Comparing more than two observations

CLUSTER ANALYSIS IN R

Dmitriy Gorenshteyn
Lead Data Scientist, Memorial Sloan Kettering Cancer Center

datacamp

The closest observation to a pair

	1	2	3
2	11.7		
3	16.8	18.0	
4	**10.0**	20.6	15.8

- Is 2 is closest to group 1,4?
- Is 3 is closest to group 1,4?

Linkage criteria: complete

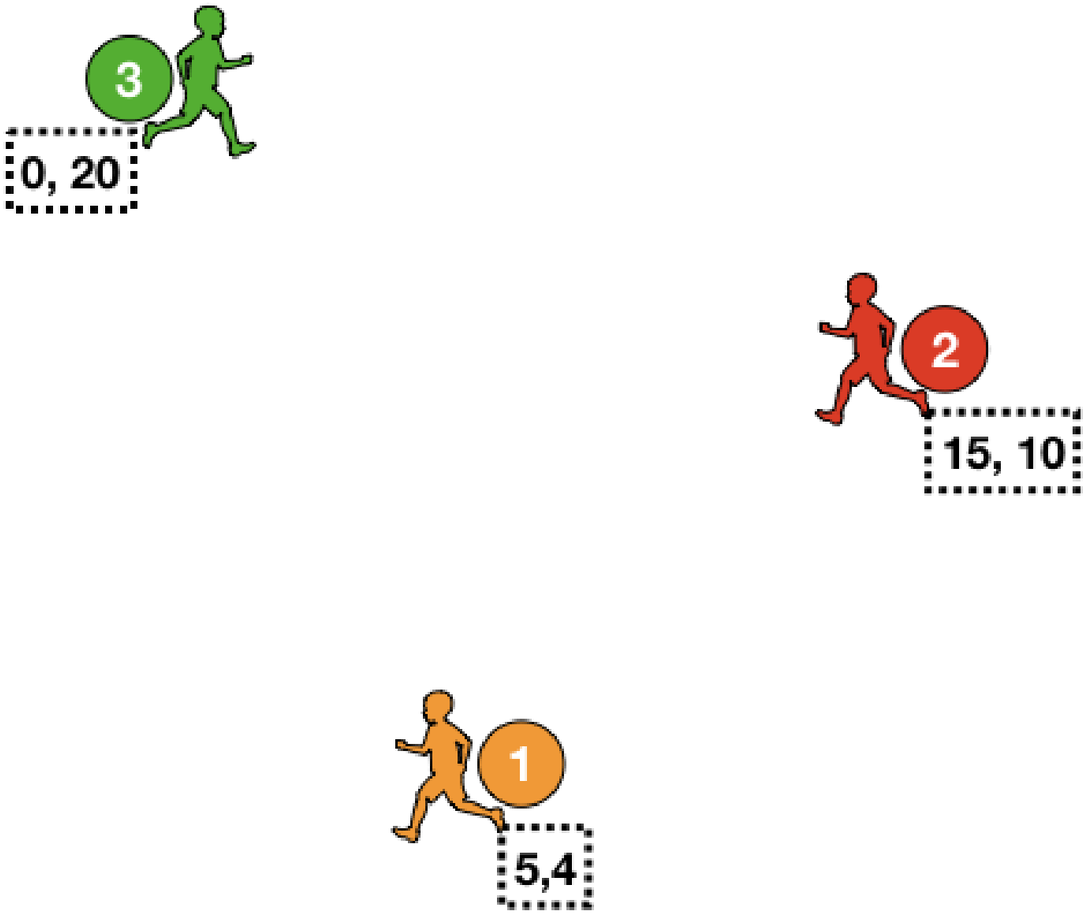
	1	2	3
2	11.7		
3	16.8	18.0	
4	**10.0**	20.6	15.8

- Is 2 is closest to group 1,4?
  - max(D(2,1), D(2,4)) = **20.6**
- Is 3 is closest to group 1,4?
  - max(D(3,1), D(3,4)) = **16.8**

