Module – V: Unsupervised Learning -Clustering

1. Write a short note on Unsupervised machine learning?

Ans: unsupervised learning is a machine learning technique in which models are not supervised using training dataset. Instead, models itself find the hidden patterns and insights from the given data. It can be compared to learning which takes place in the human brain while learning new things.

It can be defined as: *Unsupervised learning is a type of machine learning in which models are trained using unlabelled dataset and are allowed to act on that data without any supervision.*

Unsupervised learning cannot be directly applied to a regression or classification problem because unlike supervised learning, we have the input data but no corresponding output data. The goal of unsupervised learning is to **find the underlying structure of dataset, group that data according to similarities, and represent that dataset in a compressed format**.

Example: Suppose the unsupervised learning algorithm is given an input dataset containing images of different types of cats and dogs. The algorithm is never trained upon the given dataset, which means it does not have any idea about the features of the dataset. The task of the unsupervised learning algorithm is to identify the image features on their own. Unsupervised learning algorithm will perform this task by clustering the image dataset into the groups according to similarities between images.

Why use Unsupervised Learning?

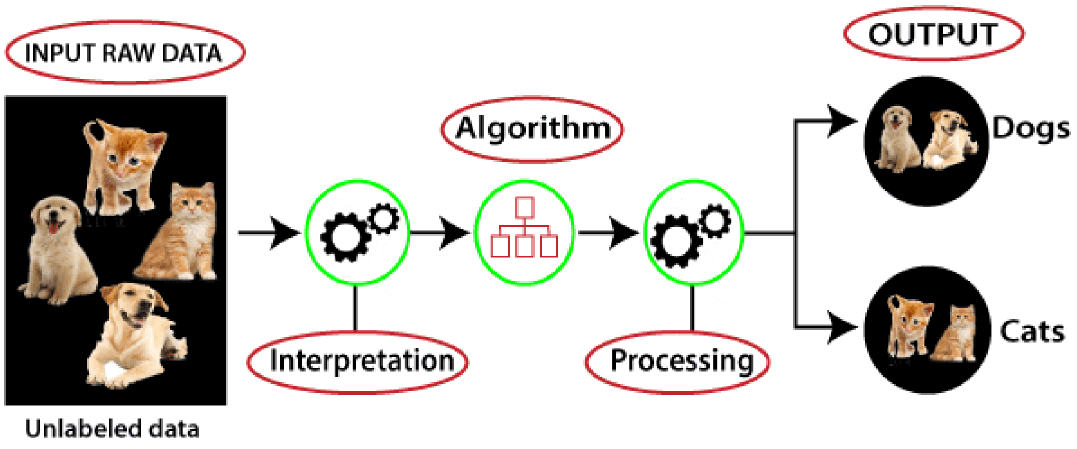
Below are some main reasons which describe the importance of Unsupervised Learning:

- Unsupervised learning is helpful for finding useful insights from the data.
- Unsupervised learning is much similar as a human learns to think by their own experiences, which makes it closer to the real AI.
- Unsupervised learning works on unlabeled and uncategorized data which make unsupervised learning more important.

- In real-world, we do not always have input data with the corresponding output so to solve such cases, we need unsupervised learning.

Working of Unsupervised Learning

Working of unsupervised learning can be understood by the below diagram:

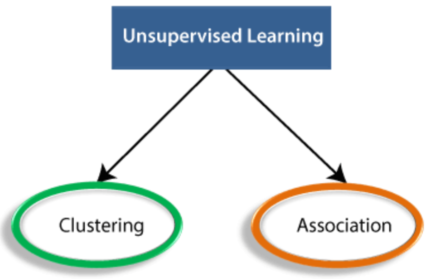


Here, we have taken an unlabelled input data, which means it is not categorized and corresponding outputs are also not given. Now, this unlabelled input data is fed to the machine learning model in order to train it. Firstly, it will interpret the raw data to find the hidden patterns from the data and then will apply suitable algorithms such as k-means clustering, Decision tree, etc.

Once it applies the suitable algorithm, the algorithm divides the data objects into groups according to the similarities and difference between the objects.

Types of Unsupervised Learning Algorithm:

The unsupervised learning algorithm can be further categorized into two types of problems:



- **Clustering**: Clustering is a method of grouping the objects into clusters such that objects with most similarities remains into a group and has less or no similarities with the objects of another group. Cluster analysis finds the commonalities between the data objects and categorizes them as per the presence and absence of those commonalities.

- **Association**: An association rule is an unsupervised learning method which is used for finding the relationships between variables in the large database. It determines the set of items that occurs together in the dataset. Association rule makes marketing strategy more effective. Such as people who buy X item (suppose a bread) are also tend to purchase Y (Butter/Jam) item. A typical example of Association rule is Market Basket Analysis.

