

Q1 to Q12 have only one correct answer. Choose the correct option to answer your question.

- 1. Which of the following is an application of clustering?
 - a. Biological network analysis
 - b. Market trend prediction
 - c. Topic modeling
 - d. All of the above

Answer: Option D – All of the above

- 2. On which data type, we cannot perform cluster analysis?
 - a. Time series data
 - b. Text data
 - c. Multimedia data
 - d. None

Answer: Option D – None

- 3. Netflix's movie recommendation system uses
 - a. Supervised learning
 - b. Unsupervised learning
 - c. Reinforcement learning and Unsupervised learning
 - d. All of the above

Answer: Option C – Reinforcement learning and Unsupervised learning

- 4. The final output of Hierarchical clustering is
 - a. The number of cluster centroids
 - b. The tree representing how close the data points are to each other
 - c. A map defining the similar data points into individual groups
 - d. All of the above

Answer: Option B – The tree representing how close the data points are to each other

- 5. Which of the step is not required for K-means clustering?
 - a. A distance metric
 - b. Initial number of clusters
 - c. Initial guess as to cluster centroids
 - d. None

Answer: Option D – None

- 6. Which is the following is wrong?
 - a. k-means clustering is a vector quantization method
 - b. k-means clustering tries to group n observations into k clusters
 - c. k-nearest neighbour is same as k-means
 - d. None

Answer: Option C - k-nearest neighbor is same as k-means



- 7. Which of the following metrics, do we have for finding dissimilarity between two clusters in hierarchical clustering?
- i. Single-link
- ii. Complete-link
- iii. Average-link

Options:

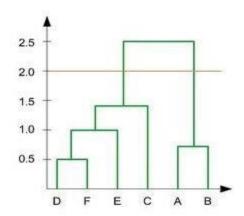
- a.1 and 2
- b. 1 and 3
- c. 2 and 3
- d. 1, 2 and 3

Answer: Option D - 1, 2 and 3

- 8. Which of the following are true?
- i. Clustering analysis is negatively affected by multicollinearity of features
- ii. Clustering analysis is negatively affected by heteroscedasticity Options:
 - a. 1 only
 - b. 2 only
 - c. 1 and 2
 - d. None of them

Answer: Option A – 1 only

9. In the figure above, if you draw a horizontal line on y-axis for y=2. What will be the number of clusters formed?



- a. 2
- b. 4
- c. 3
- d. 5

Answer: Option A - 2



- 10. For which of the following tasks might clustering be a suitable approach?
- a. Given sales data from a large number of products in a supermarket, estimate future sales for each of these products.
- b. Given a database of information about your users, automatically group them into different market segments.
- c. Predicting whether stock price of a company will increase tomorrow.
- d. Given historical weather records, predict if tomorrow's weather will be sunny or rainy.

Answer – Option D – Given historical weather records, predict if tomorrow's weather will be sunny or rainy.

11. Given, six points with the following attributes:

point	x coordinate	y coordinate	
p1	0.4005	0.5306	
p2	0.2148	0.3854	
р3	0.3457	0.3156	
p4	0.2652	0.1875	
p5	0.0789	0.4139	
р6	0.4548	0.3022	

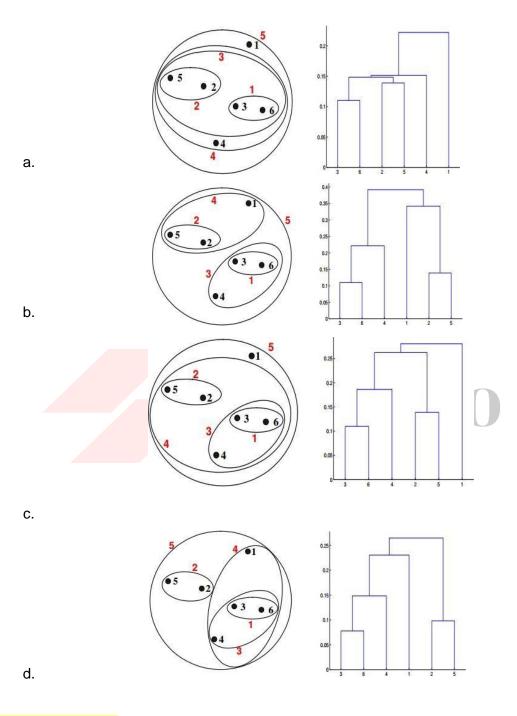
Table: X-Y coordinates of six points.