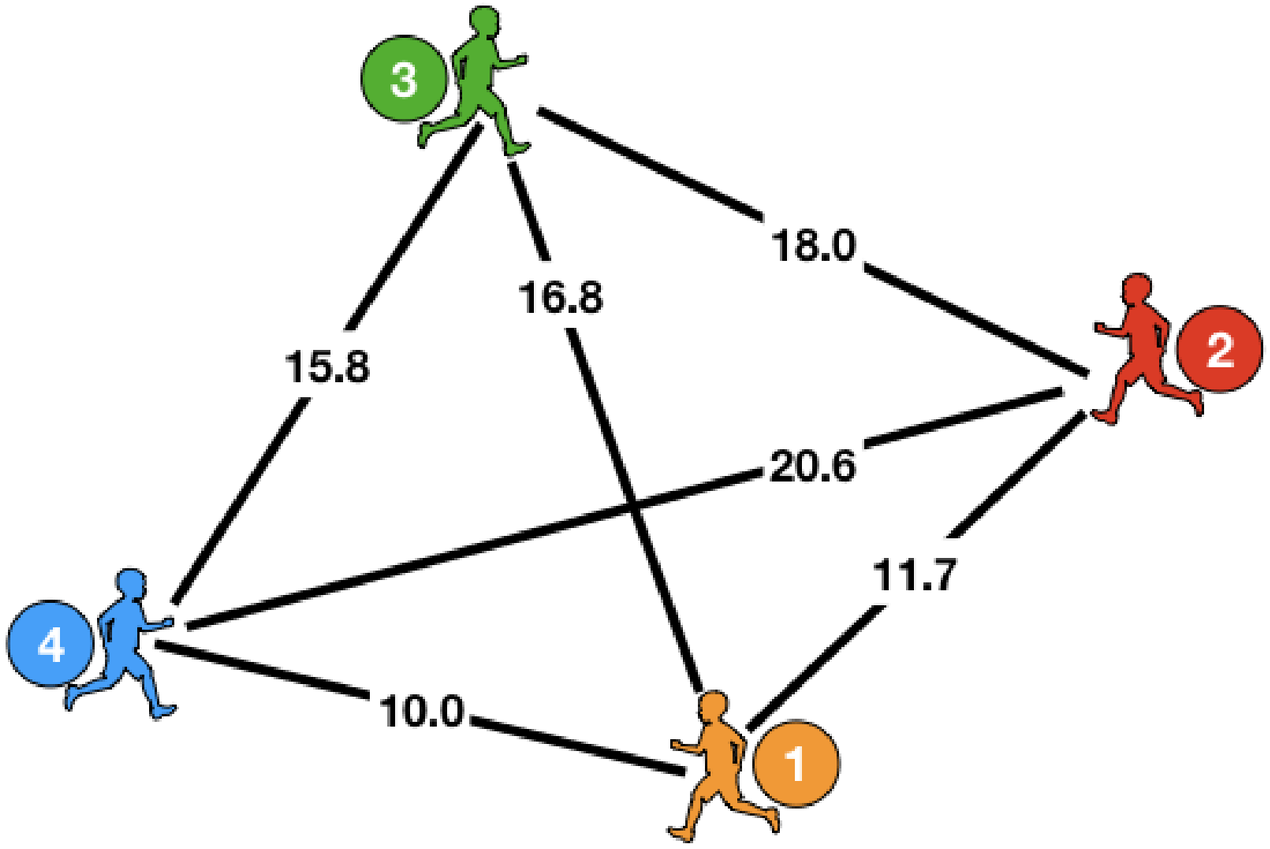
Hierarchical clustering

Complete Linkage: maximum distance between two sets

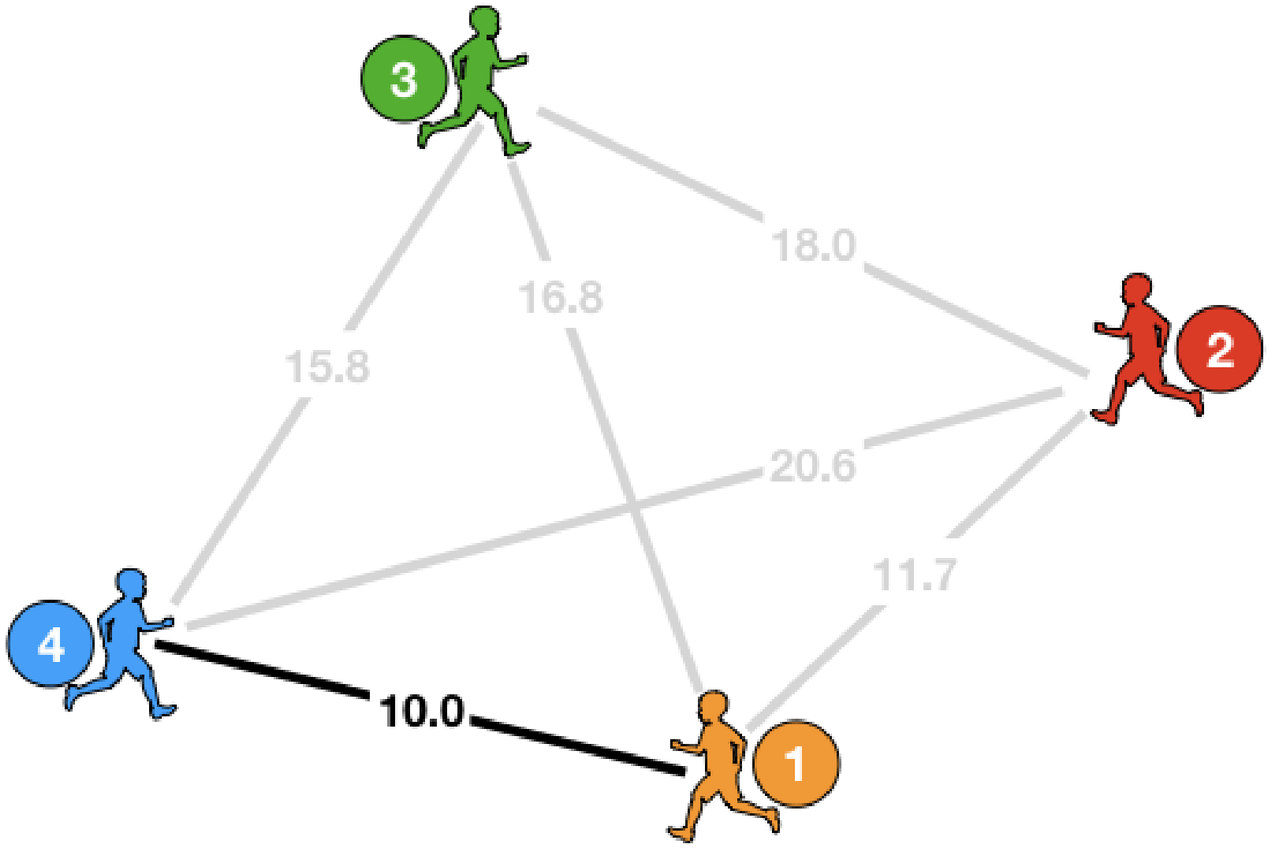
Grouping with linkage & distance



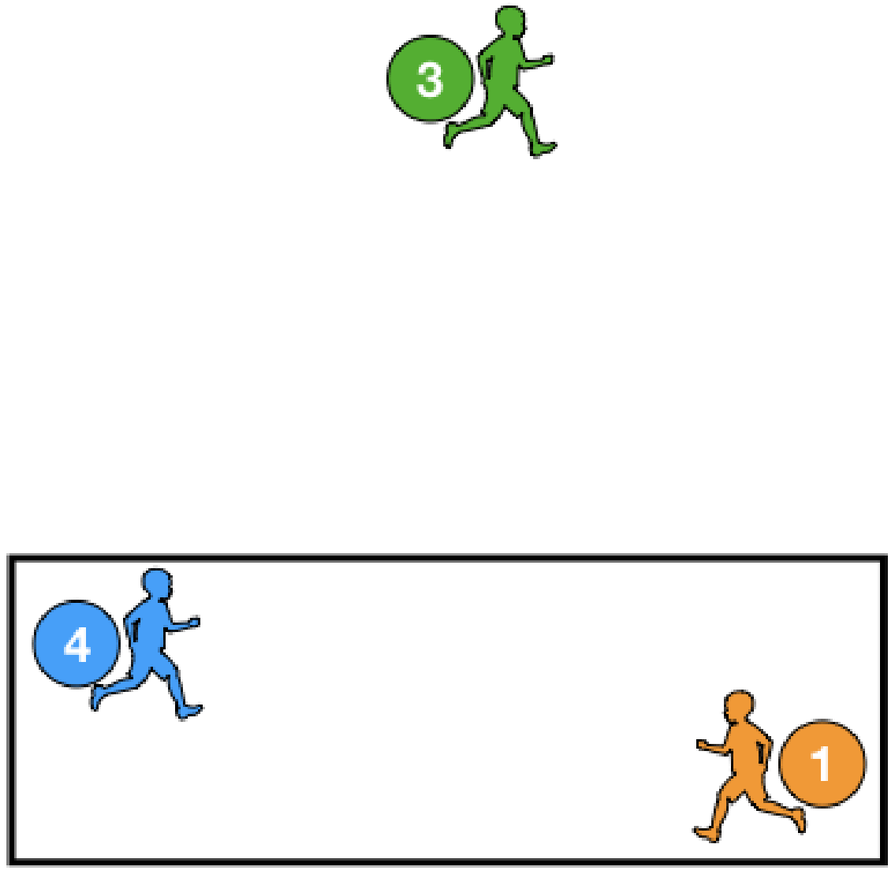
Grouping with linkage & distance



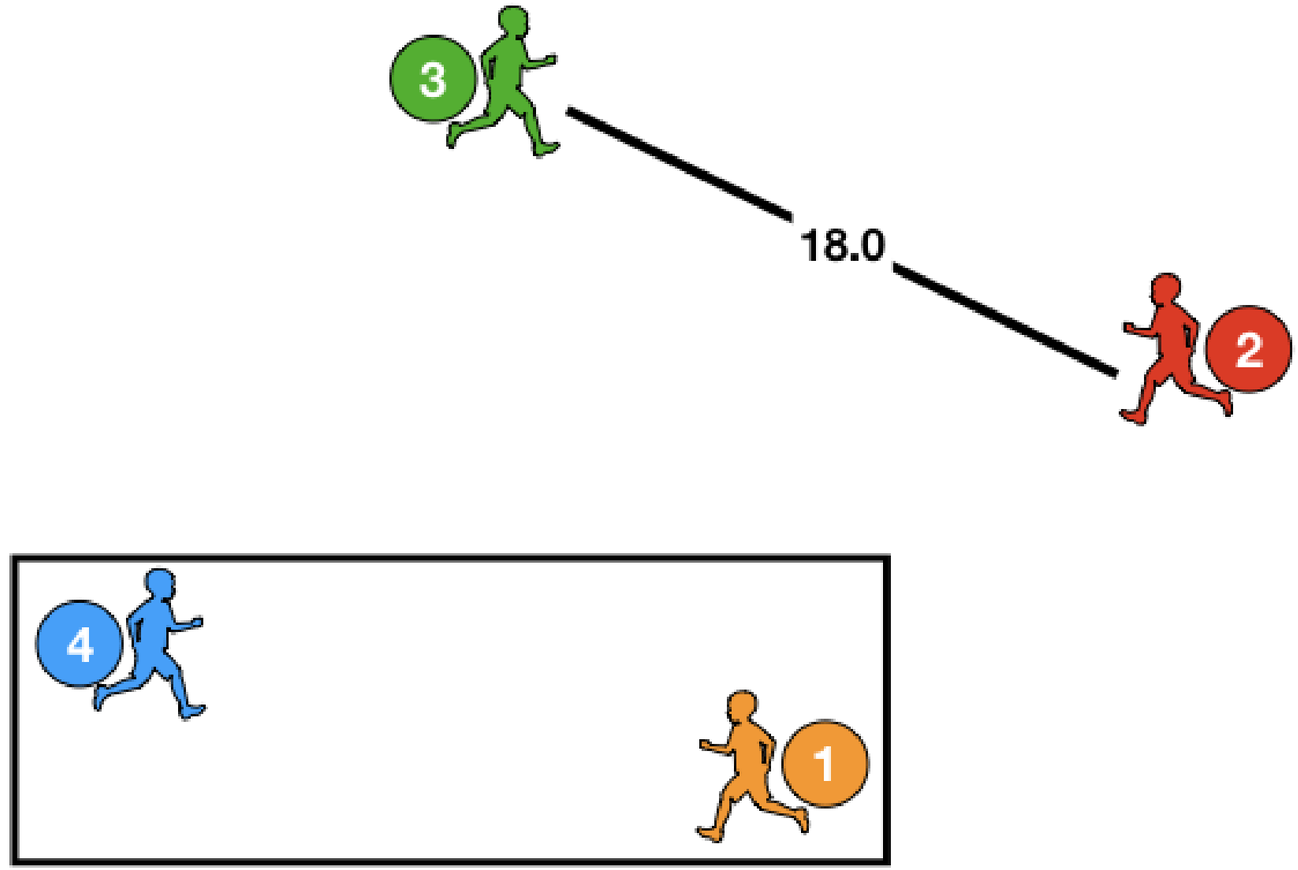
Grouping with linkage & distance



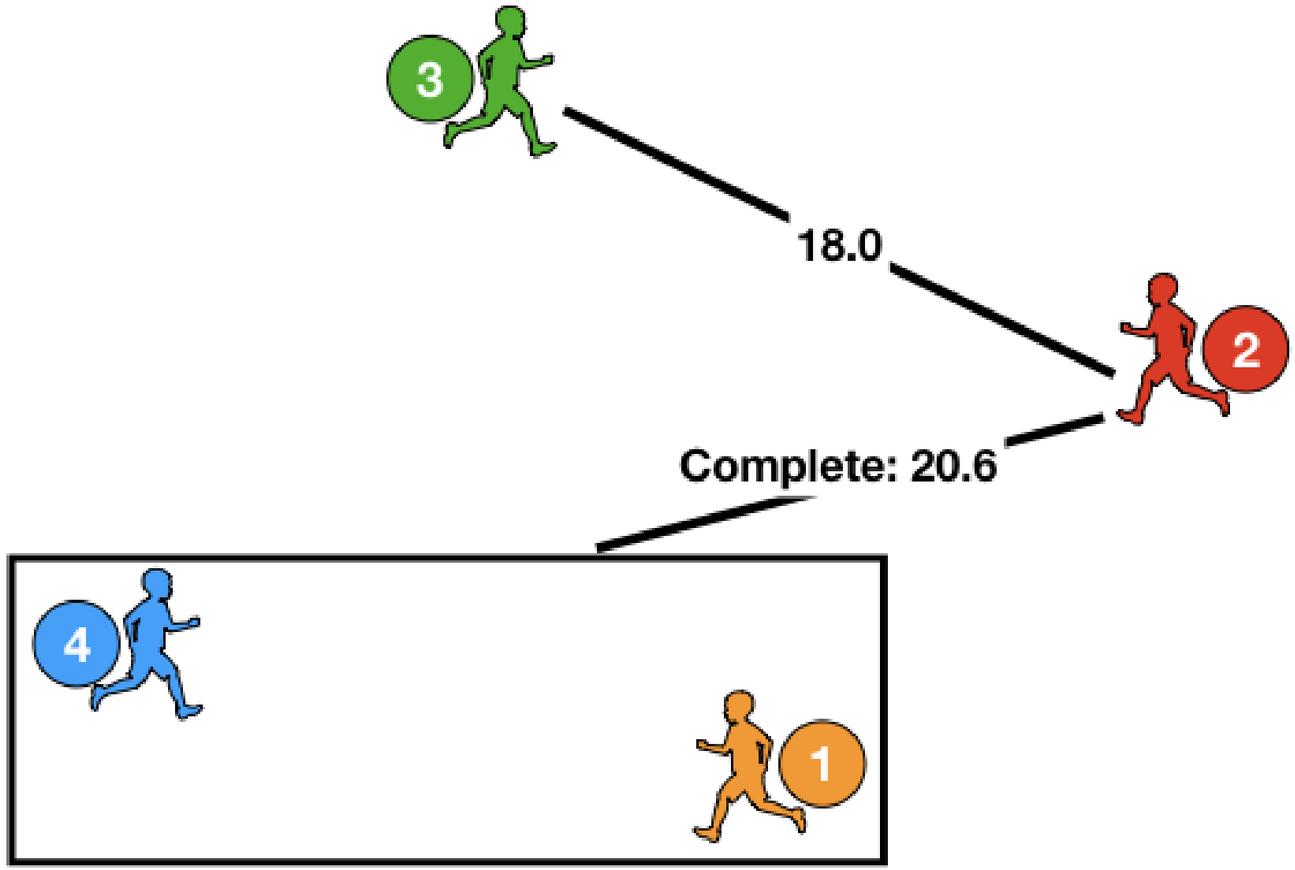
Grouping with linkage & distance



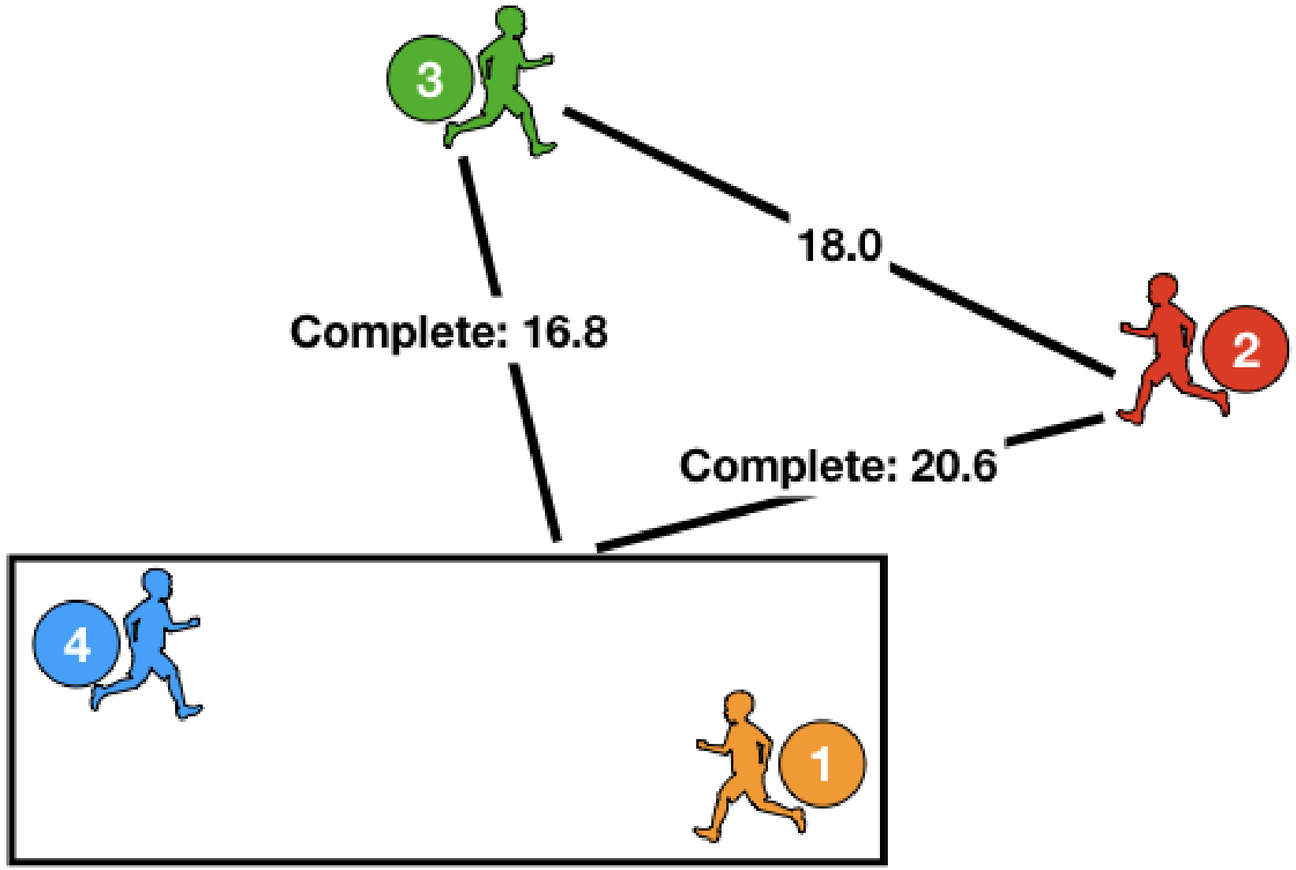
Grouping with linkage & distance