2. Illustrate the difference between Supervised Learning and Unsupervised Learning?

Ans:

Supervised Learning	**Unsupervised Learning**
Supervised learning algorithms are trained using labeled data.	Unsupervised learning algorithms are trained using unlabeled data.
Supervised learning model takes direct feedback to check if it is predicting correct output or not.	Unsupervised learning model does not take any feedback.
Supervised learning model predicts the output.	Unsupervised learning model finds the hidden patterns in data.
In supervised learning, input data is provided to the model along with the output.	In unsupervised learning, only input data is provided to the model.
The goal of supervised learning is to train the model so that it can predict the output when it is given new data.	The goal of unsupervised learning is to find the hidden patterns and useful insights from the unknown dataset.
Supervised learning needs supervision to train the model.	Unsupervised learning does not need any supervision to train the model.
Supervised learning can be categorized in **Classification** and **Regression** problems.	Unsupervised Learning can be classified in **Clustering** and **Associations** problems.
Supervised learning can be used for those cases where we know the input as well as corresponding outputs.	Unsupervised learning can be used for those cases where we have only input data and no corresponding output data.

Supervised learning model produces an accurate result.	Unsupervised learning model may give less accurate result as compared to supervised learning.
Supervised learning is not close to true Artificial intelligence as in this, we first train the model for each data, and then only it can predict the correct output.	Unsupervised learning is more close to the true Artificial Intelligence as it learns similarly as a child learns daily routine things by his experiences.
It includes various algorithms such as Linear Regression, Logistic Regression, Support Vector Machine, Multi-class Classification, Decision tree, Bayesian Logic, etc.	It includes various algorithms such as Clustering, KNN, and Apriori algorithm.

3. Explain in-detail about Clustering machine learning technique?

Ans: Clustering or cluster analysis is a machine learning technique, which groups the unlabelled dataset. It can be defined as ***"A way of grouping the data points into different clusters, consisting of similar data points. The objects with the possible similarities remain in a group that has less or no similarities with another group."***

It does it by finding some similar patterns in the unlabelled dataset such as shape, size, color, behavior, etc., and divides them as per the presence and absence of those similar patterns.

It is an unsupervised learning method, hence no supervision is provided to the algorithm, and it deals with the unlabelled dataset.

After applying this clustering technique, each cluster or group is provided with a cluster-ID. ML system can use this id to simplify the processing of large and complex datasets.

The clustering technique is commonly used for **statistical data analysis.**

Note: Clustering is somewhere similar to the classification algorithm, but the difference is the type of dataset that we are using. In classification, we work with the labelled data set, whereas in clustering, we work with the unlabelled dataset.

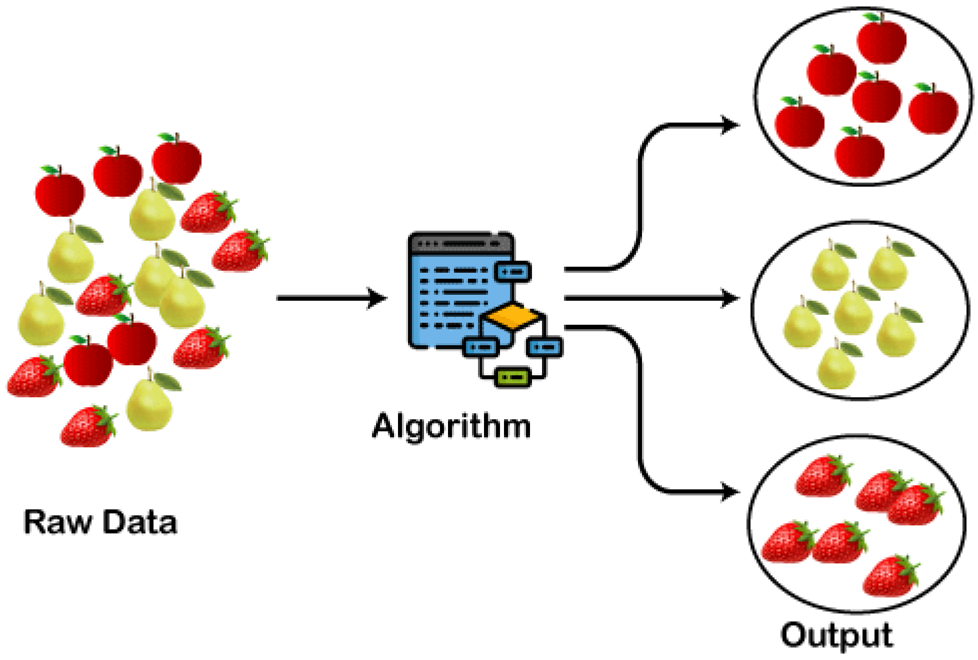
Example: Let's understand the clustering technique with the real-world example of Mall: When we visit any shopping mall, we can observe that the things with similar usage are grouped together. Such as the t-shirts are grouped in one section, and trousers are at other sections, similarly, at vegetable sections, apples, bananas, Mangoes, etc., are grouped in separate sections, so that we can easily find out the things. The clustering technique also works in the same way. Other examples of clustering are grouping documents according to the topic.

