Multidimensional Clustering of Web Analytics Data

Lightning Talk for European R Users Meeting
14/10/2016

Alexander Kruse – Data Analyst

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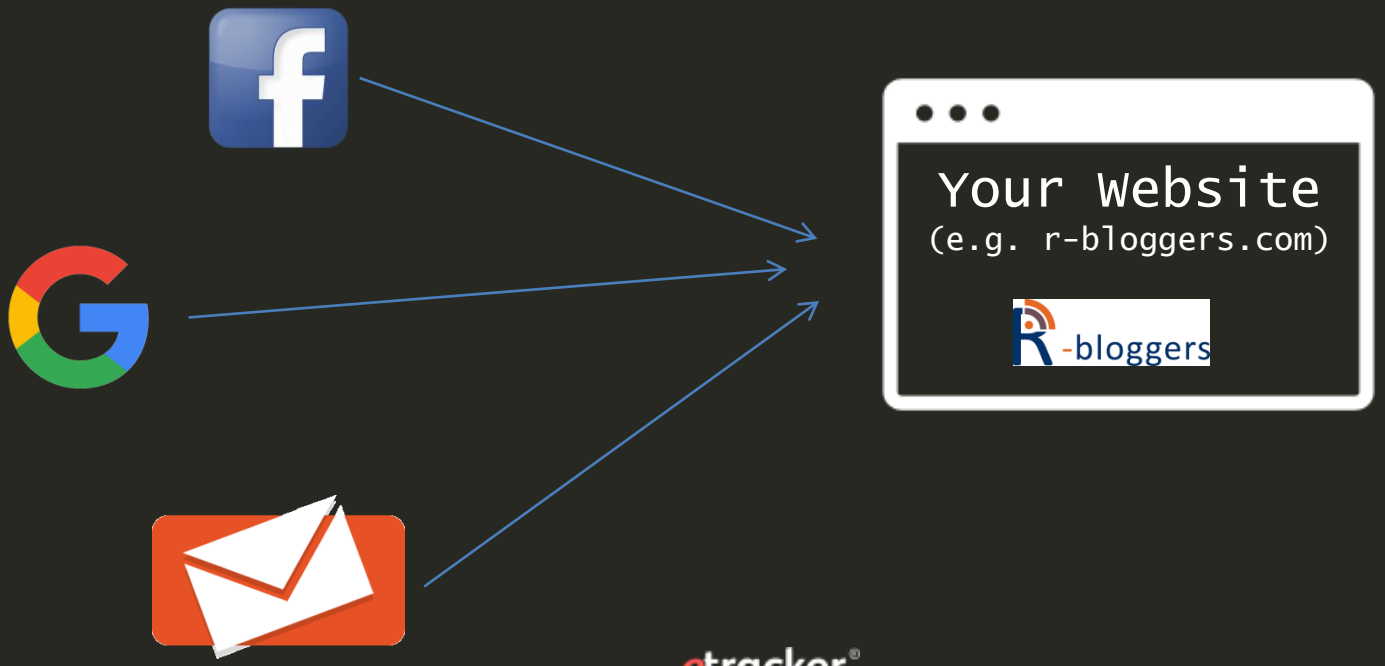

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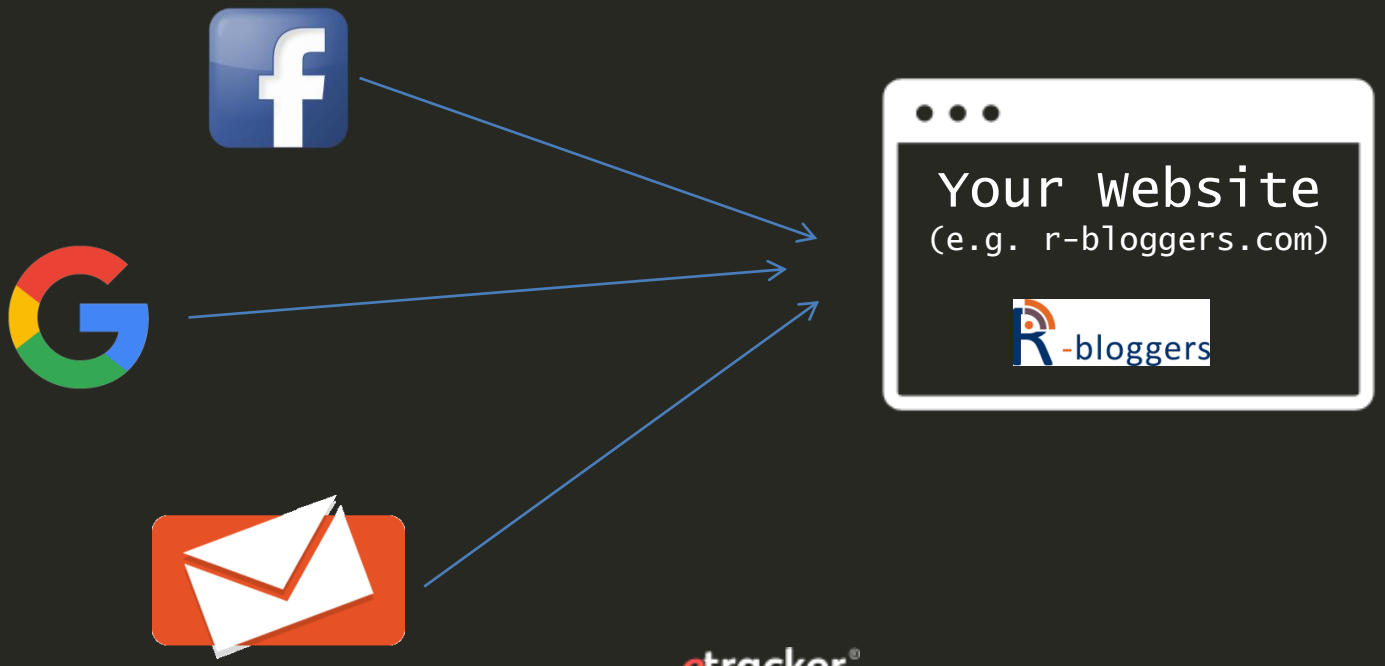