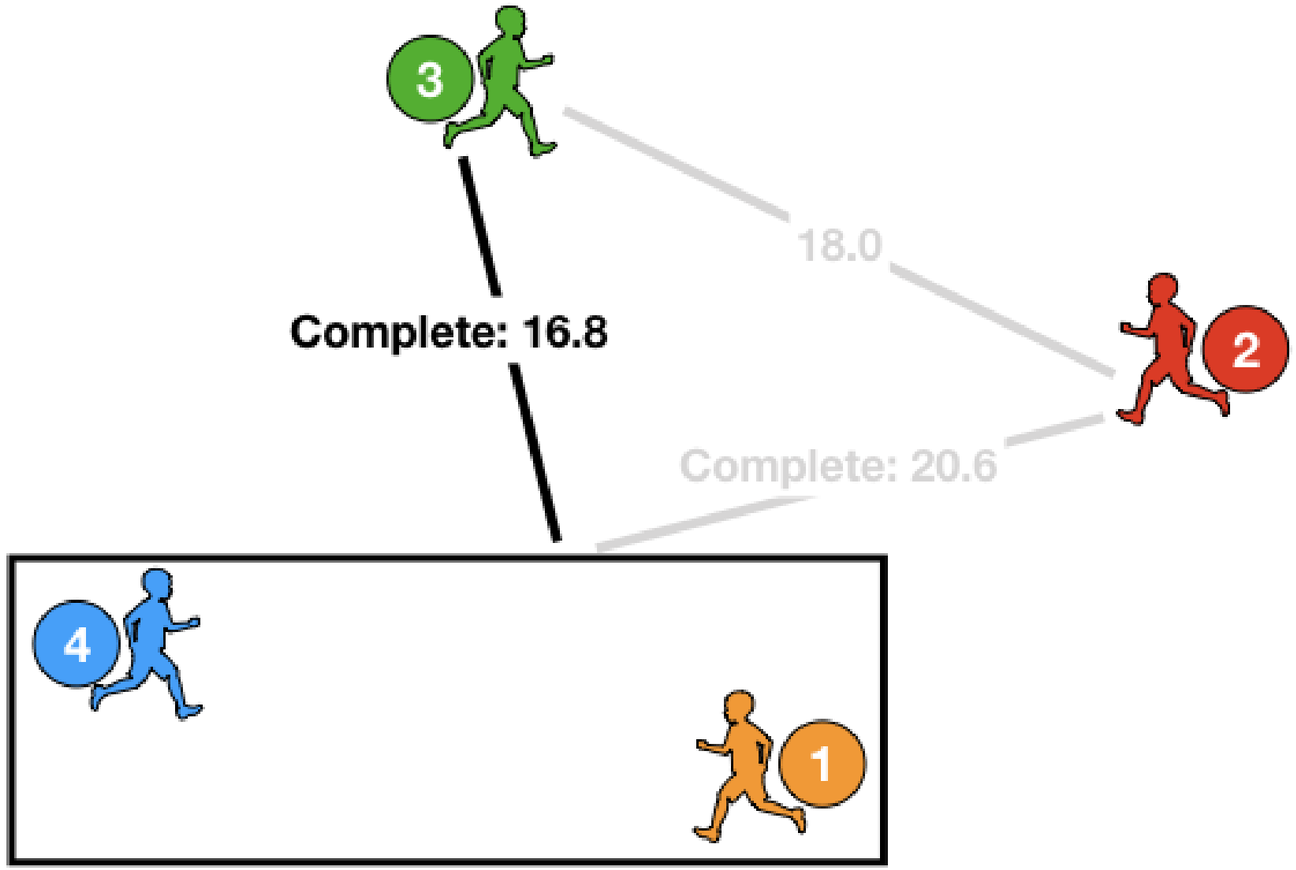
Grouping with linkage & distance



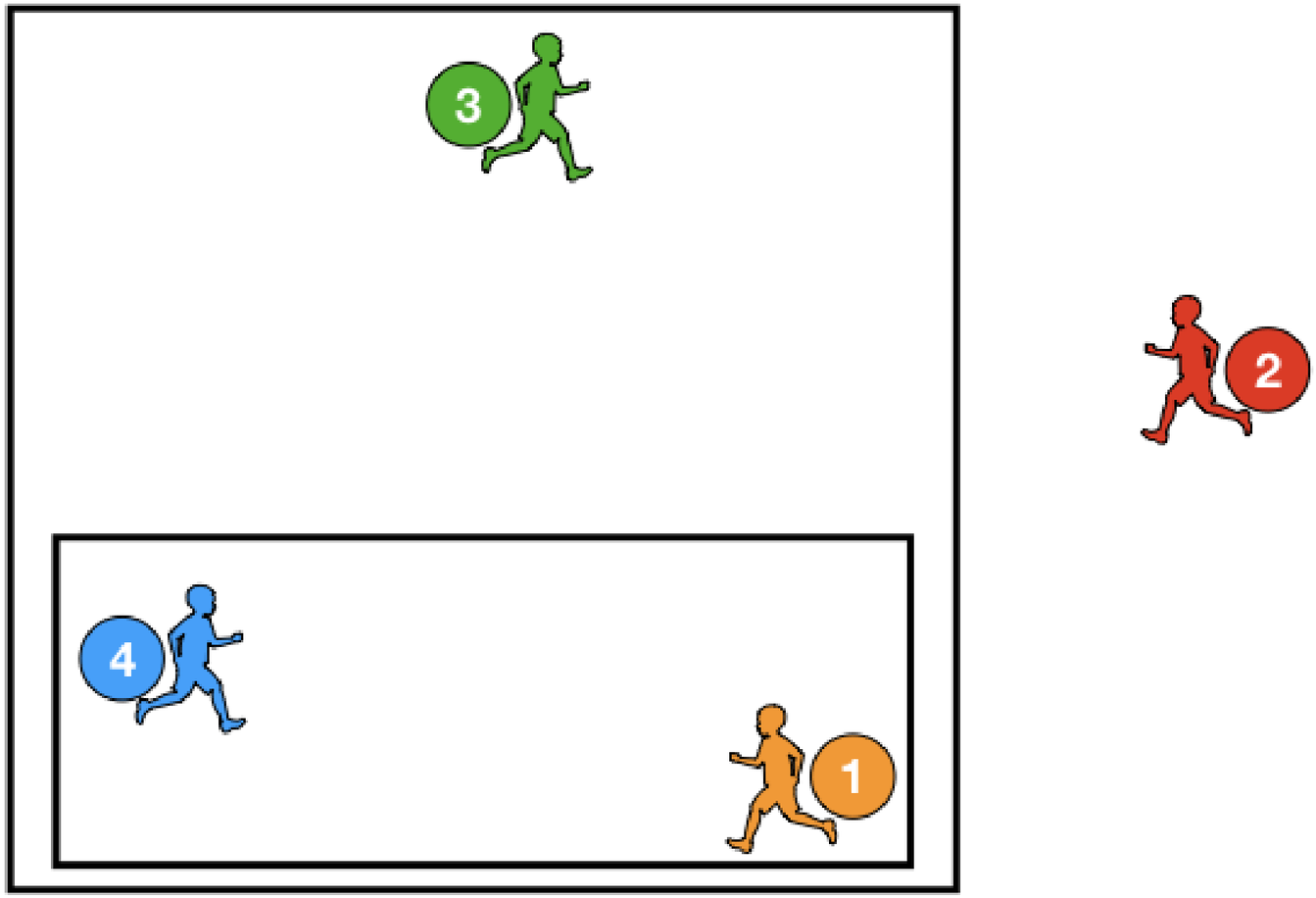
Grouping with linkage & distance



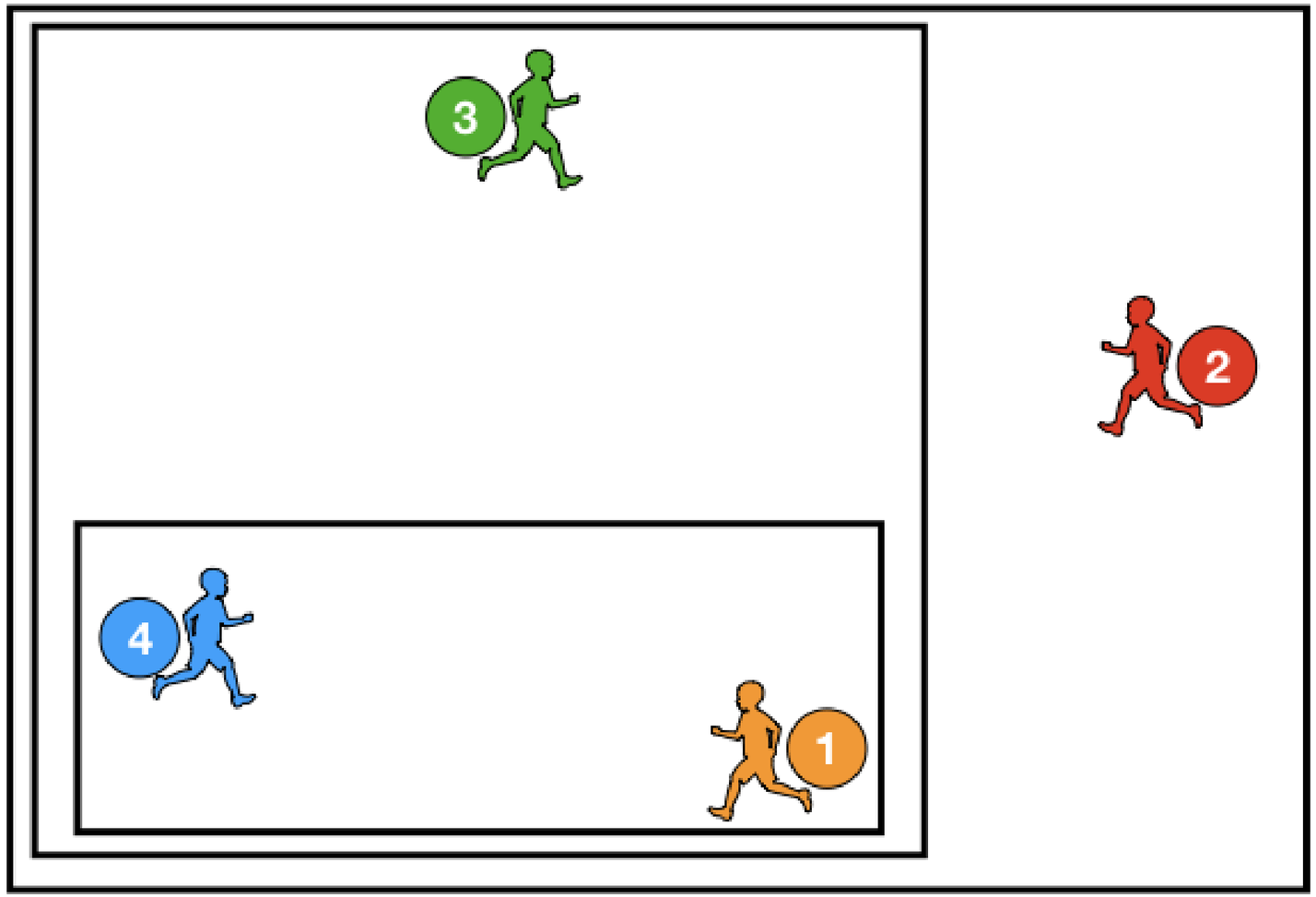
Grouping with linkage & distance



Grouping with linkage & distance



Grouping with linkage & distance



Linkage criteria

Complete Linkage: maximum distance between two sets

Single Linkage: minimum distance between two sets

Average Linkage: average distance between two sets

Let's practice!