The clustering technique can be widely used in various tasks. Some most common uses of this technique are:

- Market Segmentation
- Statistical data analysis
- Social network analysis
- Image segmentation
- Anomaly detection, etc.

Apart from these general usages, it is used by the **Amazon** in its recommendation system to provide the recommendations as per the past search of products. **Netflix** also uses this technique to recommend the movies and web-series to its users as per the watch history.

The below diagram explains the working of the clustering algorithm. We can see the different fruits are divided into several groups with similar properties.



Types of Clustering Methods

The clustering methods are broadly divided into **Hard clustering** (datapoint belongs to only one group) and **Soft Clustering** (data points can belong to another group also). But there are also other various approaches of Clustering exist. Below are the main clustering methods used in Machine learning:

1. Partitioning Clustering
2. Density-Based Clustering
3. Distribution Model-Based Clustering
4. Hierarchical Clustering
5. Fuzzy Clustering

4. Explain in-detail about K-Means Clustering algorithm?

K-Means Clustering is an unsupervised learning algorithm that is used to solve the clustering problems in machine learning or data science.

K-Means Clustering is an Unsupervised Learning algorithm, which groups the unlabeled dataset into different clusters. Here K defines the number of pre-defined clusters that need to be created in the process, as if K=2, there will be two clusters, and for K=3, there will be three clusters, and so on.

"It is an iterative algorithm that divides the unlabeled dataset into k different clusters in such a way that each dataset belongs only one group that has similar properties."

It allows us to cluster the data into different groups and a convenient way to discover the categories of groups in the unlabeled dataset on its own without the need for any training.

It is a centroid-based algorithm, where each cluster is associated with a centroid. The main aim of this algorithm is to minimize the sum of distances between the data point and their corresponding clusters.

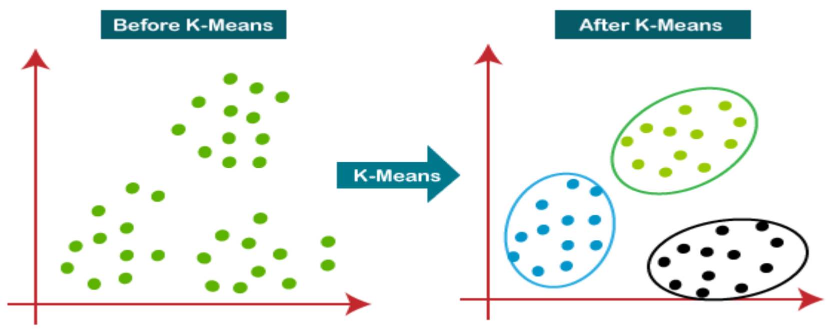
The algorithm takes the unlabeled dataset as input, divides the dataset into k-number of clusters, and repeats the process until it does not find the best clusters. The value of k should be predetermined in this algorithm.

The k-means clustering algorithm mainly performs two tasks:

- Determines the best value for K center points or centroids by an iterative process.
- Assigns each data point to its closest k-center. Those data points which are near to the particular k-center, create a cluster.

Hence each cluster has datapoints with some commonalities, and it is away from other clusters.

The below diagram explains the working of the K-means Clustering Algorithm:



How does the K-Means Algorithm Work?

The working of the K-Means algorithm is explained in the below steps:

Step-1: Select the number K to decide the number of clusters.

Step-2: Select random K points or centroids. (It can be other from the input dataset).

Step-3: Assign each data point to their closest centroid, which will form the predefined K clusters.

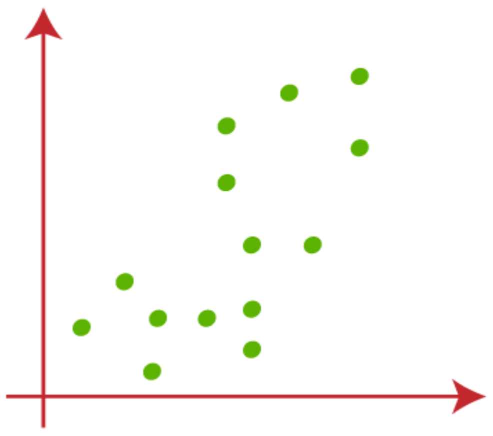
Step-4: Calculate the variance and place a new centroid of each cluster.

