1. Use tables of which points belong to each cluster, and/or the dendrogram (tree) of the clusters, to explain why you chose the clustering method and number of clusters that you chose.
2. Make several graphs showing the relationship between which cluster each data point is in and 1-2 other variables.  (For example, you could make a scatterplot of 2 quantitative variables, and color the points based on cluster membership.)  Select the graph that best depicts the clusters.  Give meaningful labels to the clusters, summarizing what the points in those clusters have in common.
3. Choose at least one of the following questions to answer:
   * Do the clusters make sense, based on your prior knowledge about this subject, or do they surprise you?  Explain.
   * Discuss what insights the clusters give about the data.  What action steps do you recommend to your target audience based on these clusters?
   * What specific thing(s) would you try in the future to improve your clusters?  Adding or removing specific variables?  Gathering data from a slightly different population?  Explain why you believe these would yield more informative clusters.