CLUSTER ANALYSIS IN R

datacamp

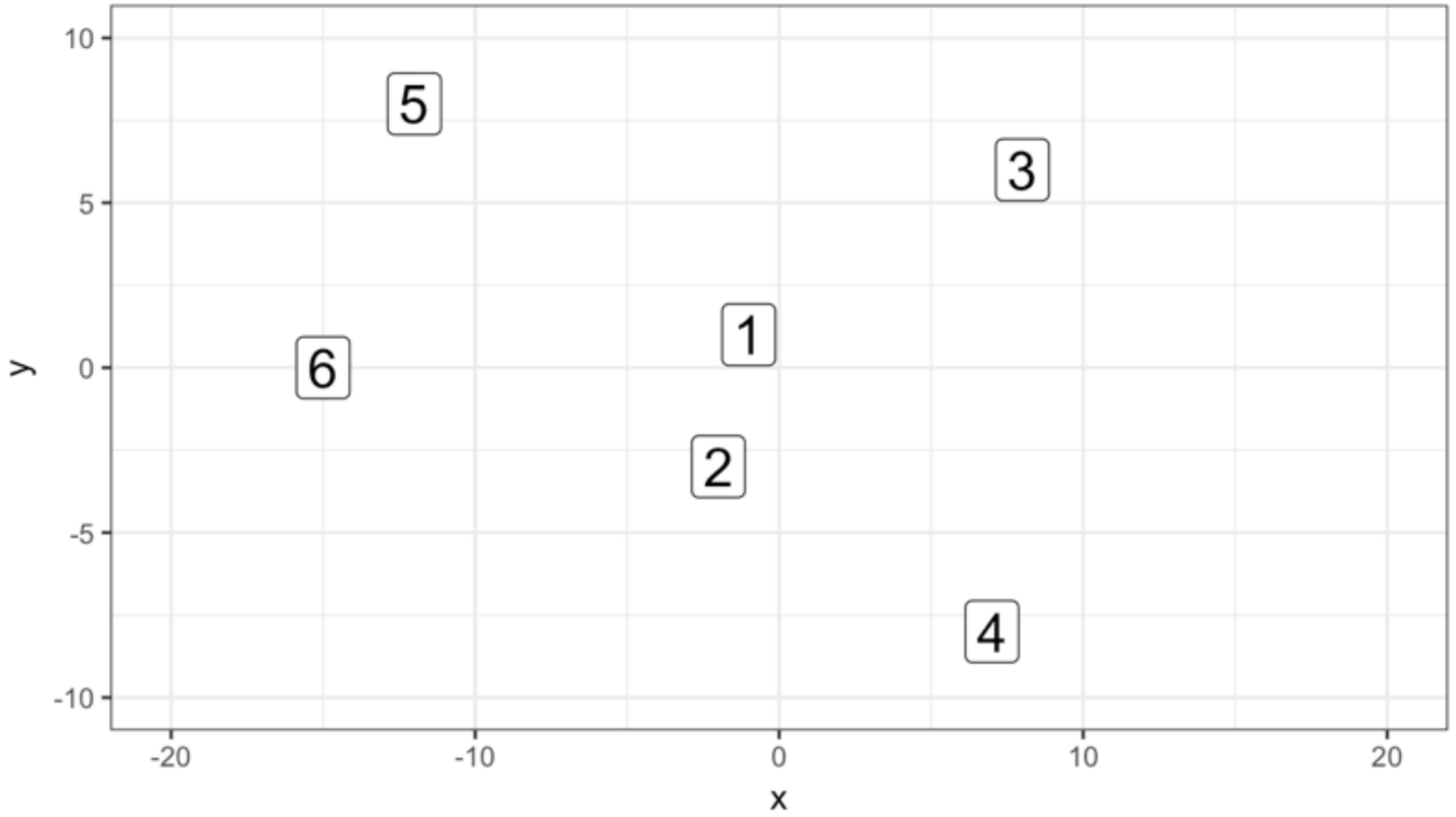
Capturing K clusters

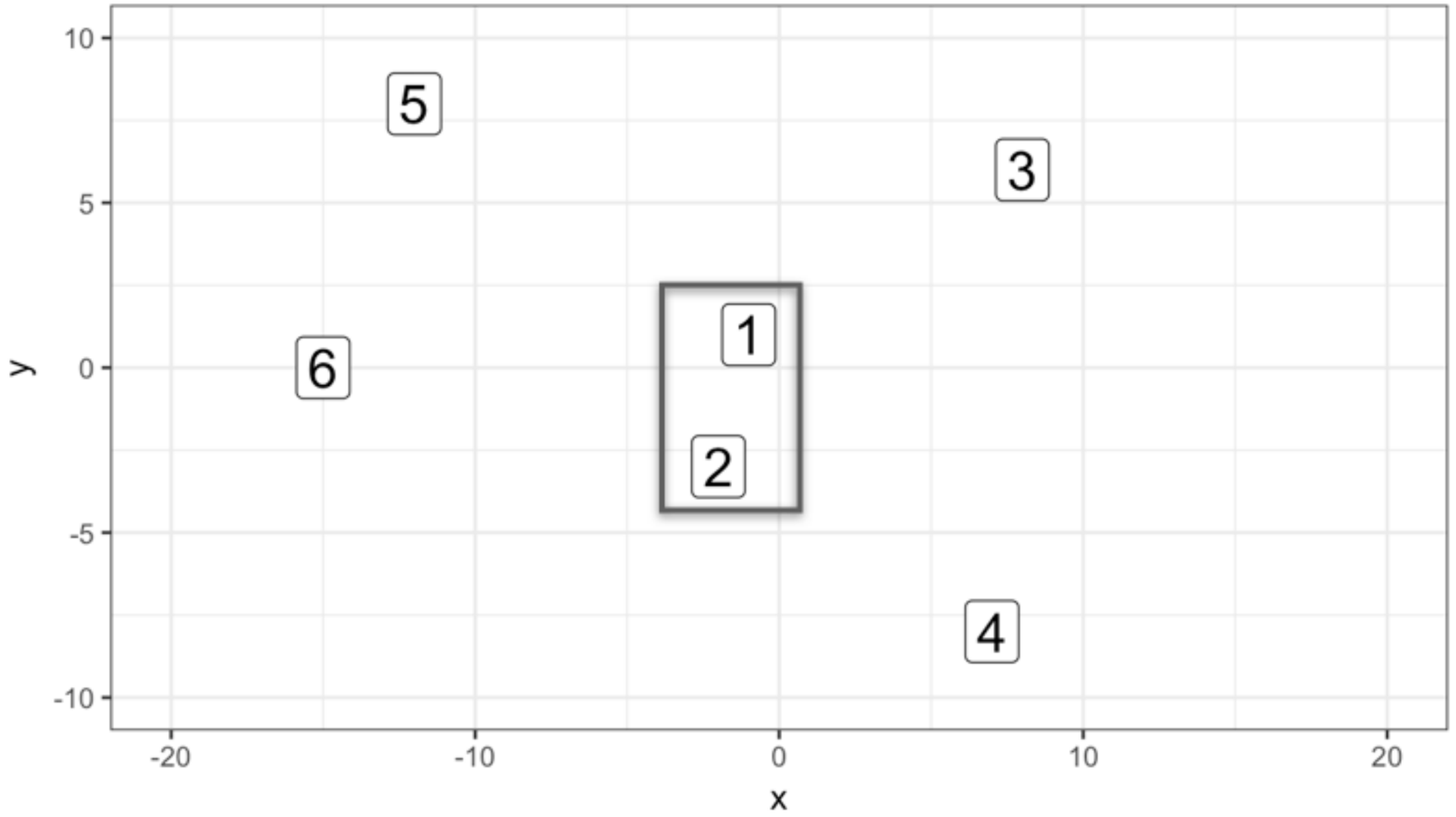
CLUSTER ANALYSIS IN R

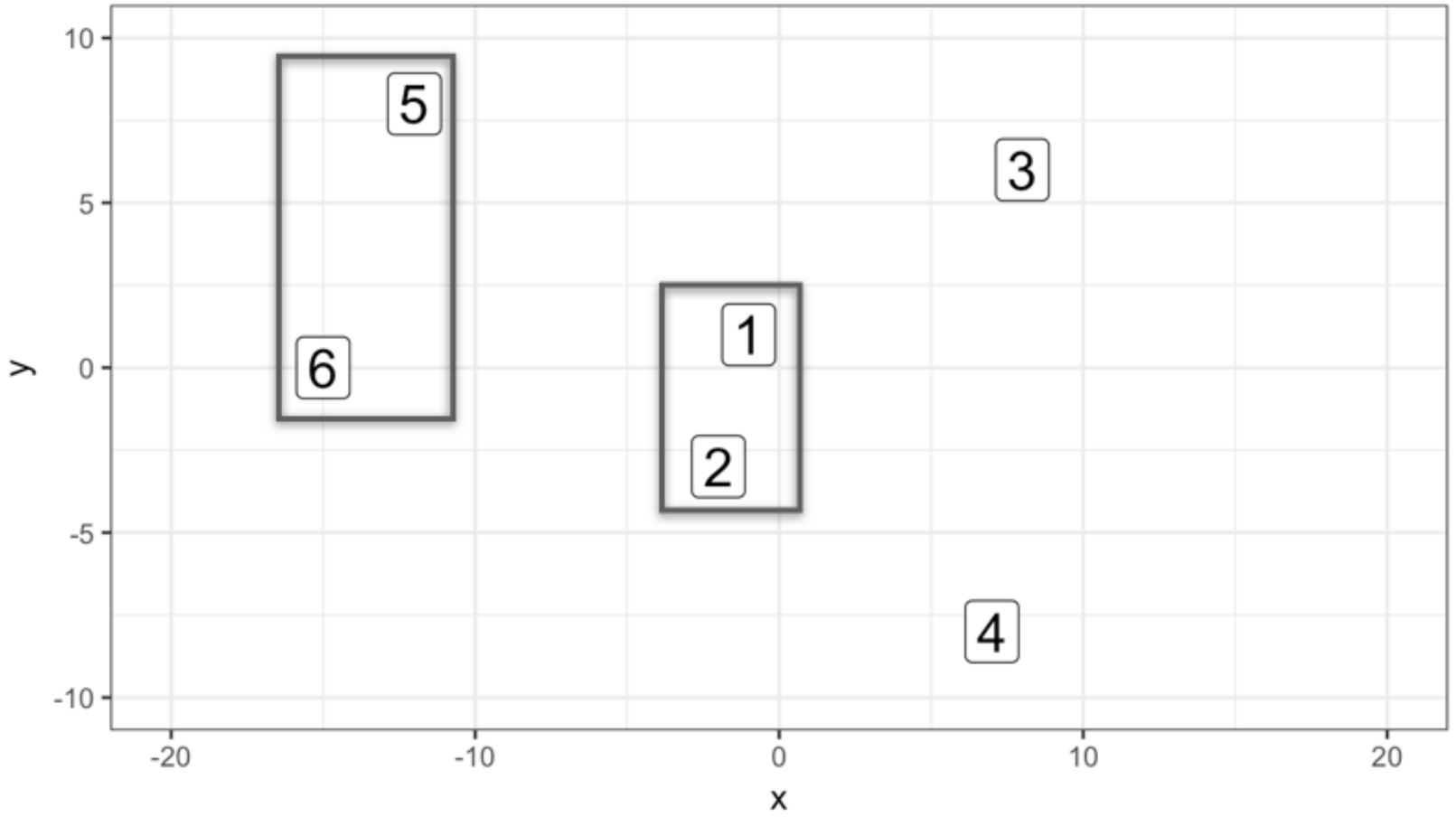
Dmitriy Gorenshteyn

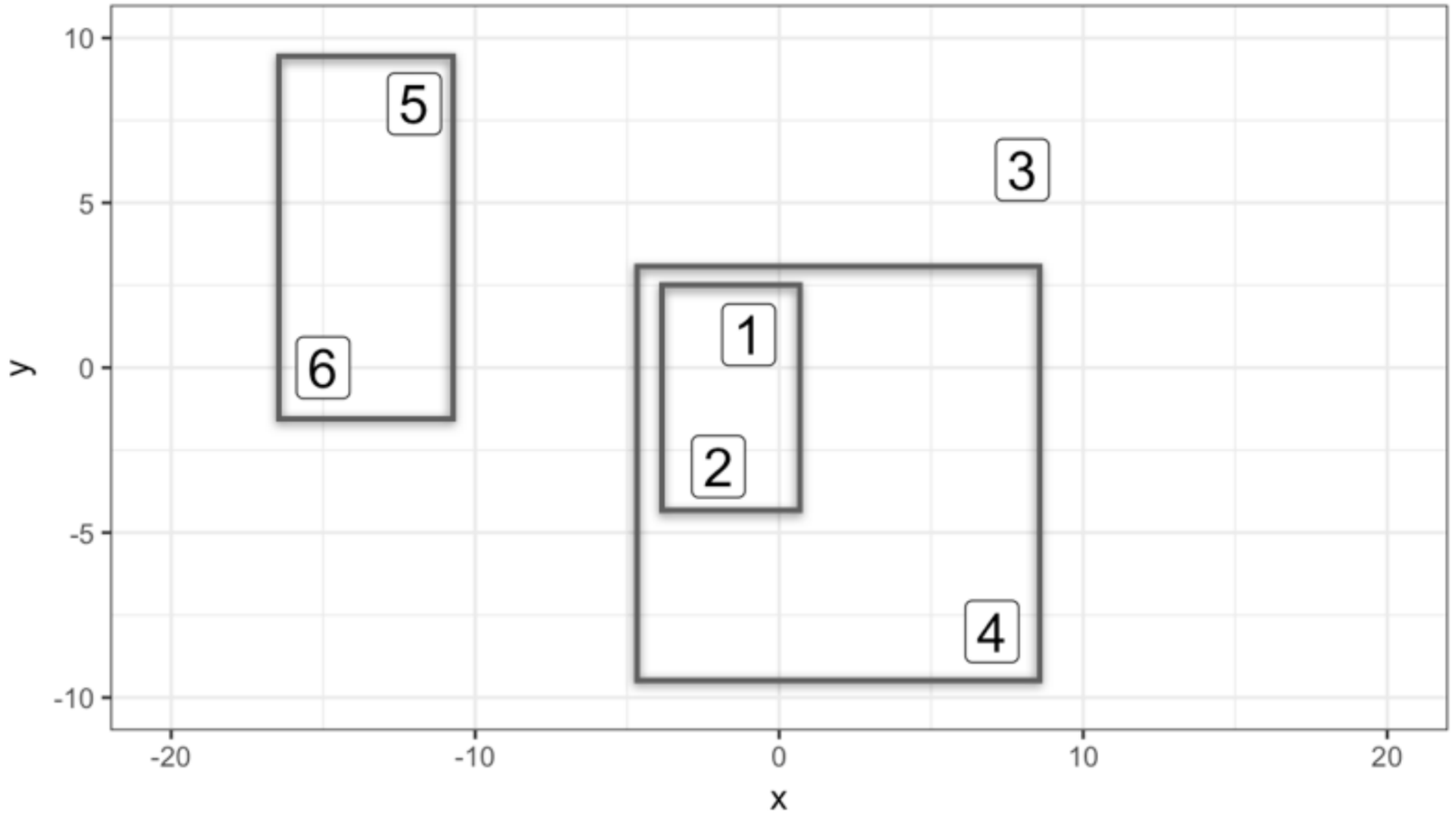
Lead Data Scientist, Memorial Sloan Kettering Cancer Center

