Graded Review Questions
Instructions for Graded Review Questions

1. Time allowed: **Unlimited**

- We encourage you to go back and review the materials to find the right answer

- Please remember that the Review Questions are worth 50% of your final mark.

2. Attempts per question:

- One attempt - For True/False questions

- Two attempts - For any question other than True/False

3. Clicking the "**Final Check**" button when it appears, means your submission is **FINAL**. You will **NOT** be able to resubmit your answer for that question ever again

4. Check your grades in the course at any time by clicking on the "Progress" tab

Review Question 1

1/1 point (graded)
Which one is NOT TRUE about k-means clustering??

○ k-means divides the data into non-overlapping clusters without any cluster-internal structure.

○ The objective of k-means, is to form clusters in such a way that similar samples go into a cluster, and dissimilar samples fall into different clusters.

(●) As k-means is an iterative algorithm, it guarantees that it will always converge to the global optimum.

✔

| Submit | You have used 1 of 2 attempts |

✔ Correct (1/1 point)

Review Question 2

1/1 point (graded)
Customer Segmentation is a supervised way of clustering data, based on the similarity of customers to each other.

( ) True

(●) False

✔

| Submit | You have used 1 of 1 attempt |

✔ Correct (1/1 point)

Review Question 3

1/1 point (graded)
How is a center point (centroid) picked for each cluster in k-means?

(●) We can randomly choose some observations out of the data set and use these observations as the initial means.

( ) We can select the centroid through correlation analysis.

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✔ Correct (1/1 point)