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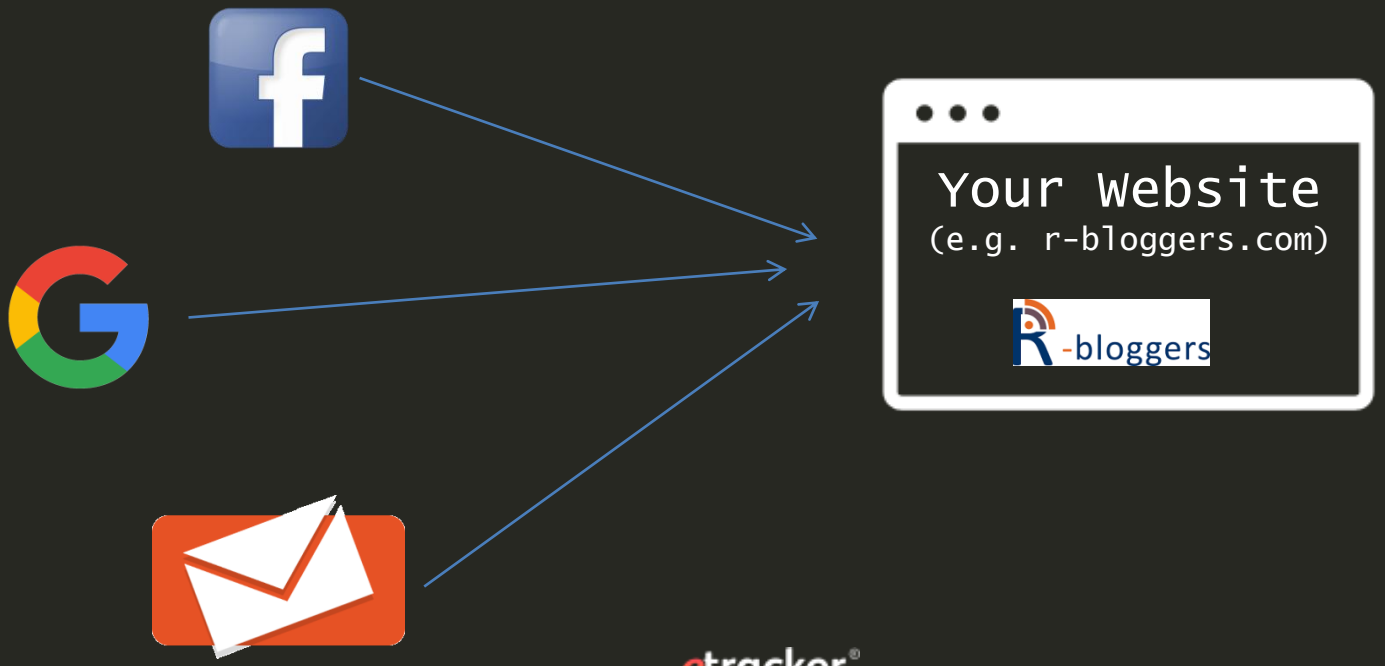

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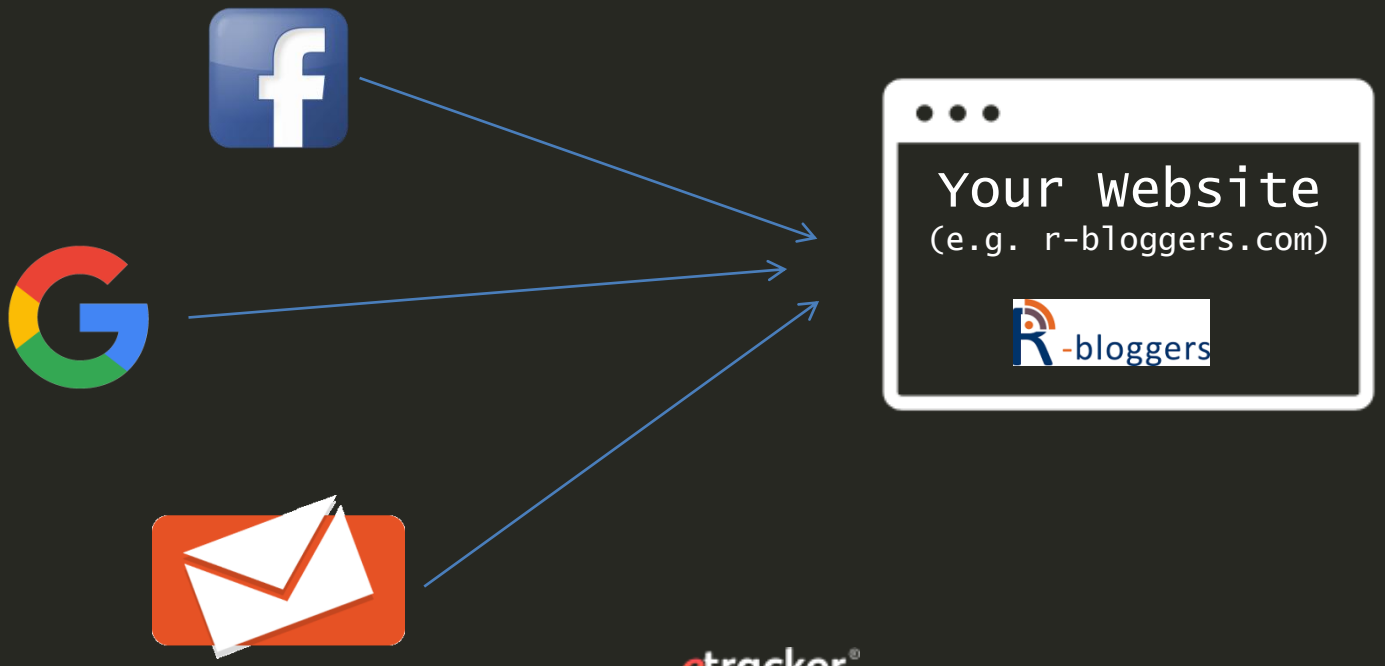
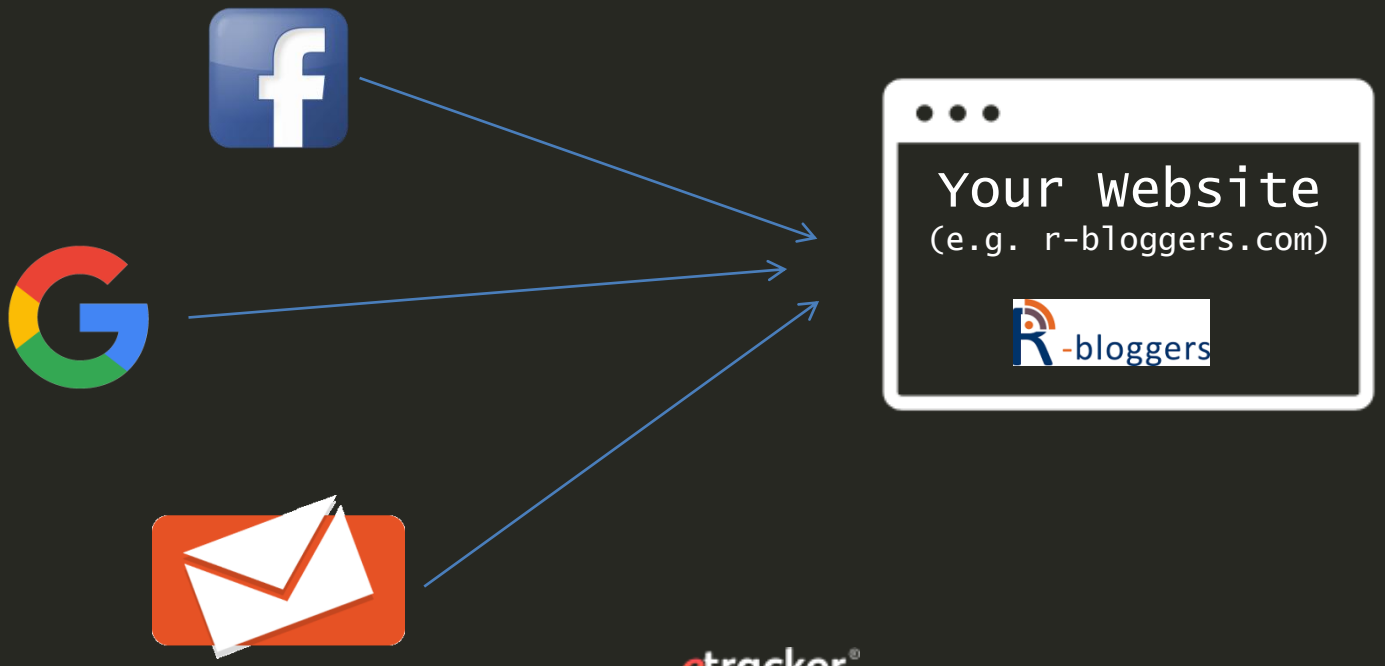


Multidimensional Clustering of Web Analytics Data

Visitor	Facebook Link	Google Search	Newsletter Link	Σ (Visits)
V0001	2	1	2	= 5
V0002	2	2	1	= 5
V0003	4	3	4	= 11