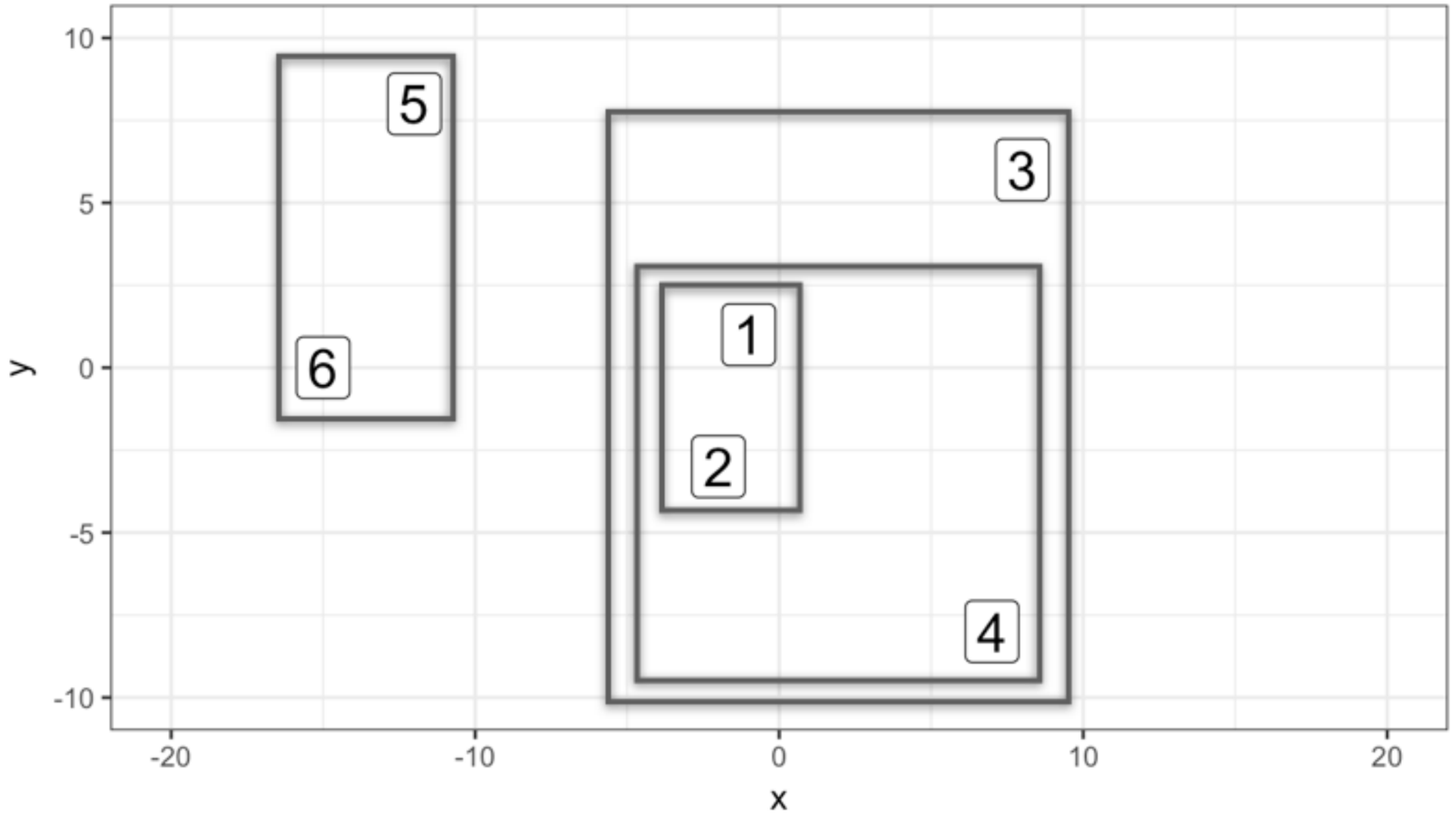
datacamp

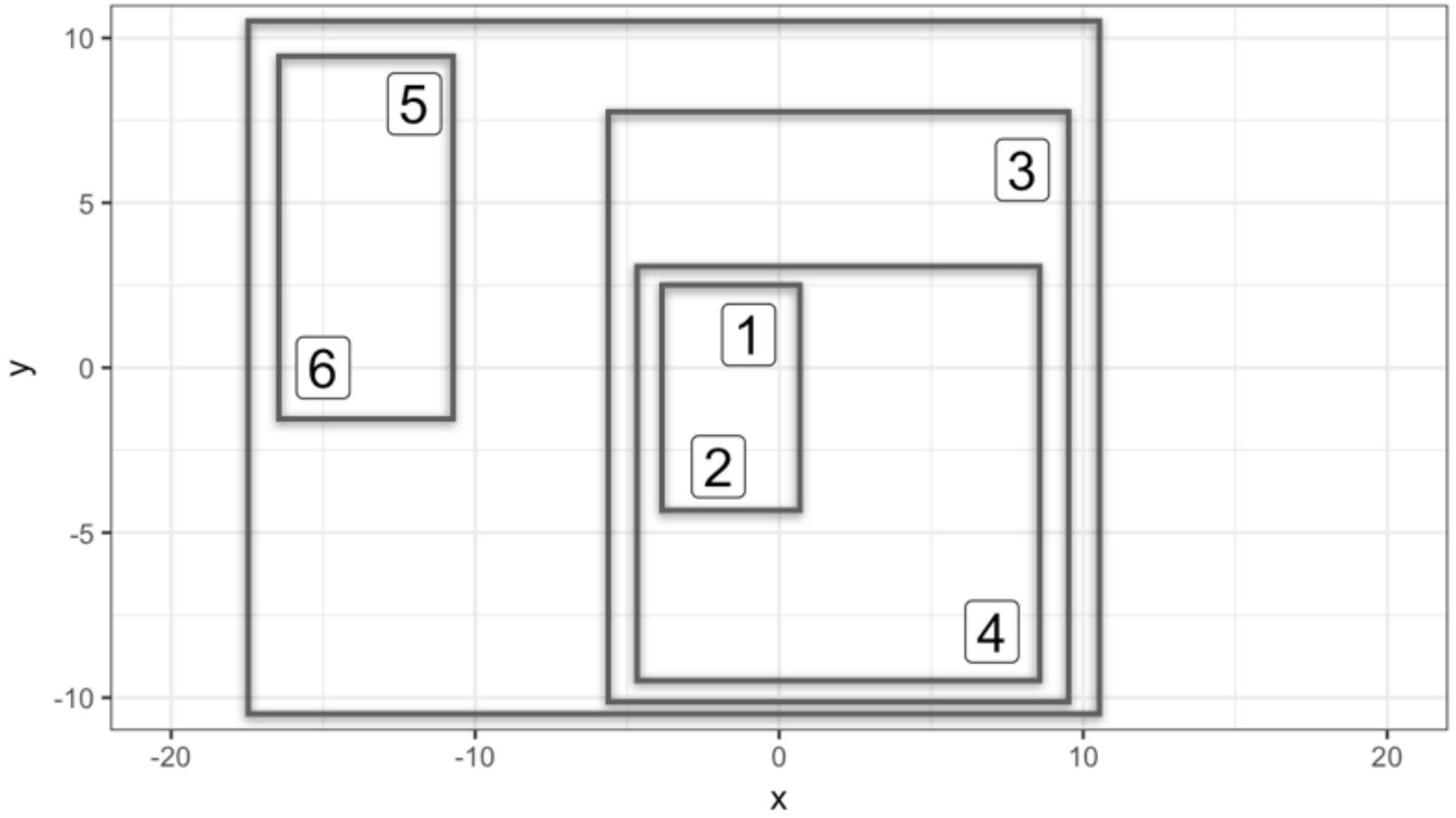

10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4

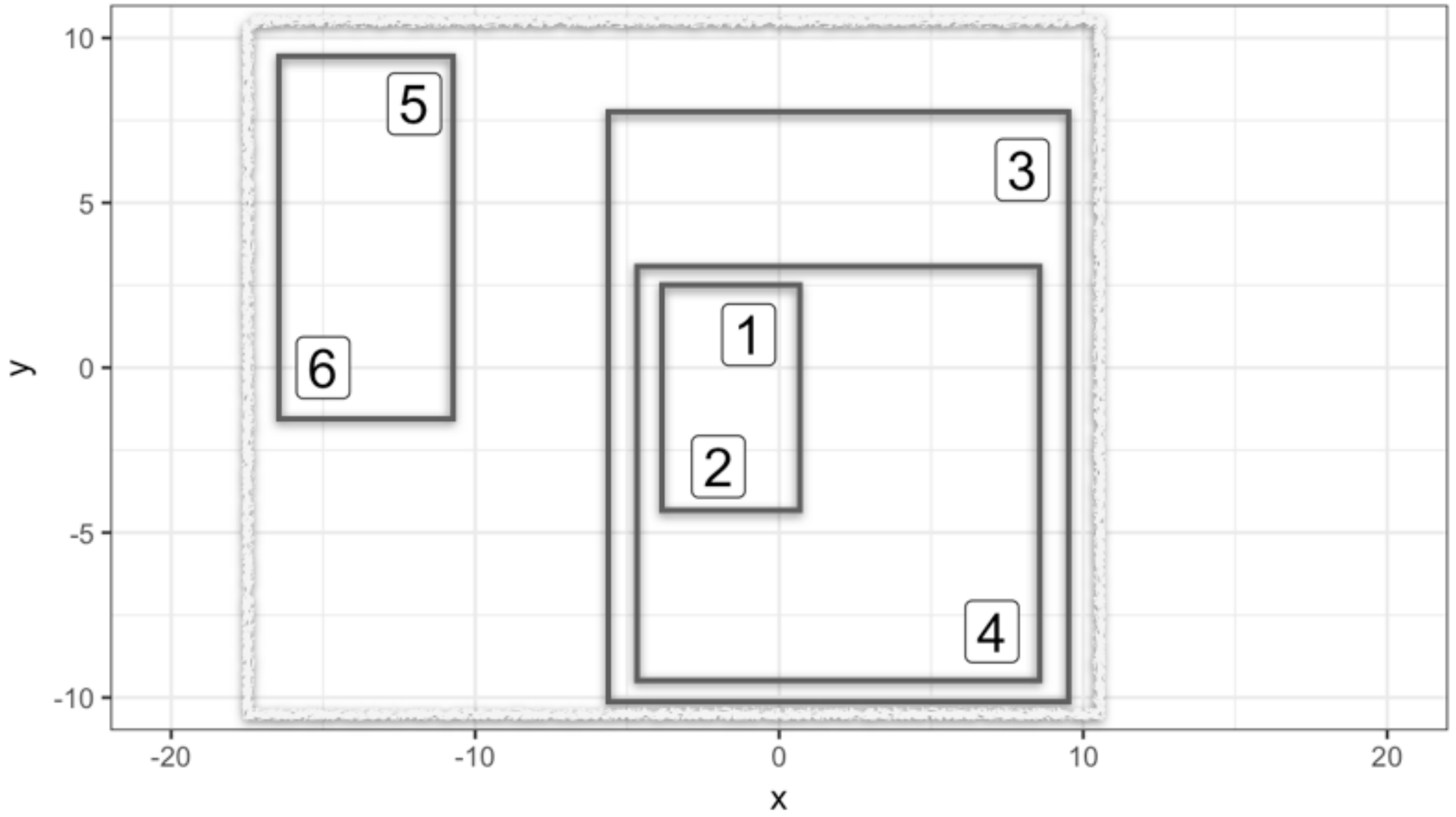

10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4

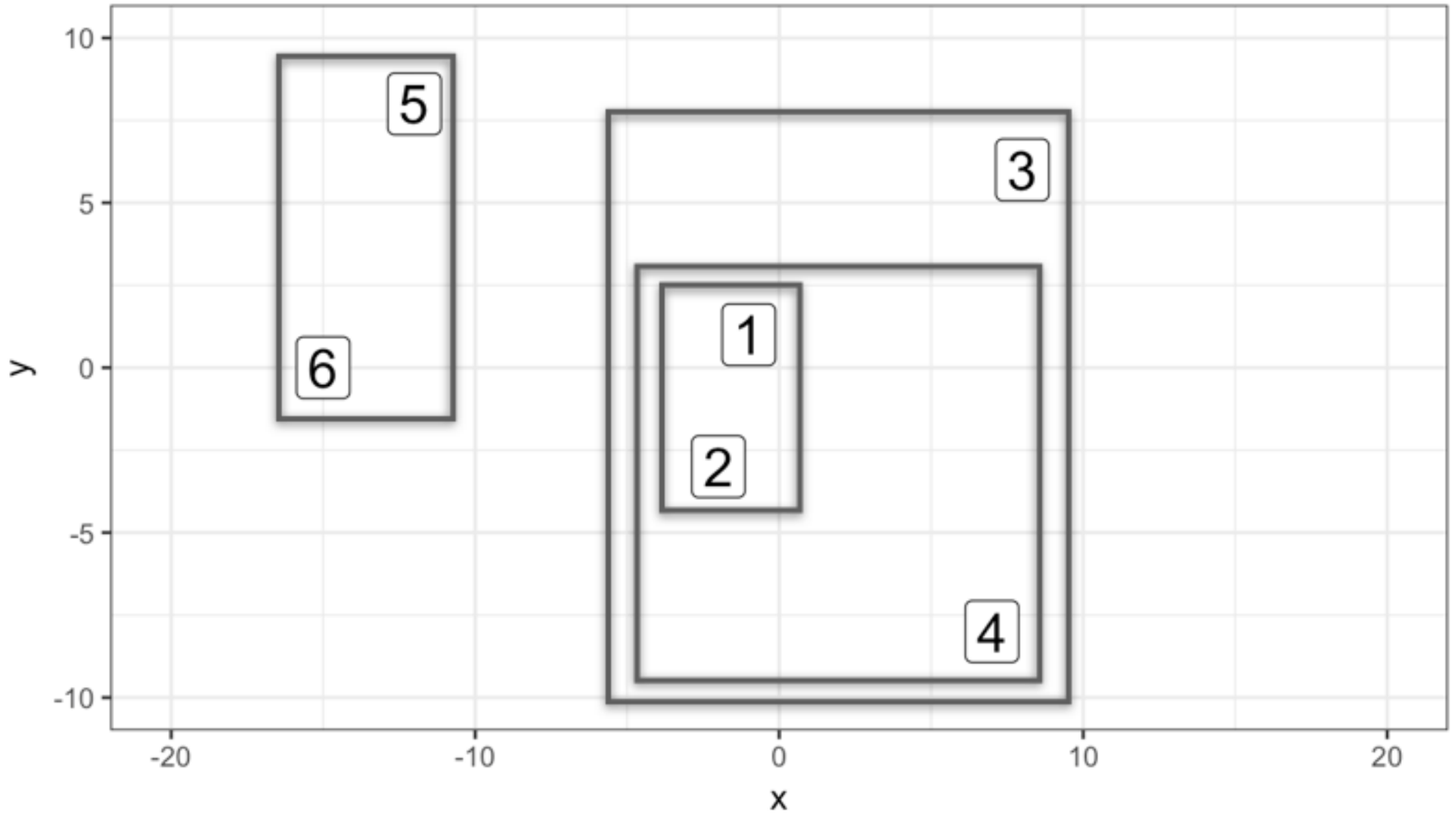

10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4

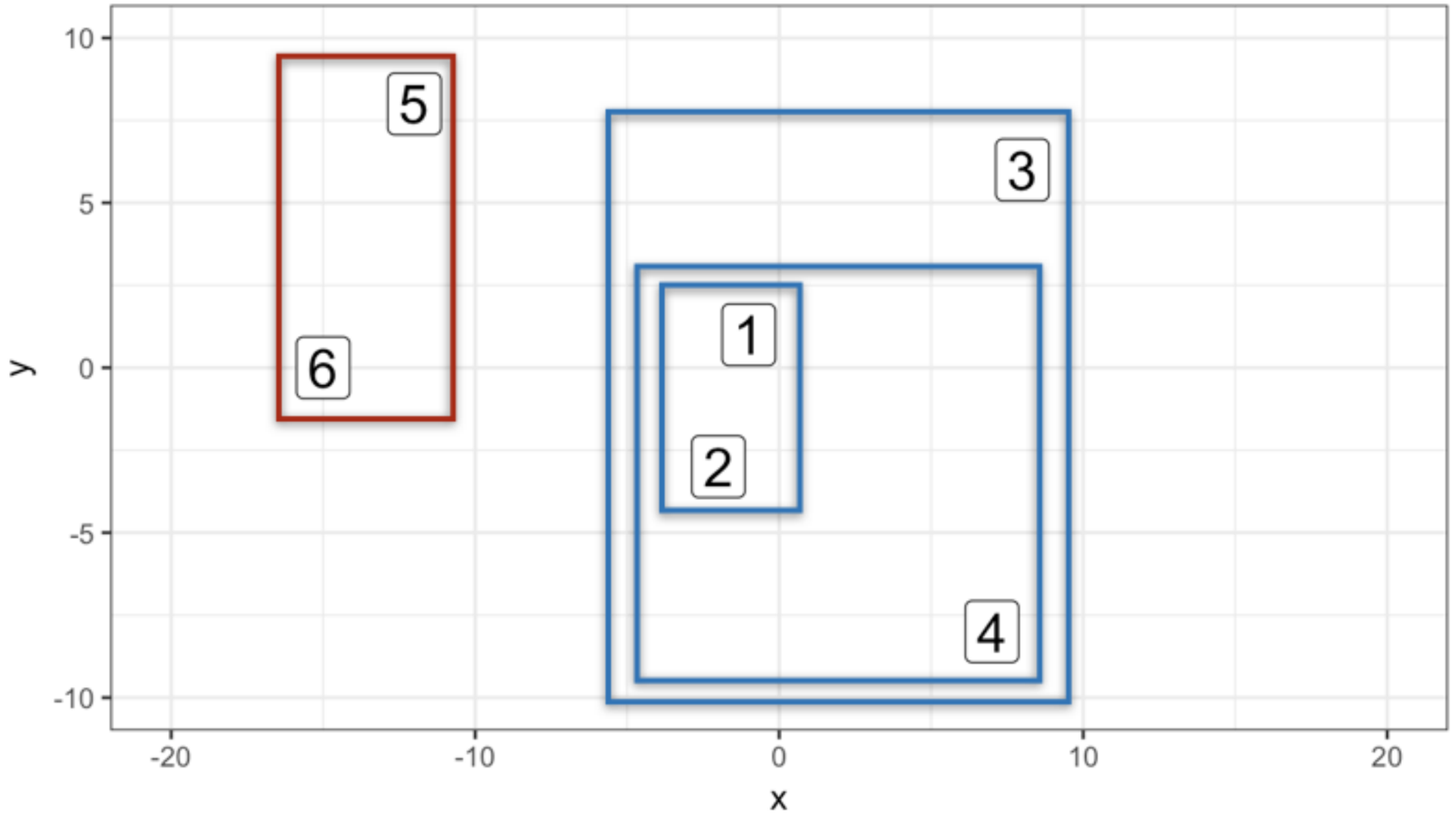

10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4

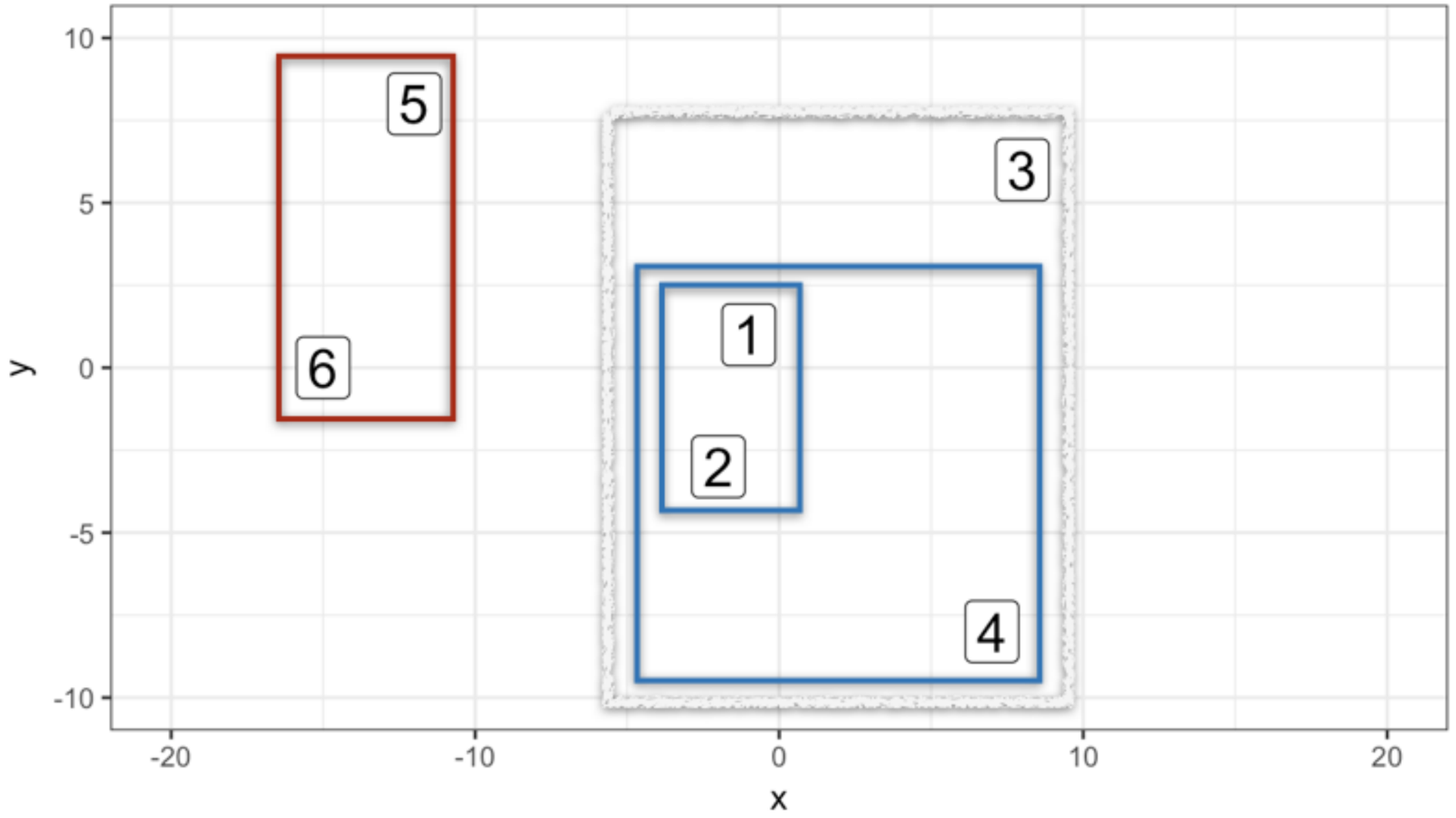

10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4

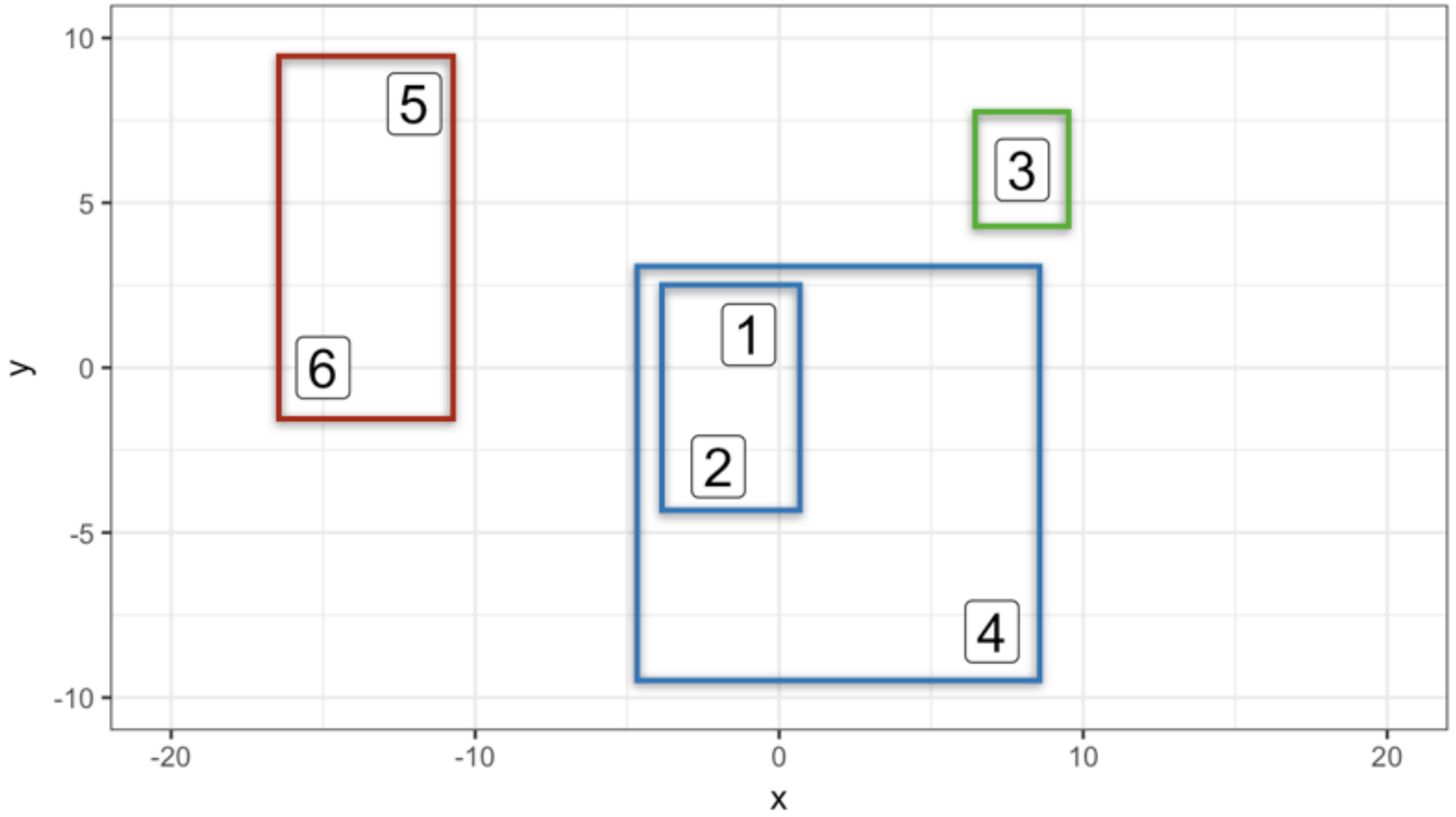

10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4


10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4


10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4


10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4


10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
6
3
1
2
4


10
5
0
-5
-10
y
-20
-10
0
10
20
x
5
3
1
6
2
4

Hierarchical clustering in R

```
print(players)
      x     y
   <dbl> <dbl>
1    -1     1
2    -2    -3
3     8     6
4     7    -8
5   -12     8
6   -15     0
dist_players <- dist(players, method = 'euclidean')
hc_players <- hclust(dist_players, method = 'complete')
```

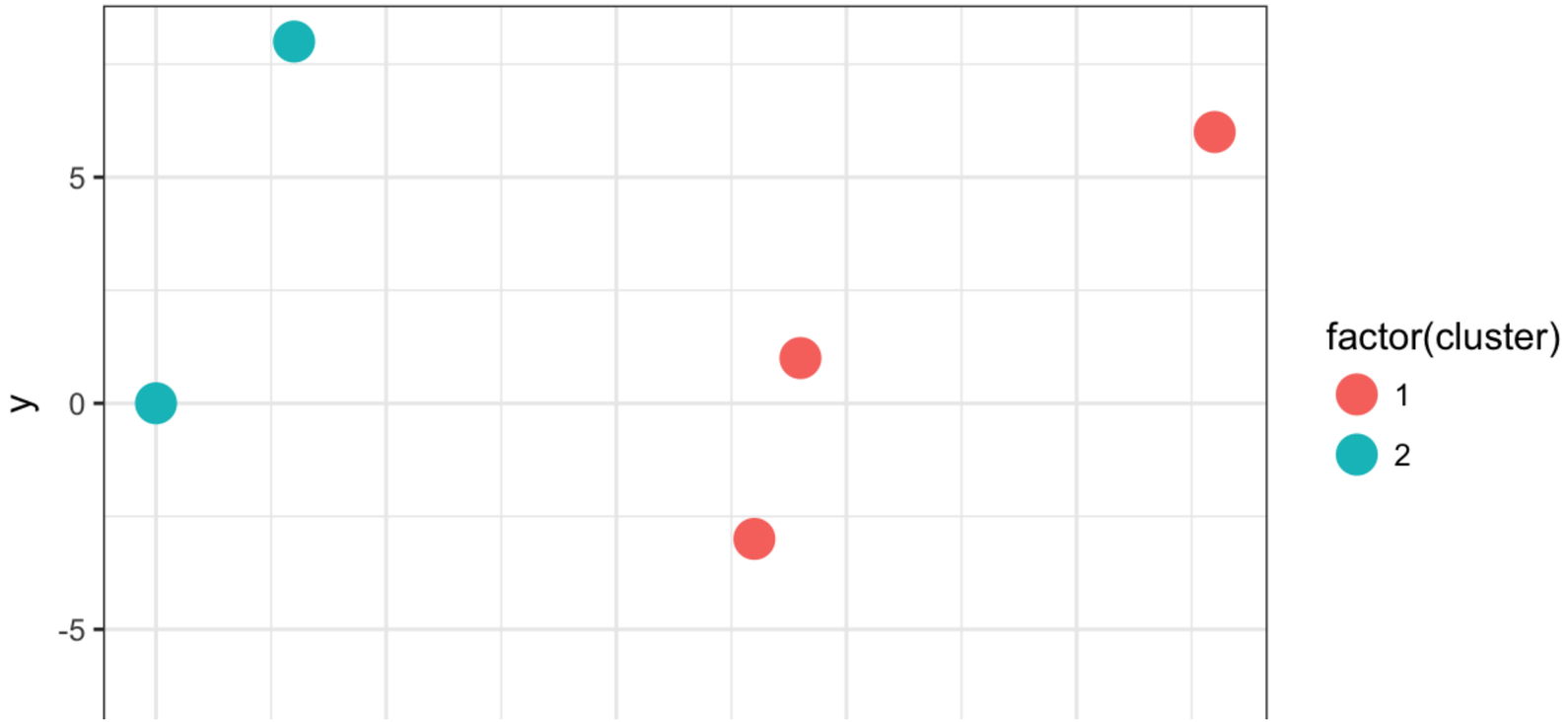
Extracting K clusters

```
cluster_assignments <- cutree(hc_players, k = 2)
print(cluster_assignments)
[1] 1 1 1 1 2 2
library(dplyr)
players_clustered <- mutate(players, cluster = cluster_assignments)

print(players_clustered)
      x     y cluster
  <dbl> <dbl>   <int>
1    -1     1       1
2    -2    -3       1
3     8     6       1
4     7    -8       1
5   -12     8       2
6   -15     0       2
```

Visualizing K Clusters

```
library(ggplot2)
ggplot(players_clustered, aes(x = x, y = y, color = factc
  geom_point()
```



Let's practice!

