')
plt.show()
```

The Elbow Method

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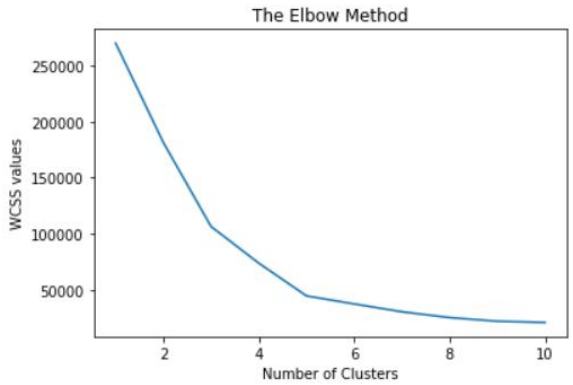

In [12]:
```
kmeansmodel=KMeans(n_clusters=5, init='k-means++' , random_state=42)
```

In [13]:
```
y_kmeans = kmeansmodel.fit_predict(x)
```

In [14]:
```
plt.scatter(x[y_kmeans == 0,0],x[y_kmeans == 0,1], s=80, c='red', label='Customer 1')
plt.scatter(x[y_kmeans == 1,0],x[y_kmeans == 1,1], s=80, c='blue', label='Customer 2')
plt.scatter(x[y_kmeans == 2,0],x[y_kmeans == 2,1], s=80, c='yellow', label='Customer 3')
plt.scatter(x[y_kmeans == 3,0],x[y_kmeans == 3,1], s=80, c='cyan', label='Customer 4')
plt.scatter(x[y_kmeans == 4,0],x[y_kmeans == 4,1], s=80, c='black', label='Customer 5')

plt.scatter(kmeans.cluster_centers_[:, 0], kmeans.cluster_centers_[:, 1], s=100, c='magenta', label='Centroids')
plt.title('Customer Clusters')
plt.xlabel('Annual Income (k$)')
plt.ylabel('Spending Score')
plt.legend()
```

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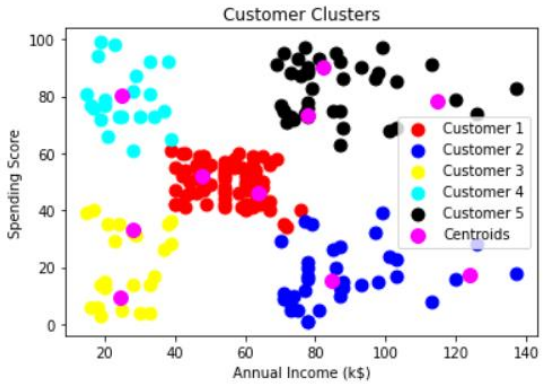
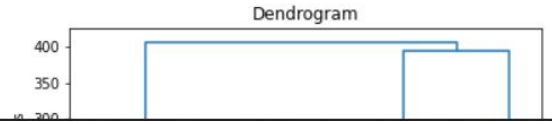


In [15]:

```
import scipy.cluster.hierarchy as sch

sch.dendrogram(sch.linkage(x, method='ward'))
plt.title("Dendrogram")
plt.xlabel("Customers")
plt.ylabel("Eucledian distances")
plt.hlines(y=190,xmin=0 , xmax=2000, lw=3, linestyles="--", color='black')
plt.text(x=800, y=200, s="Horizontal line crossing five vertical lines", fontsize=10)
plt.show()
```



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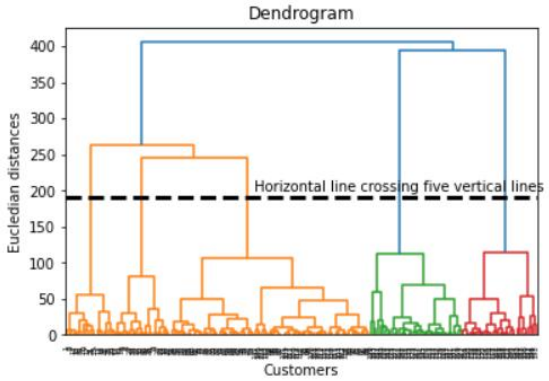

In [16]:
```
from sklearn.cluster import AgglomerativeClustering
hc = AgglomerativeClustering(n_clusters=5, affinity='euclidean', linkage='ward')
y_hc = hc.fit_predict(x)
```

In [17]:
```
print("X: ", x[:10])
print("\n \n")
print("y_hc: ", y_hc)
```

```
X:  [[15 39]
 [15 81]
 [16  6]
```

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In [17]:
```
print("X: ", x[:10])
print("\n \n")
print("y_hc: ", y_hc)
```

```
X:  [[15 39]
 [15 81]
 [16  6]
 [16 77]
 [17 40]
 [17 76]
 [18  6]
 [18 94]
 [19  3]
 [19 72]]



y_hc:  [4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4
 3 4 3 4 3 4 1 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
 1 1 1 1 1 1 1 1 1 1 1 1 2 1 2 1 2 0 2 0 2 1 2 0 2 0 2 0 2 0 2 1 2 0 2 1 2
 0 2 0 2 0 2 0 2 0 2 0 2 1 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0
 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2]
```

In [18]:
```
plt.figure(figsize=(12,7))
plt.scatter(x[y_hc == 0, 0], x[y_hc == 0, 1], s=100, c='red', label='Careful')
plt.scatter(x[y_hc == 1, 0], x[y_hc == 1, 1], s=100, c='blue', label='Standard')
plt.scatter(x[y_hc == 2, 0], x[y_hc == 2, 1], s=100, c='green', label='Target group')
plt.scatter(x[y_hc == 3, 0], x[y_hc == 3, 1], s=100, c='yellow', label='Careless')
plt.scatter(x[y_hc == 4, 0], x[y_hc == 4, 1], s=100, c='violet', label='Sensible')

plt.title("Clustering of customers", fontsize=20)
plt.xlabel("Annual Income", fontsize=16)
plt.ylabel("Spending score", fontsize=16)
plt.legend(fontsize=16)
plt.grid(True)

plt.axhspan(ymin=60, ymax=100, xmin=0.43, xmax=0.965, alpha=0.3, color="yellow")
```

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plt.show()
```

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Run Code

In [ ]: