

Workshop Report 2

[New Attempt](#)

Due Nov 25, 2021 by 10am **Points** 20 **Submitting** a file upload

This Workshop Report assignment is based on an in class case study / workshop that will be handed out at Session 7. For this assignment

1. You should complete the rmd file provided. This rmd file with embedded questions is prepared to provide you guidance while thinking about clustering BBC iPlayer users.
2. Submit a report up to 5 pages (plus any additional supplementary information in an appendix) summarizing your methodology and main findings. Use your results from the rmd file to support your conclusions.
3. Submit your rmd and html file in addition to your report.

Read [How to write technical reports](#)

(<https://www.dropbox.com/s/45m0p7rf14qlan1/how%20to%20write%20tehnical%20reports.docx?dl=0>)

You can use the [this template for your report](#)

(https://www.dropbox.com/s/lo3lqioosj0852t/formal_report_template.docx?dl=0)

- Only one person needs to submit the report on behalf of your group.

Workshop Report 2 rubric

| Criteria | Ratings | Pts |
|---|---------|--------|
| <p>Report</p> <p>Report has all sections below and these sections serve the intended purposes</p> <p>i) Abstract/summary</p> <p>ii) Introduction</p> <p>iii) Main body</p> <p>iv) Conclusions</p> | | 20 pts |
| <p>K-Means</p> <p>Clearly explains the procedure to fit K-means model and how the number of clusters have been chosen with appropriate visualization methods</p> | | 40 pts |
| <p>Other methods</p> <p>Clearly compares the results of k-means to PAM and H-clustering methods using appropriate visualization tools</p> | | 20 pts |
| <p>Conclusions</p> <p>Makes a recommendation for which clusters exist in the data using all clustering methods and interprets these clusters.</p> <p>Recommends business uses for the identified clusters</p> | | 20 pts |
| Total Points: 100 | | |