CLUSTER ANALYSIS IN R

datacamp

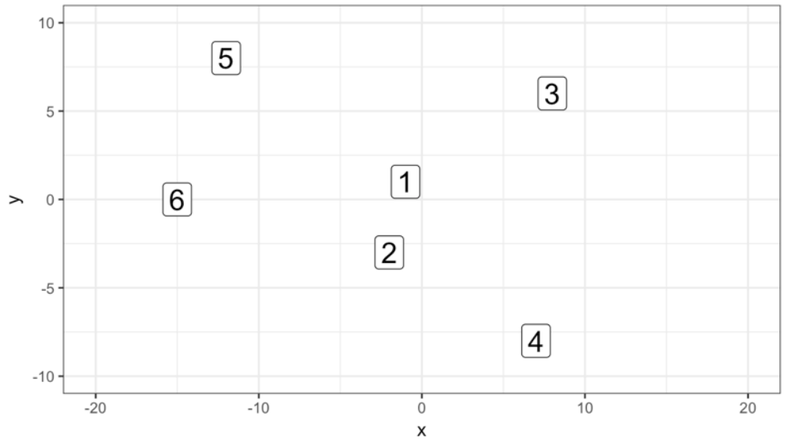
Visualizing the dendrogram

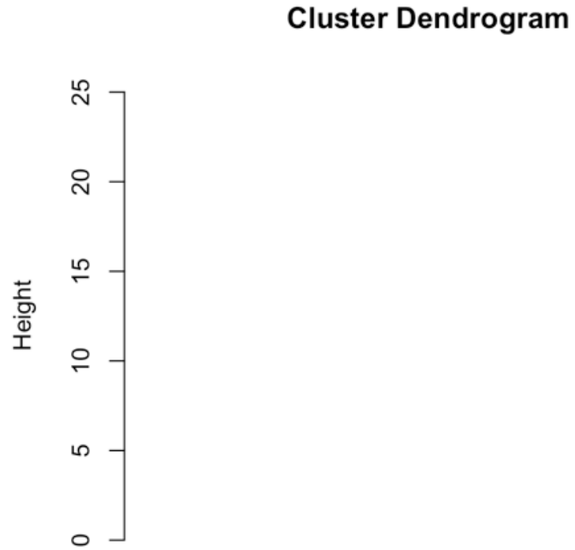
CLUSTER ANALYSIS IN R

Dmitriy Gorenshteyn
Lead Data Scientist, Memorial Sloan Kettering Cancer Center

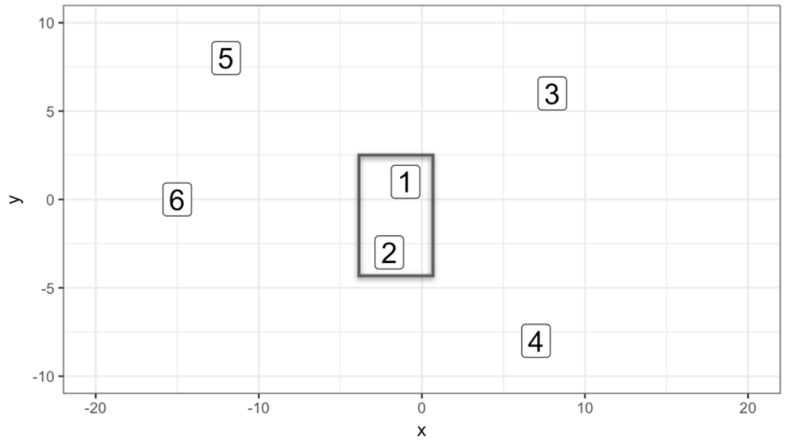
datacamp

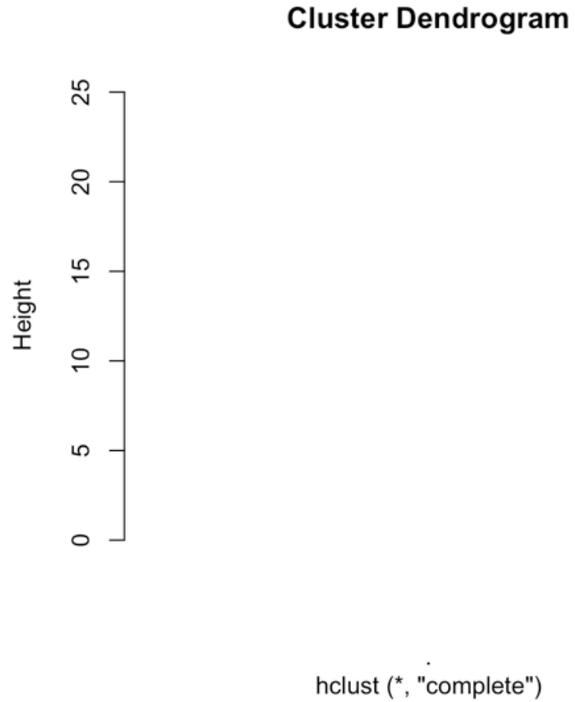
Building the dendrogram



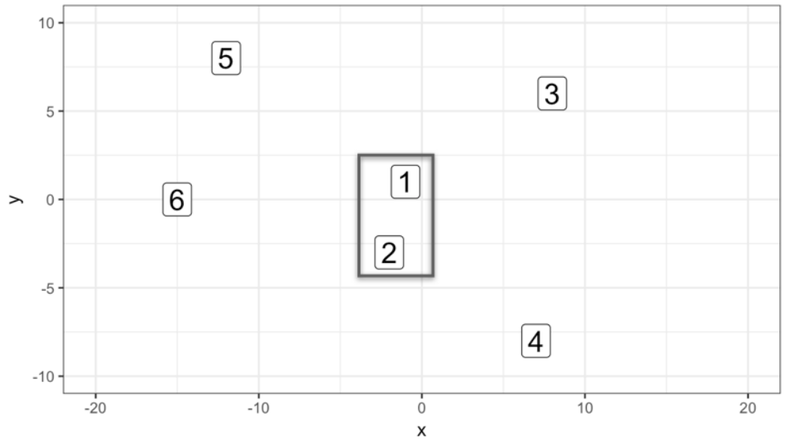


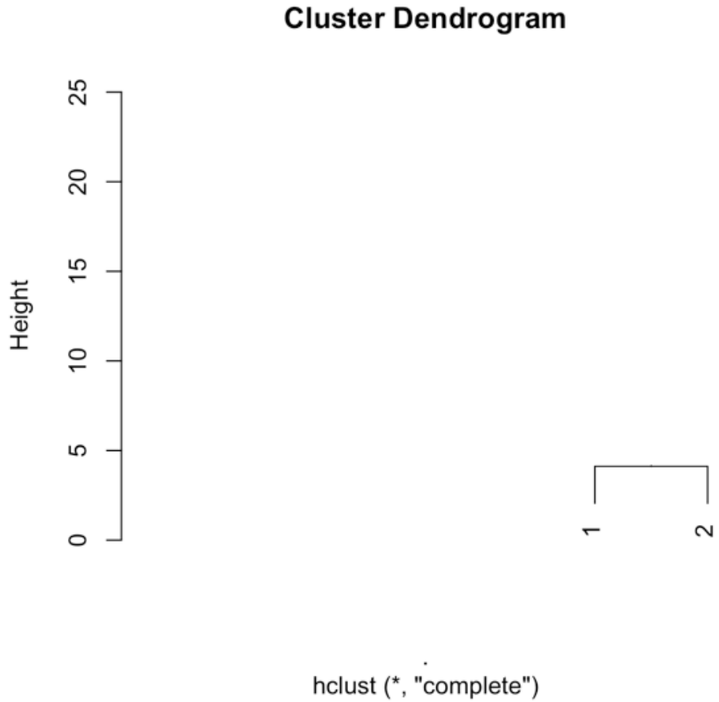
Building the dendrogram



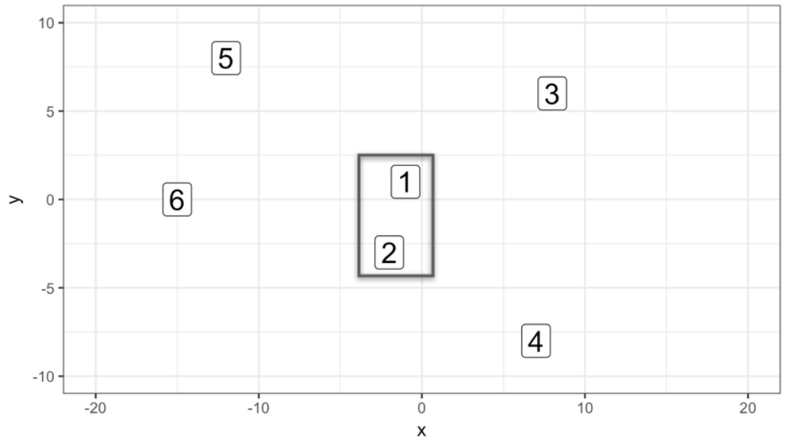


Building the dendrogram

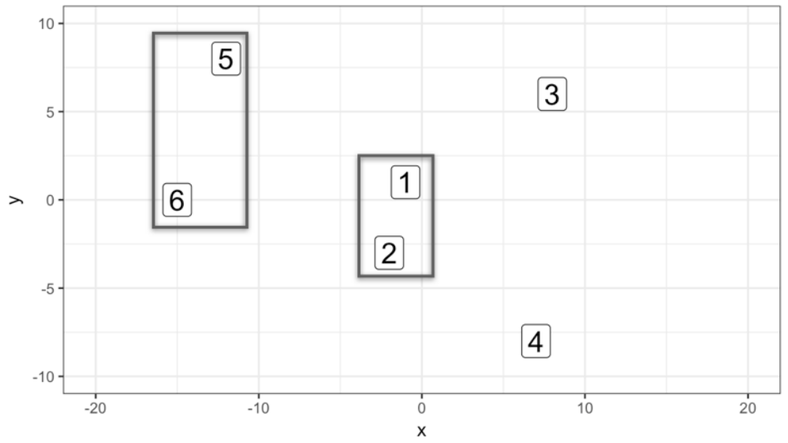


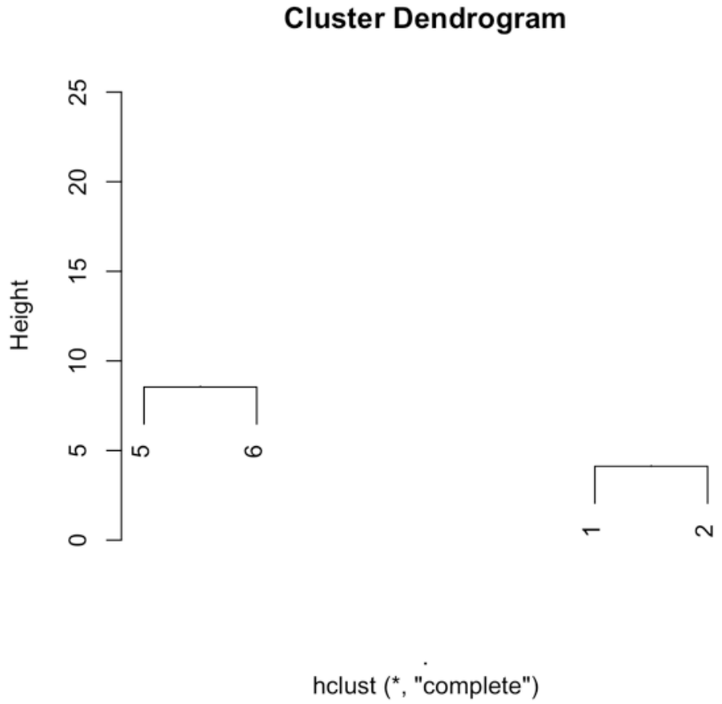


Building the dendrogram

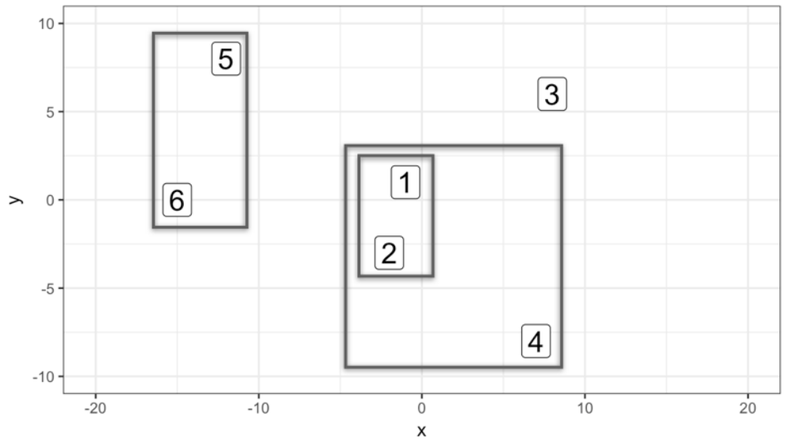


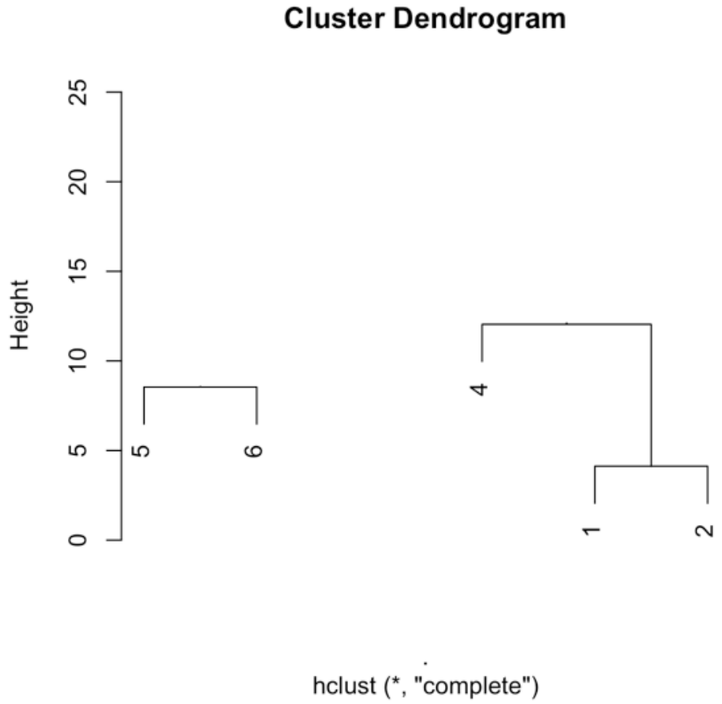
Building the dendrogram



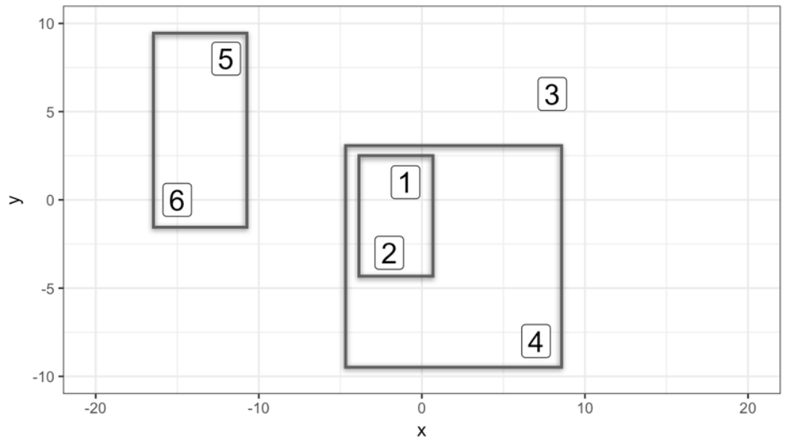


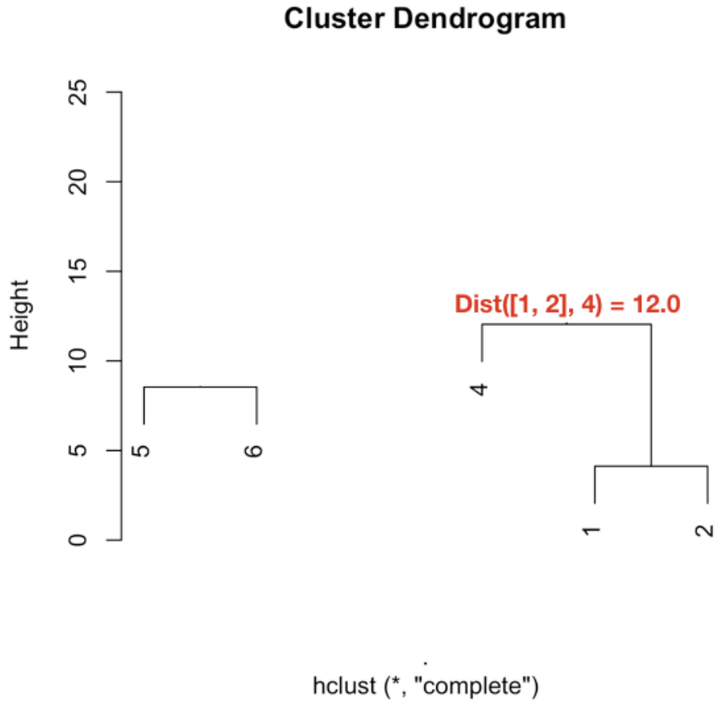
Building the dendrogram



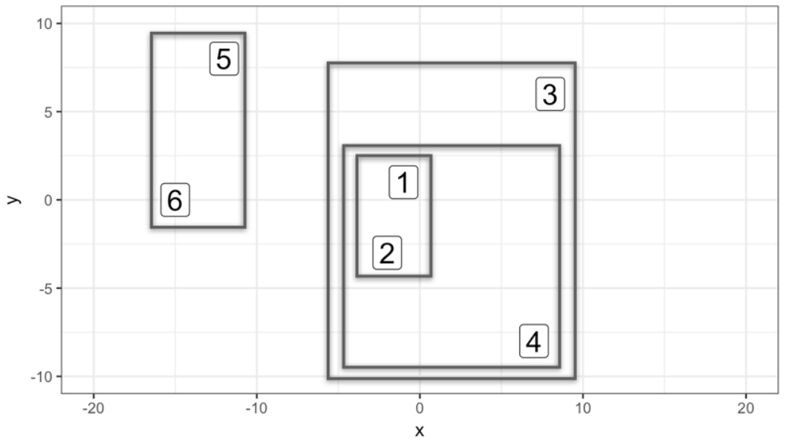


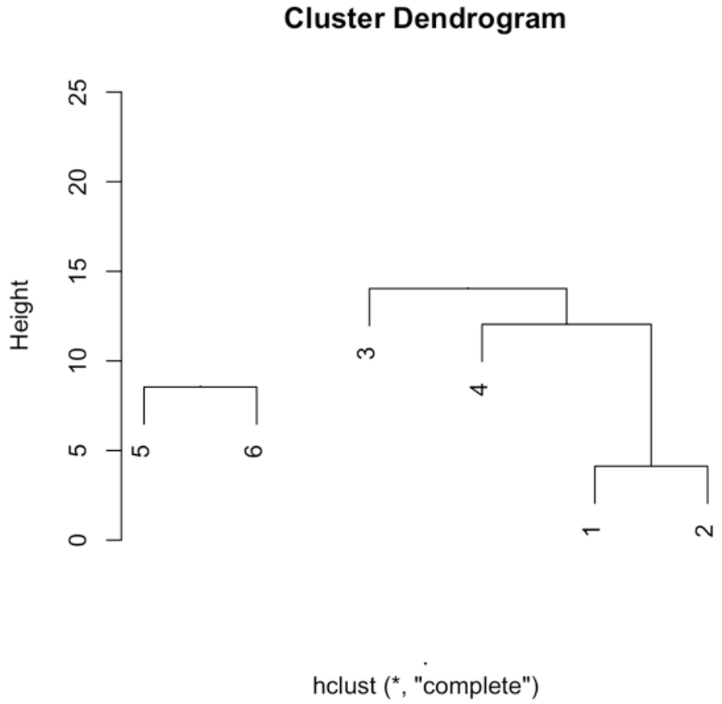
Building the dendrogram



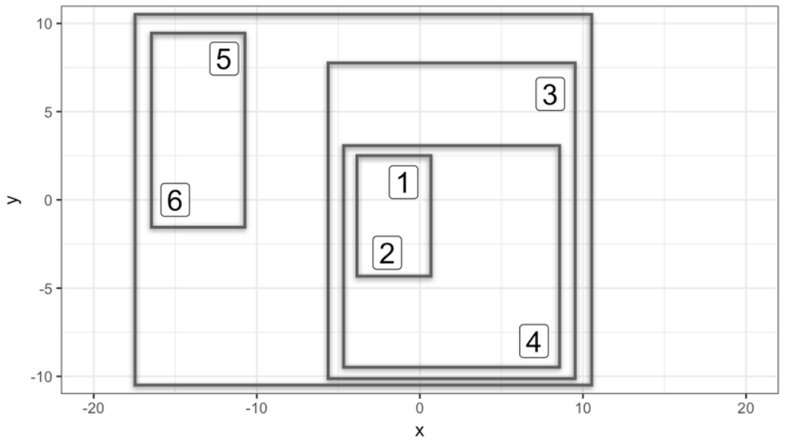


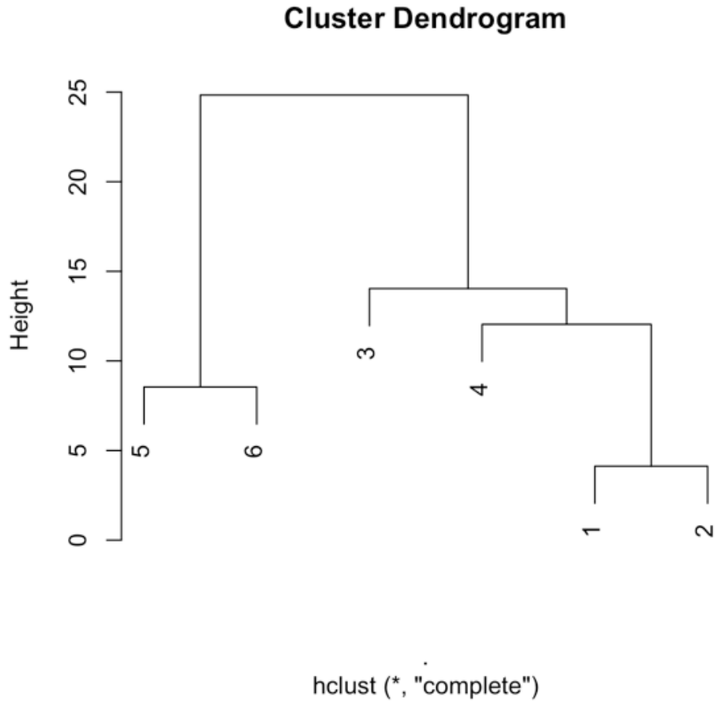
Building the dendrogram





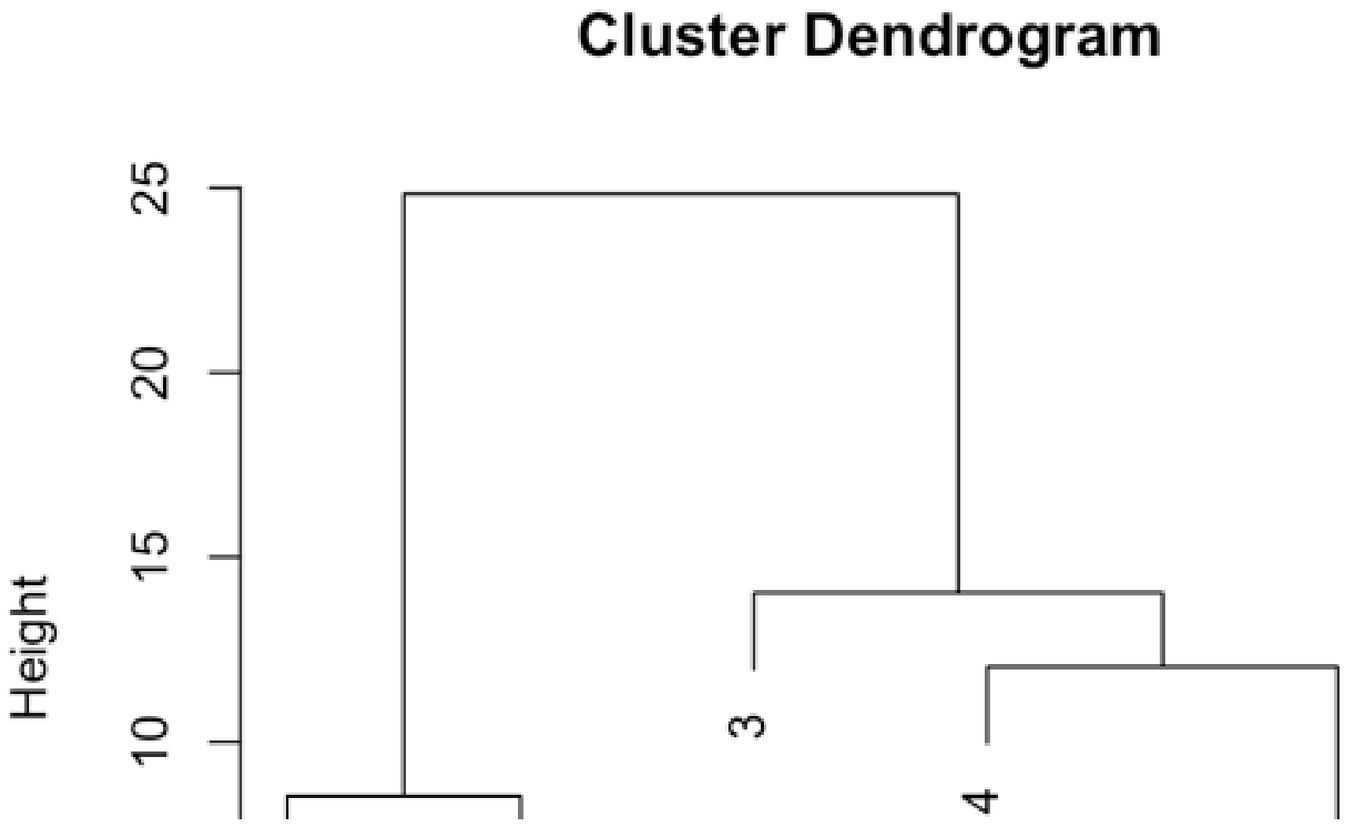
Building the dendrogram





Plotting the dendrogram

```
plot(hc_players)
```



Let's practice!