	p1	p2	р3	p4	p5	p6
p1	0.0000	0.2357	0.2218	0.3688	0.3421	0.2347
p2	0.2357	0.0000	0.1483	0.2042	0.1388	0.2540
р3	0.2218	0.1483	0.0000	0.1513	0.2843	0.1100
p4	0.3688	0.2042	0.1513	0.0000	0.2932	0.2216
p_5	0.3421	0.1388	0.2843	0.2932	0.0000	0.3921
р6	0.2347	0.2540	0.1100	0.2216	0.3921	0.0000

Table : Distance Matrix for Six Points



Which of the following clustering representations and dendrogram depicts the use of MIN or Single link proximity function in hierarchical clustering:



Answer – Option A



12. Given, six points with the following attributes:

point	x coordinate	y coordinate 0.5306		
p1	0.4005			
p2	0.2148	0.3854		
р3	0.3457	0.3156		
p4	0.2652	0.1875		
p5	0.0789	0.4139 0.3022		
р6	0.4548			

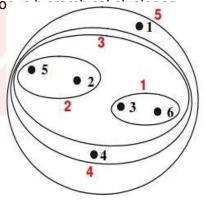
Table: X-Y coordinates of six points.

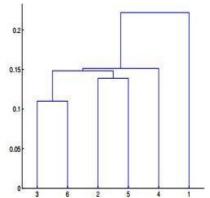
	p1	p2	р3	p4	p5	p6
p1	0.0000	0.2357	0.2218	0.3688	0.3421	0.2347
p2	0.2357	0.0000	0.1483	0.2042	0.1388	0.2540
р3	0.2218	0.1483	0.0000	0.1513	0.2843	0.1100
p4	0.3688	0.2042	0.1513	0.0000	0.2932	0.2216
p_5	0.3421	0.1388	0.2843	0.2932	0.0000	0.3921
р6	0.2347	0.2540	0.1100	0.2216	0.3921	0.0000

Table : Distance Matrix for Six Points

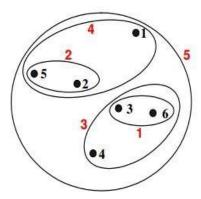
Which of the following clustering representations and dendrogram depicts the use of MAX or Complete

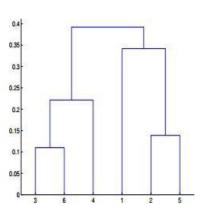
link proximity functio





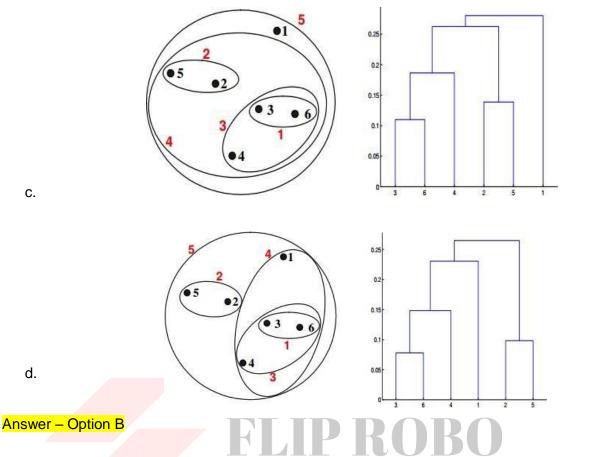
a.





b.





Q13 to Q14 are subjective answers type questions, Answers them in their own words briefly

13. What is the importance of clustering?

Answer:

- 1. Having clustering methods helps in restarting the local search procedure and remove the inefficiency. In addition, clustering helps to determine the internal structure of the data.
- 2. This clustering analysis has been used for model analysis, vector region of attraction.
- 3. Clustering helps in understanding the natural grouping in a dataset. Their purpose is to make sense to partition the data into some group of logical groupings.
- 4. Clustering quality depends on the methods and the identification of hidden patterns.
- 5. They play a wide role in applications like marketing economic research and weblogs to identify similarity measures, Image processing, and spatial research.
- 6. They are used in outlier detections to detect credit card fraudulence.



14. How can I improve my clustering performance?

Answer: Clustering is an unsupervised machine learning methodology that aims to partition data into distinct groups, or clusters. There are a few different forms including hierarchical, density, and similarity based. Each have a few different algorithms associated with it as well. One of the hardest parts of any machine learning algorithm is feature engineering, which can especially be difficult with clustering as there is no easy way to figure out what best segments your data into separate but similar groups. The guiding principle of similarity based clustering is that similar objects are within the same cluster and dissimilar objects are in different clusters. This is not different than the goal of most conventional clustering algorithms. With similarity based clustering, a measure must be given to determine how similar two objects are. This similarity measure is based off distance, and different distance metrics can be employed, but the similarity measure usually results in a value in [0,1] with 0 having no similarity and 1 being identical. To measure feature weight importance, we will have to use a weighted euclidean distance function.