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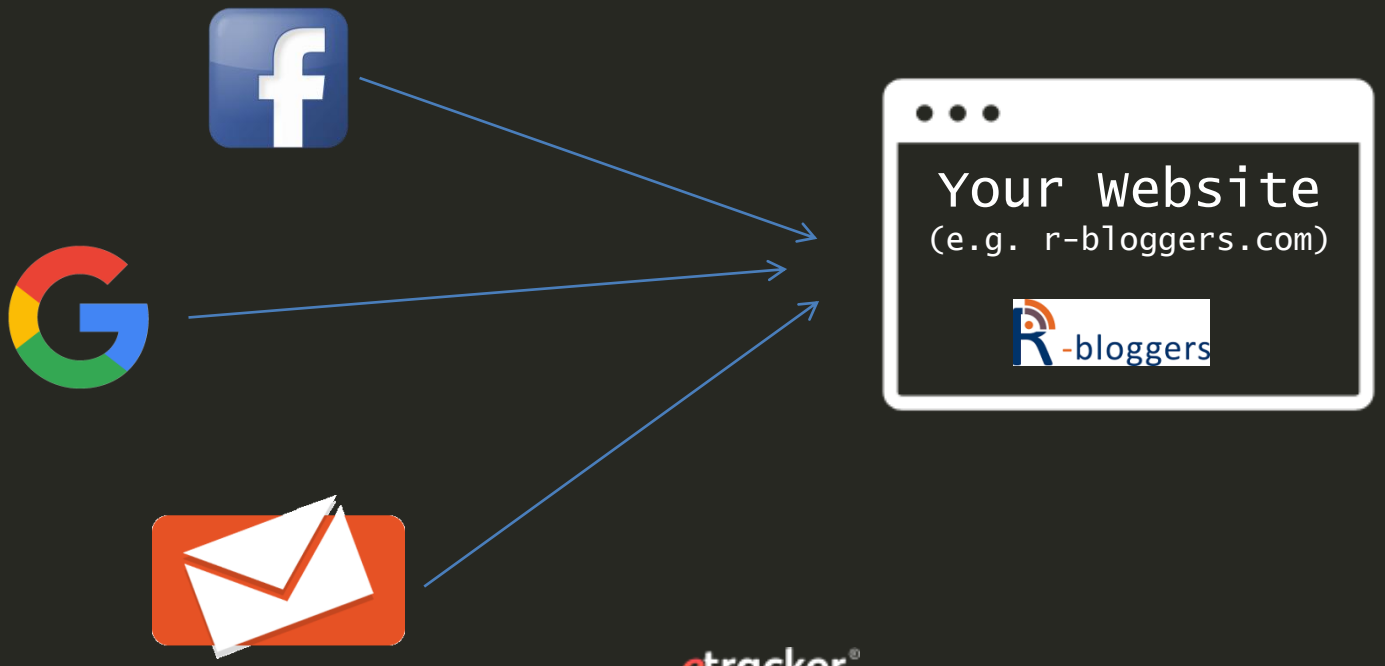

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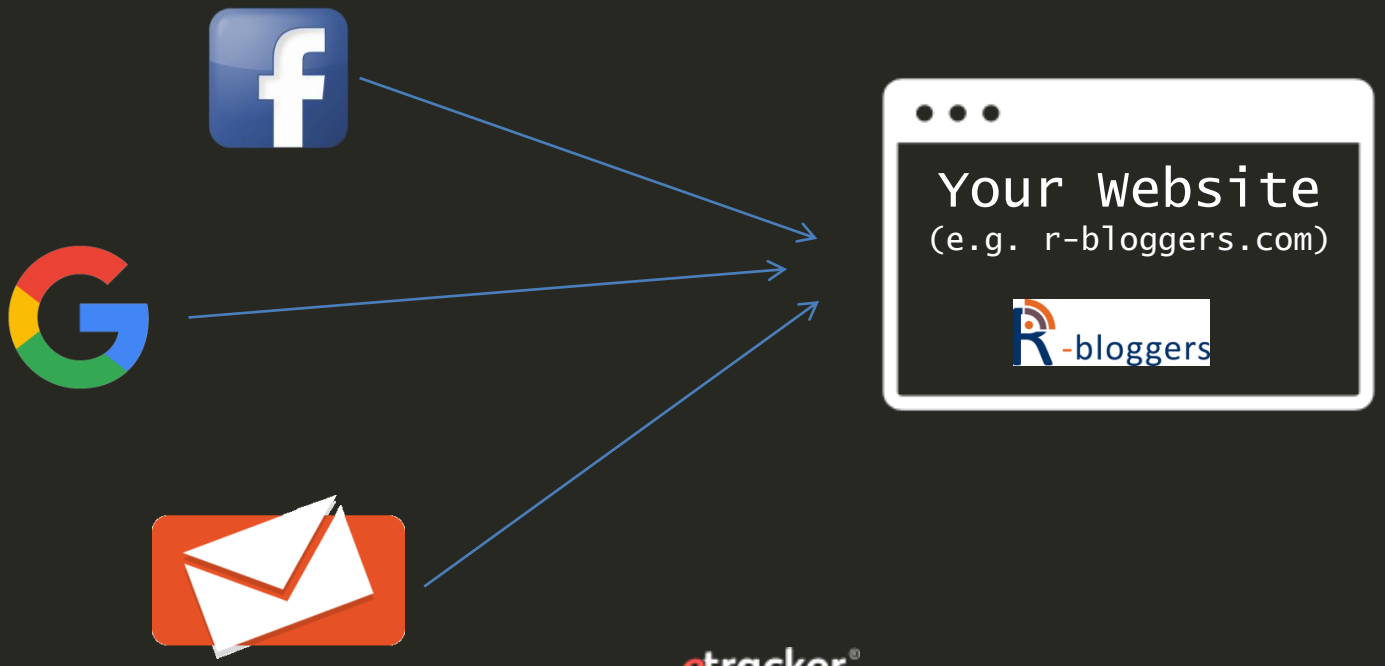

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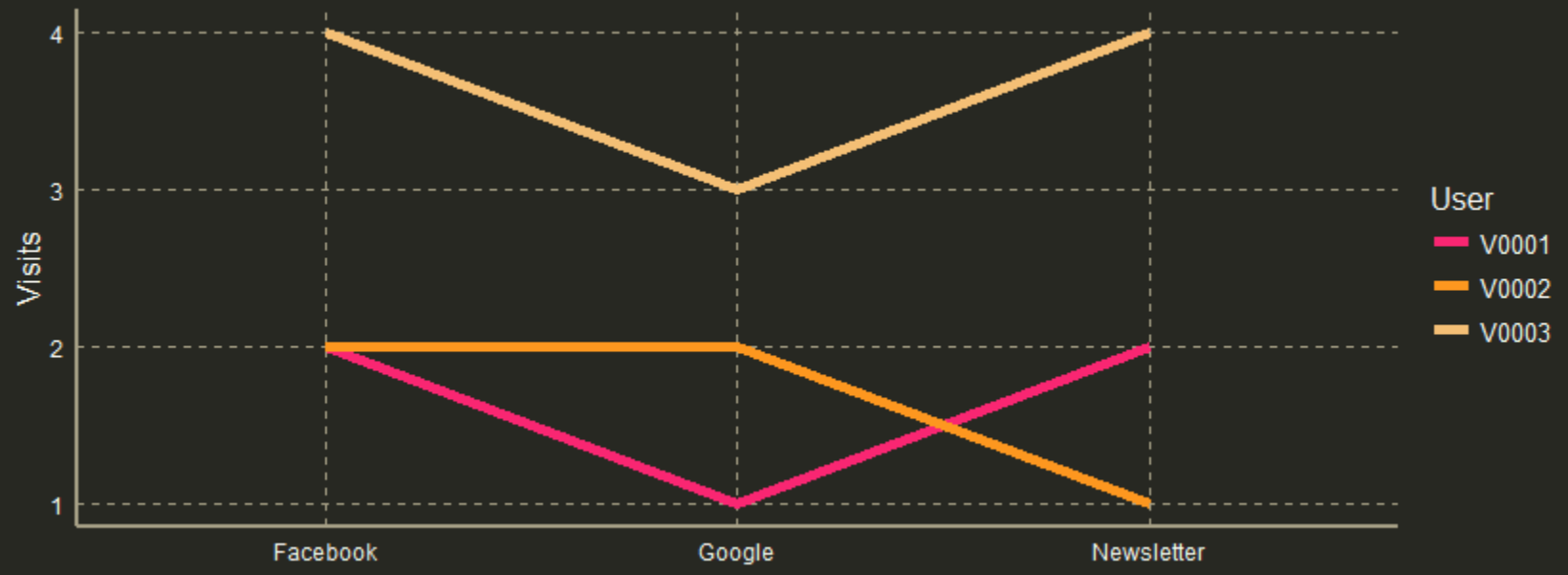

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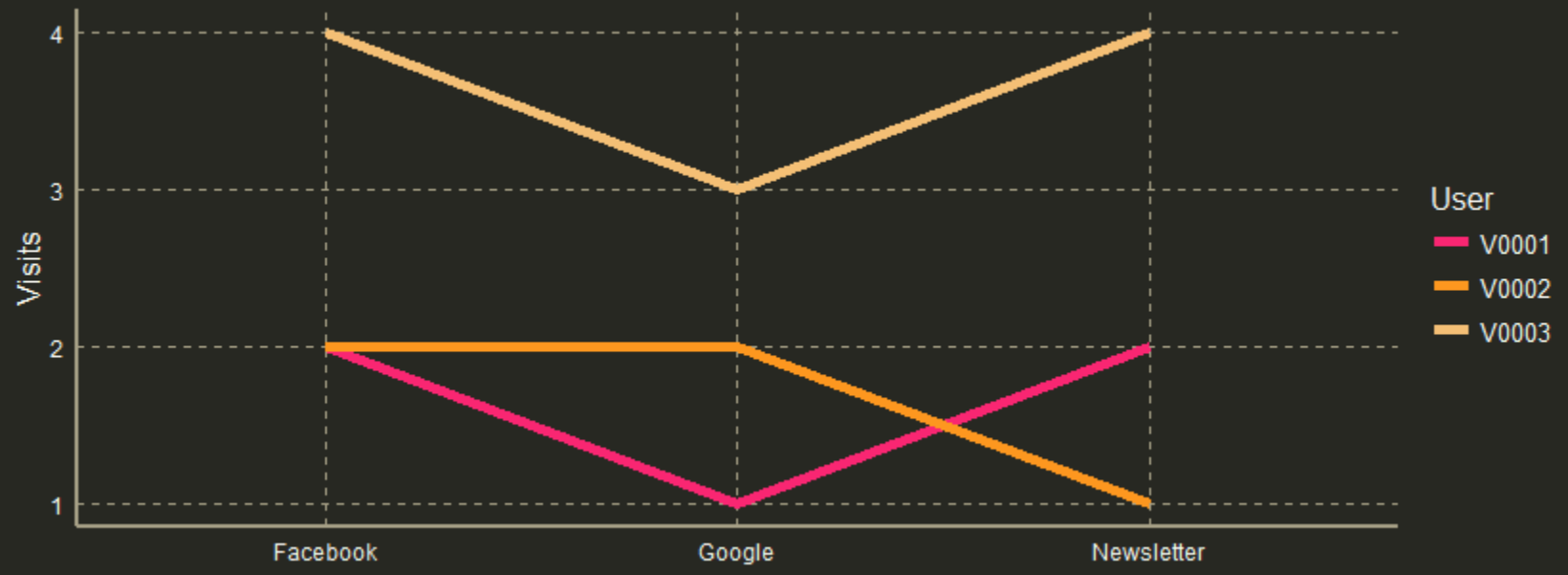

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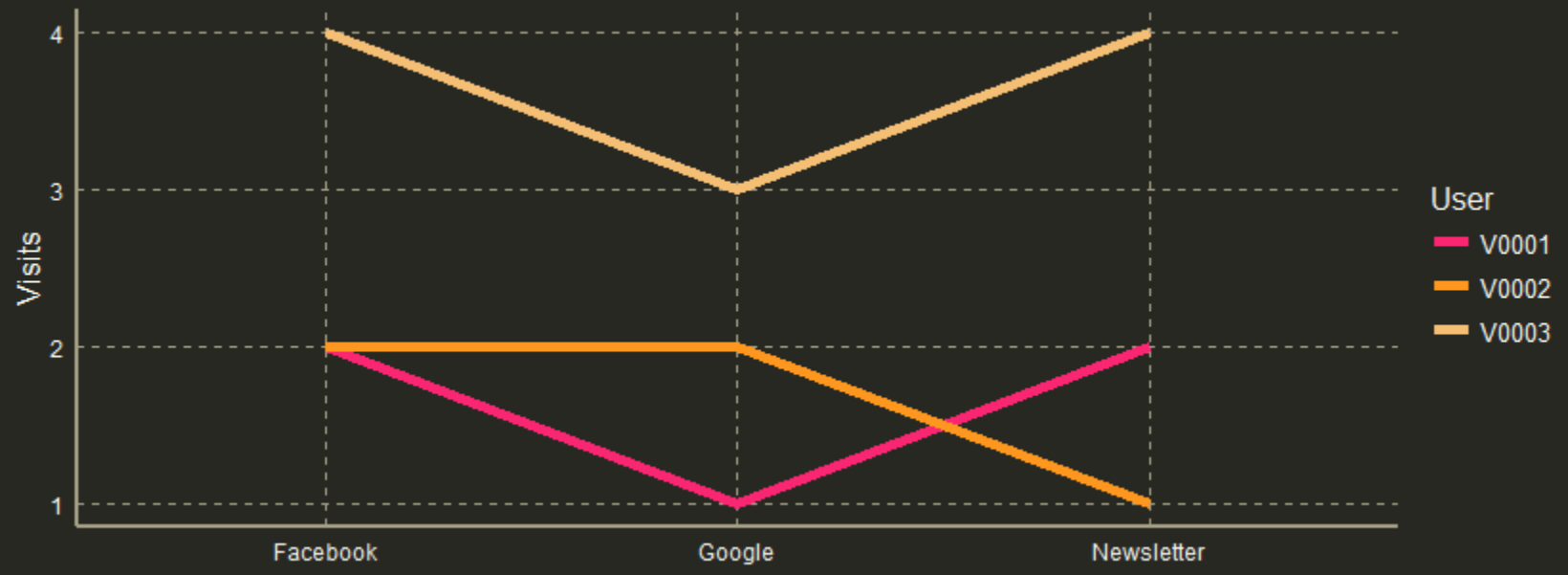

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> dist(as.matrix(data), method = "euclidean")
         V0001    V0002
V0002 1.414214
V0003 3.464102 3.741657
```

```
> simil(as.matrix(data), method = "pearson")
          V0001     V0002
V0002 0.4472136
V0003 0.7071068 0.4472136
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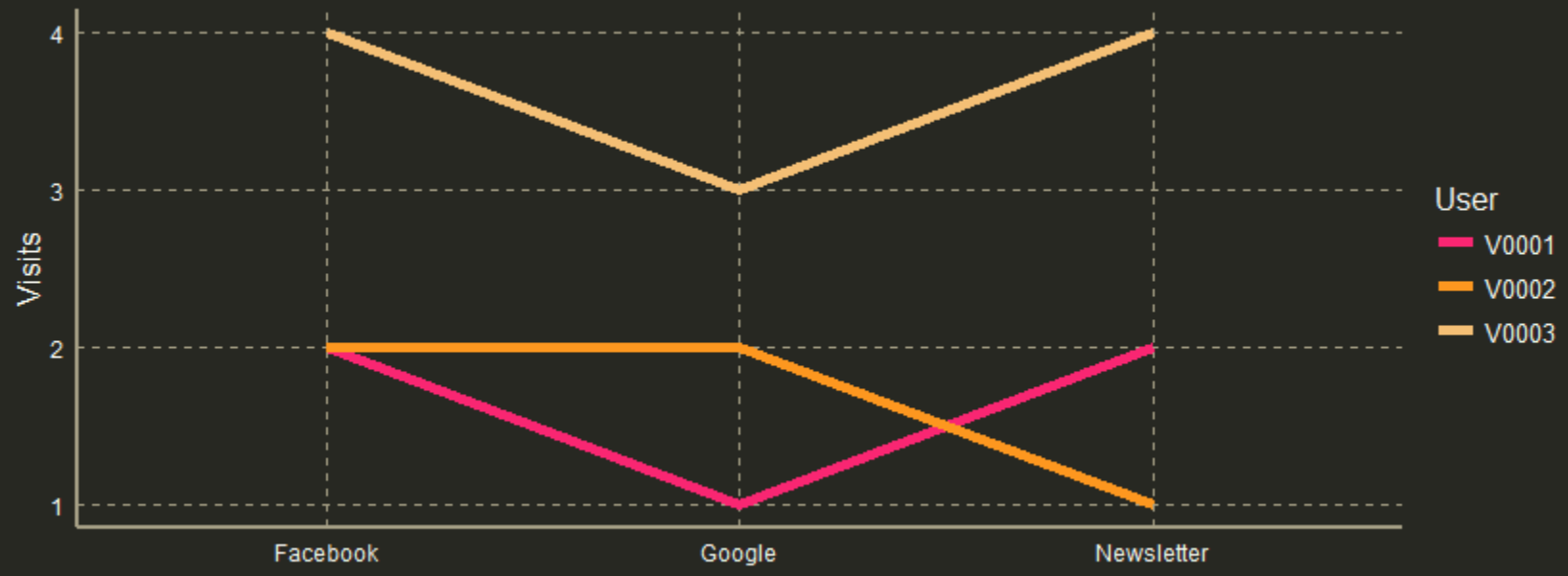

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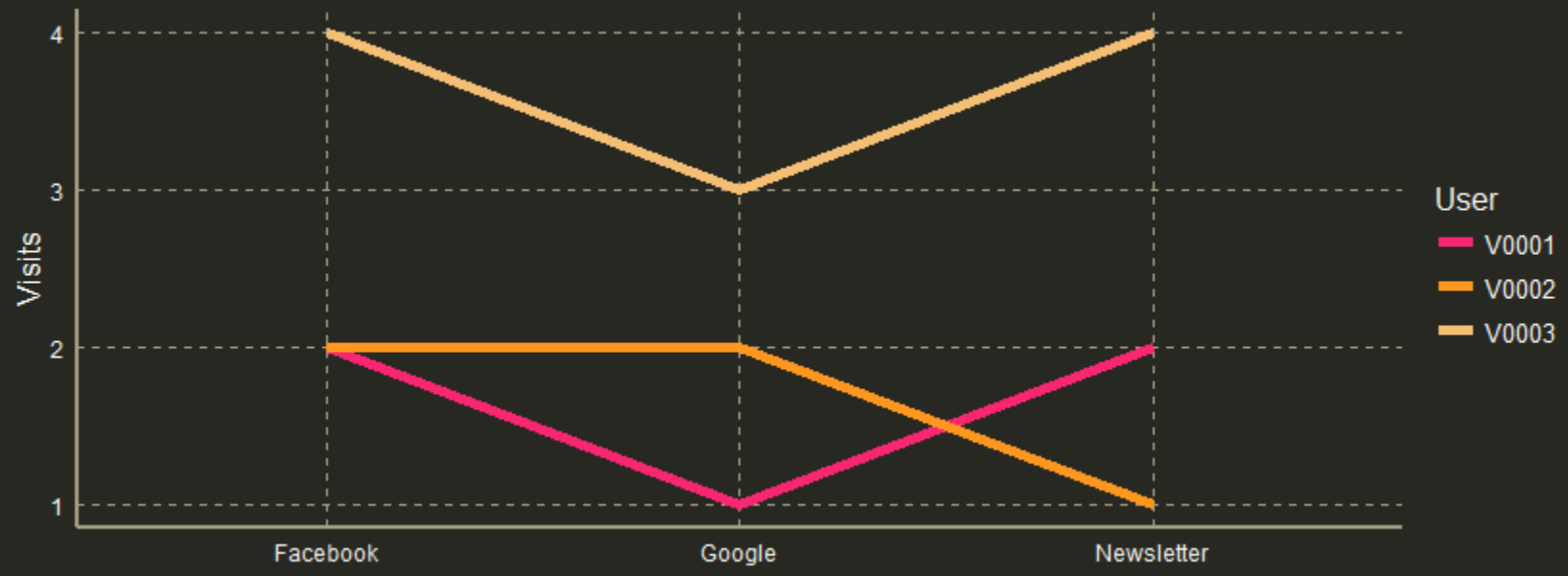