CLUSTER ANALYSIS IN R

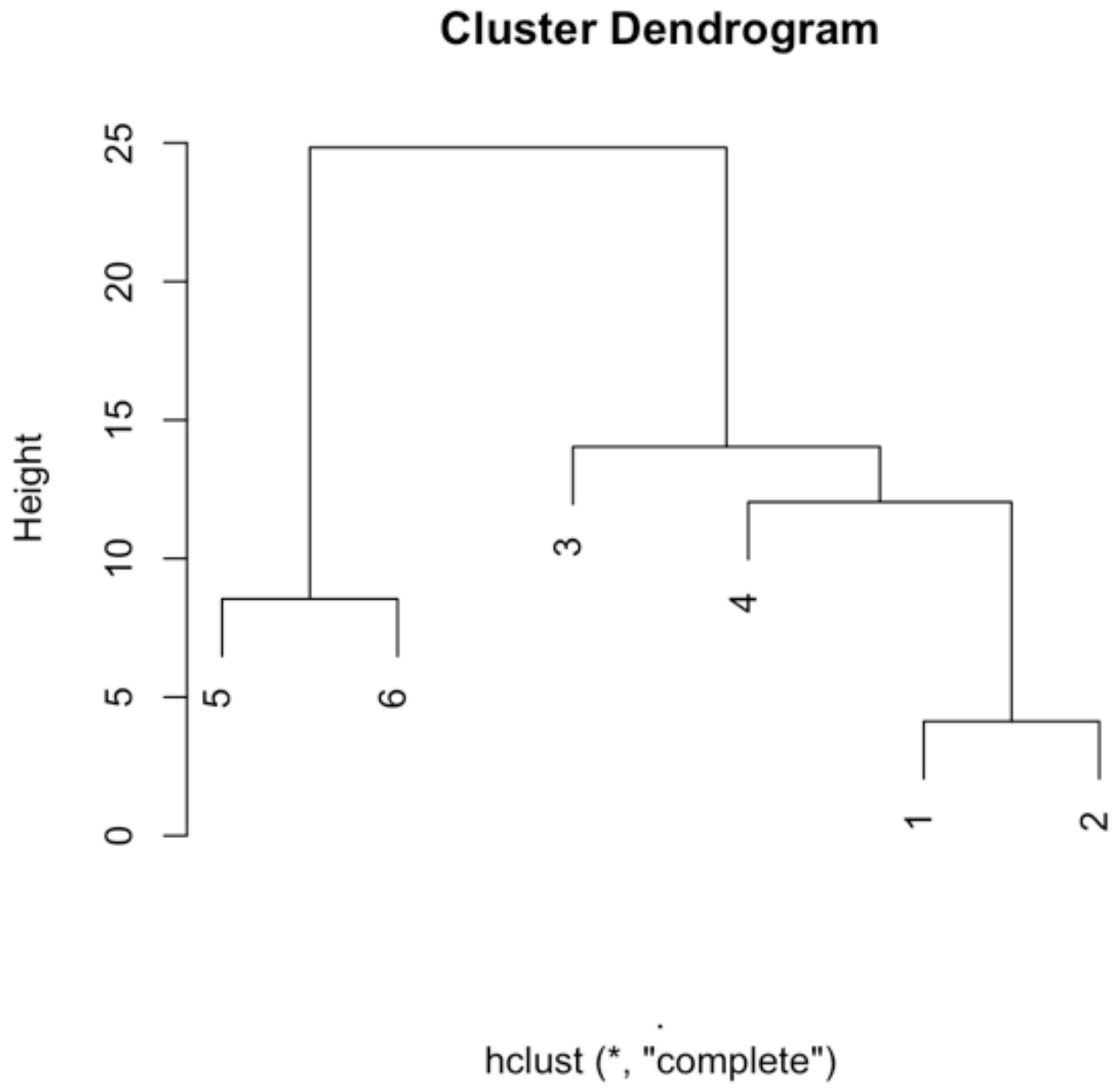
datacamp

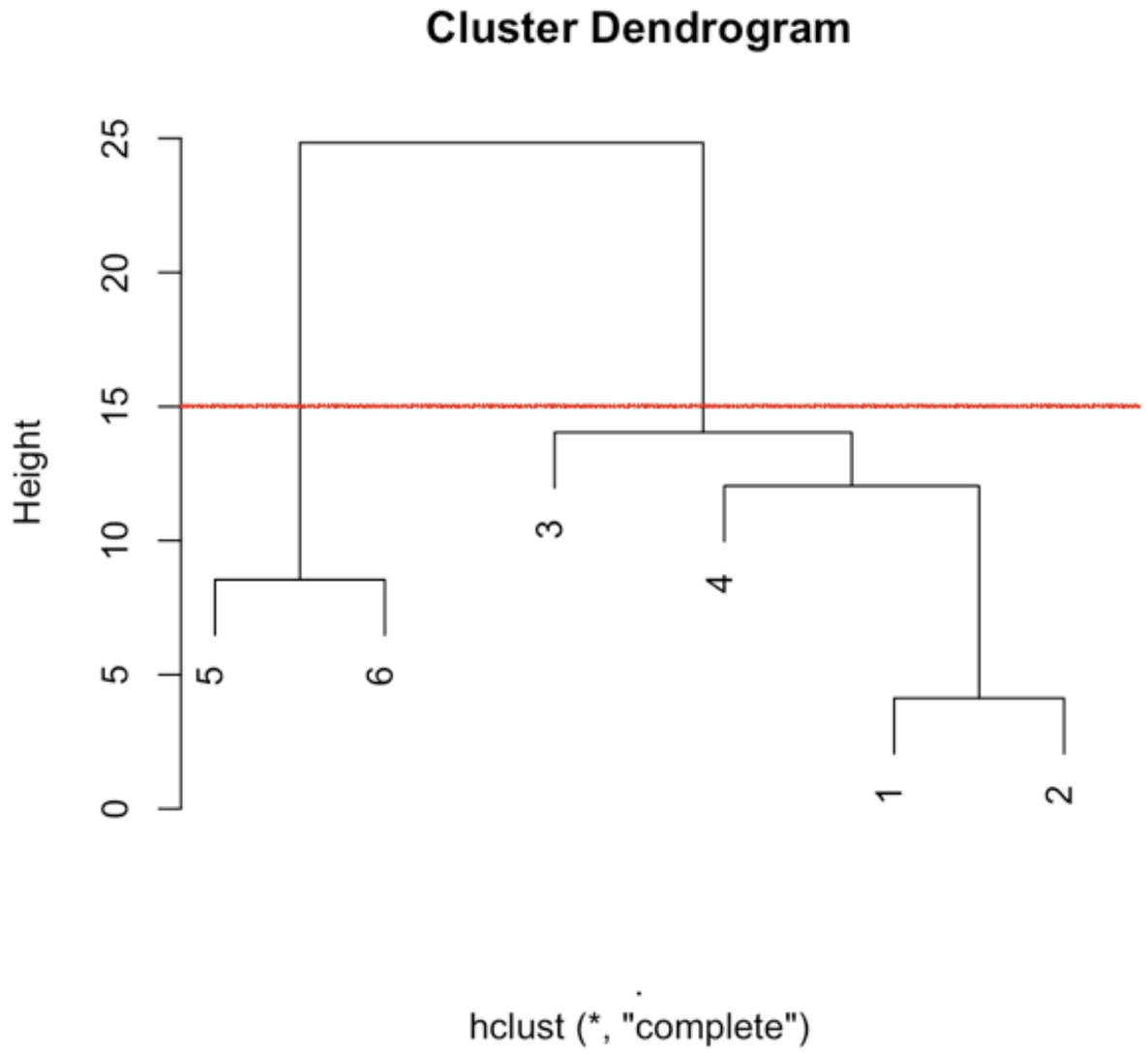
Cutting the tree

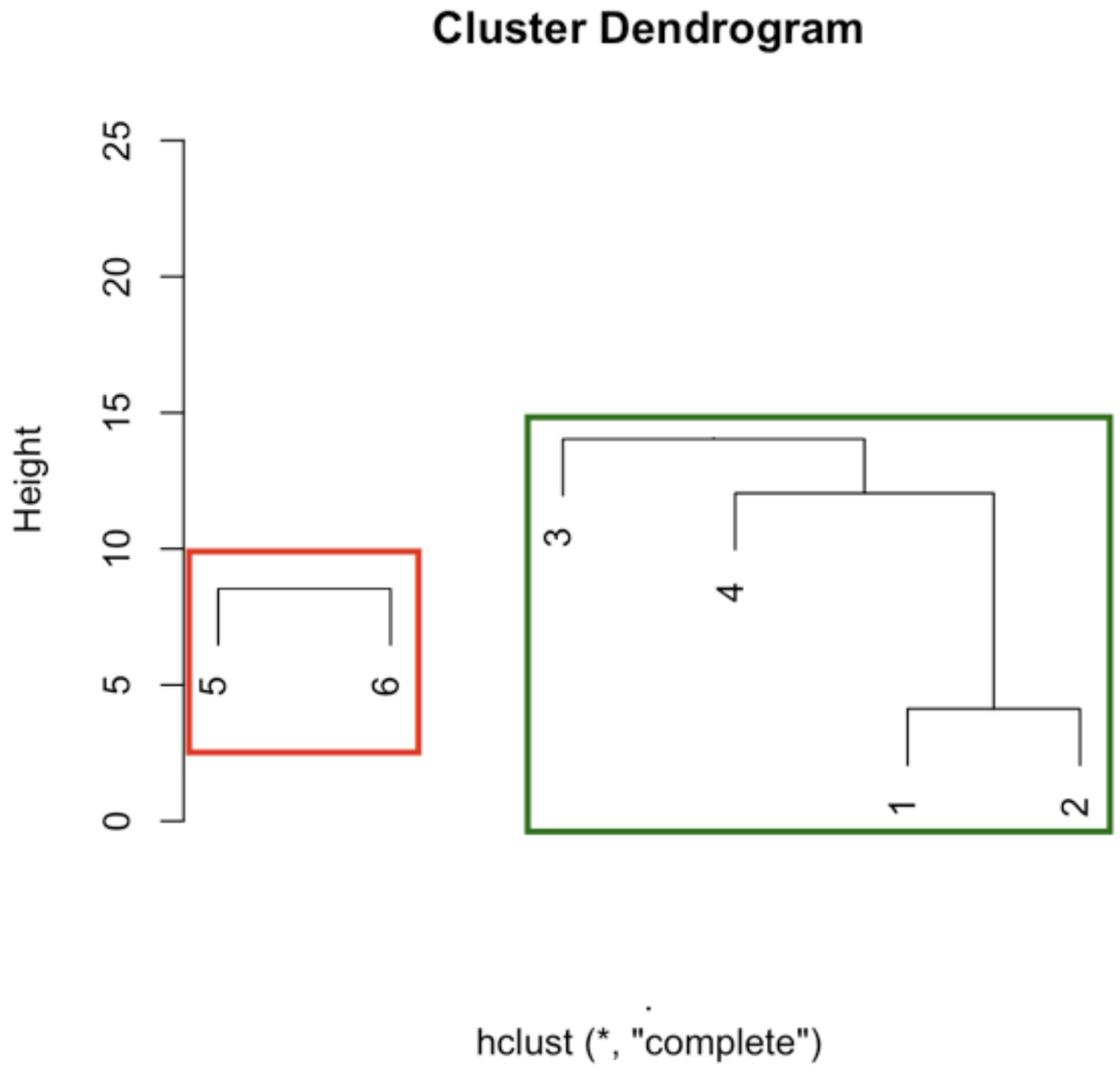
CLUSTER ANALYSIS IN R

Dmitriy Gorenshteyn
Lead Data Scientist, Memorial Sloan Kettering Cancer Center

datacamp

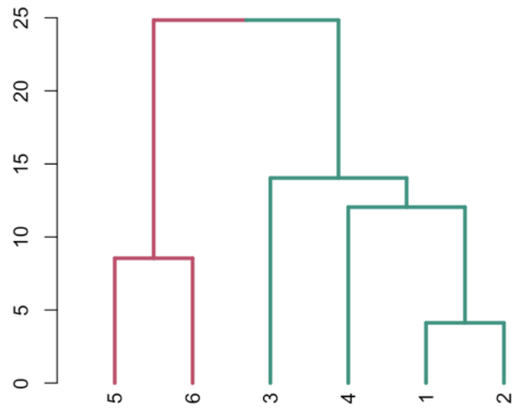

Cluster Dendrogram
Height
0
5
10
15
20
25
5
6
3
4
1
2
hclust (*, "complete")


Cluster Dendrogram
Height
0
5
10
15
20
25
5
6
3
4
1
2
hclust (*, "complete")


Cluster Dendrogram
Height
0
5
10
15
20
25
5
6
3
4
1
2
hclust (*, "complete")

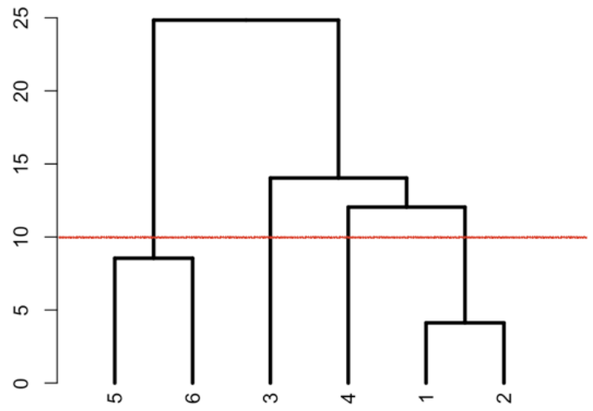
Coloring the dendrogram - height

```
library(dendextend)
dend_players <- as.dendrogram(hc_players)
dend_colored <- color_branches(dend_players, h = 15)
plot(dend_colored)
```



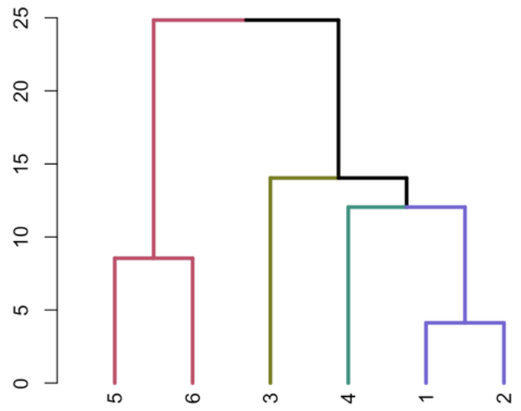
Coloring the dendrogram - height

```
library(dendextend)
dend_players <- as.dendrogram(hc_players)
dend_colored <- color_branches(dend_players, h = 15)
plot(dend_colored)
```



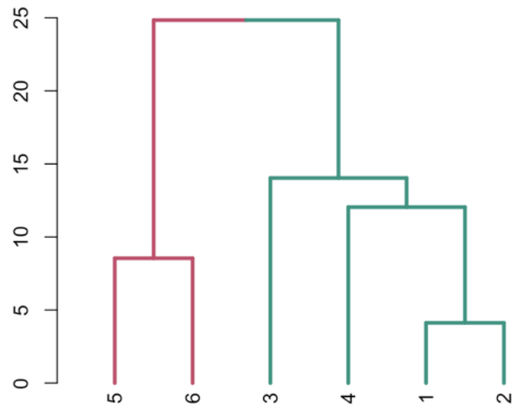
Coloring the dendrogram - height

```
library(dendextend)
dend_players <- as.dendrogram(hc_players)
dend_colored <- color_branches(dend_players, h = 10)
plot(dend_colored)
```



Coloring the dendrogram - K

```
library(dendextend)
dend_players <- as.dendrogram(hc_players)
dend_colored <- color_branches(dend_players, k = 2)
plot(dend_colored)
```



cutree() using height

```
cluster_assignments <- cutree(hc_players, h = 15)
print(cluster_assignments)
[1] 1 1 1 1 2 2
library(dplyr)
players_clustered <- mutate(players, cluster = cluster_assignments)

print(players_clustered)
      x     y cluster
  <dbl> <dbl>   <int>
1    -1     1       1
2    -2    -3       1
3     8     6       1
4     7    -8       1
5   -12     8       2
6   -15     0       2
```

Let's practice!

CLUSTER ANALYSIS IN R

datacamp

Making sense of the clusters

CLUSTER ANALYSIS IN R

Dmitriy Gorenshteyn
Lead Data Scientist, Memorial Sloan Kettering Cancer Center

datacamp

Wholesale dataset

- 45 observations
- 3 features:
  - Milk Spending
  - Grocery Spending
  - Frozen Food Spending

Wholesale dataset

```
print(customers_spend)
    Milk Grocery Frozen
1  11103   12469    902
2   2013    6550    909
3   1897    5234    417
4   1304    3643   3045
5   3199    6986   1455
...  ...     ...    ...
```

Exploring more than 2 dimensions

- Plot 2 dimensions at a time
- Visualize using PCA
- Summary statistics by feature

Segment the customers

CLUSTER ANALYSIS IN R

datacamp