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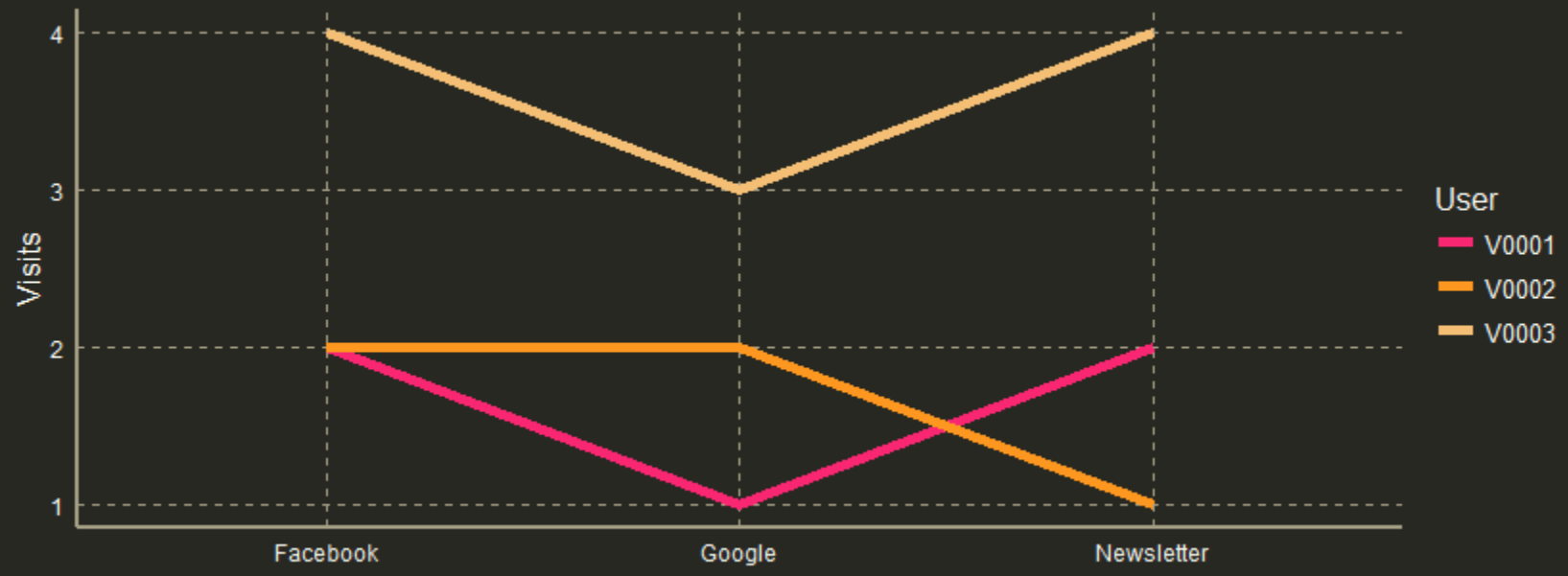

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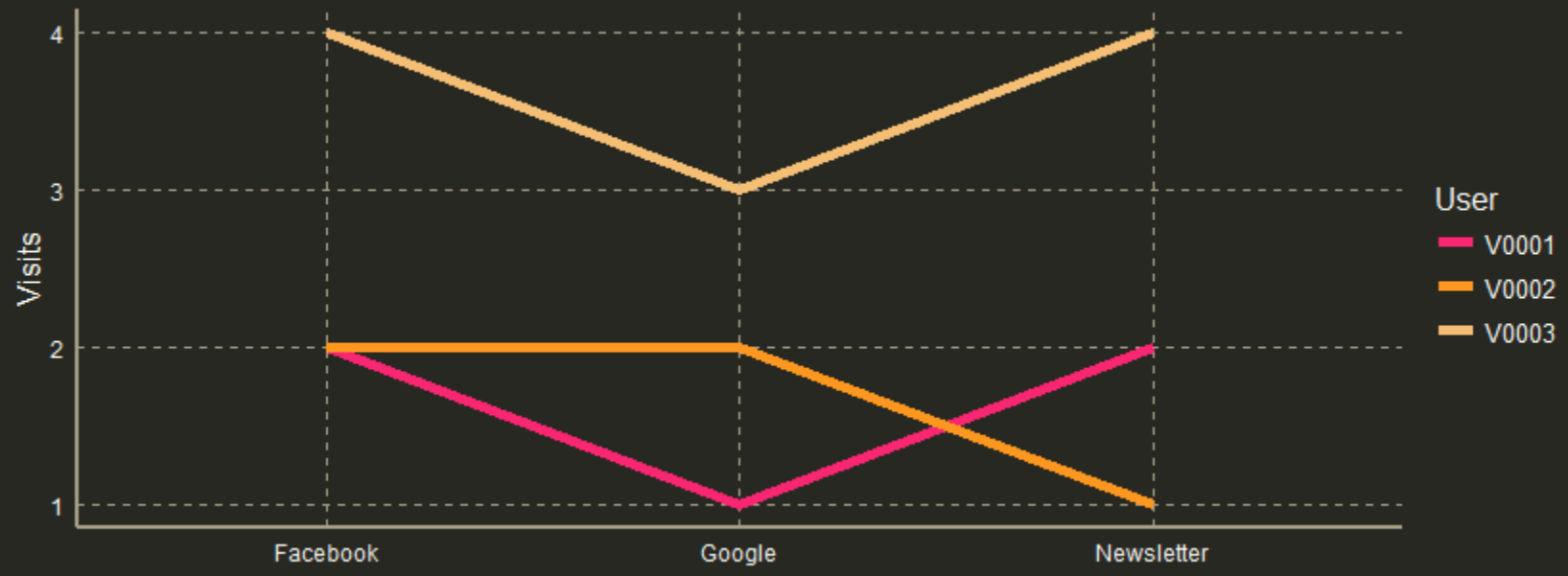

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