Step-5: Repeat the third steps, which mean reassign each datapoint to the new closest centroid of each cluster.

Step-6: If any reassignment occurs, then go to step-4 else go to FINISH.

Step-7: The model is ready.

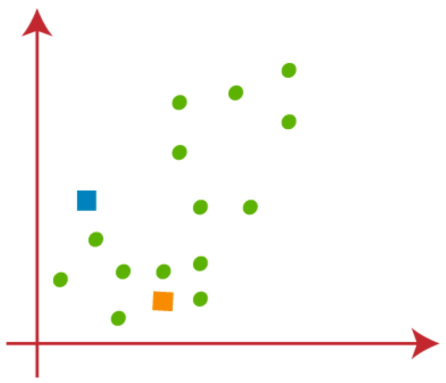
Suppose we have two variables M1 and M2. The x-y axis scatter plot of these two variables is given below:



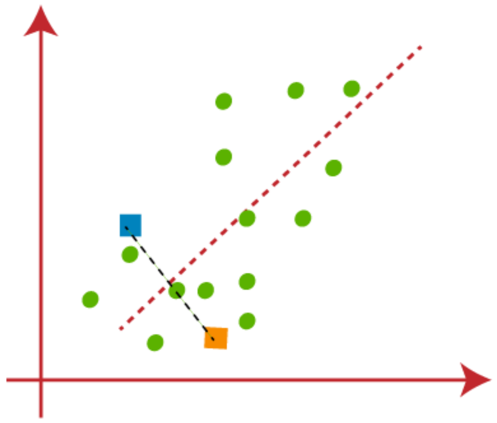
- Let's take number k of clusters, i.e., K=2, to identify the dataset and to put them into different clusters. It means here we will try to group these datasets into two different clusters.
- We need to choose some random k points or centroid to form the cluster. These points can be either the points from the dataset or any other point. So, here we are selecting the below two points as k points, which are not the part of our dataset.

Module – V: Unsupervised Learning -Clustering

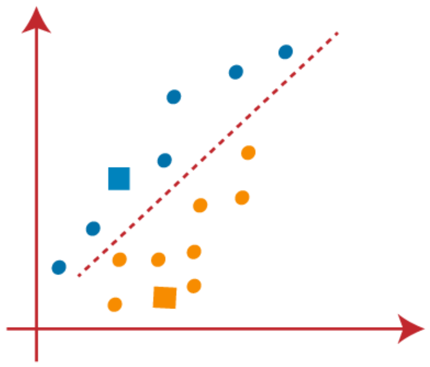
Consider the below image:



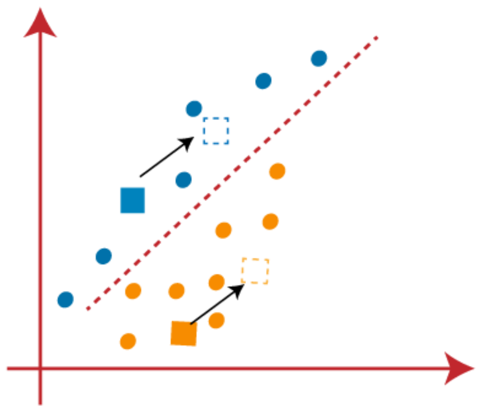
- Now we will assign each data point of the scatter plot to its closest K-point or centroid. We will compute it by applying some mathematics that we have studied to calculate the distance between two points. So, we will draw a median between both the centroids. Consider the below image:



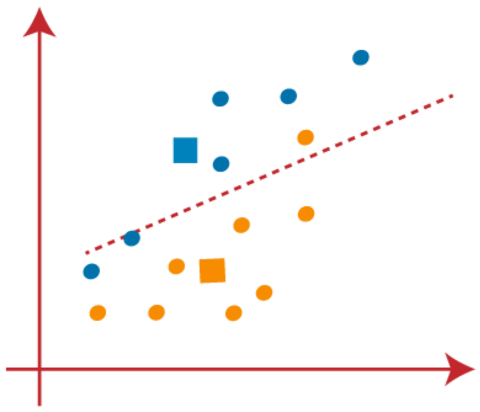
From the above image, it is clear that points left side of the line is near to the K1 or blue centroid, and points to the right of the line are close to the yellow centroid. Let's color them as blue and yellow for clear visualization.



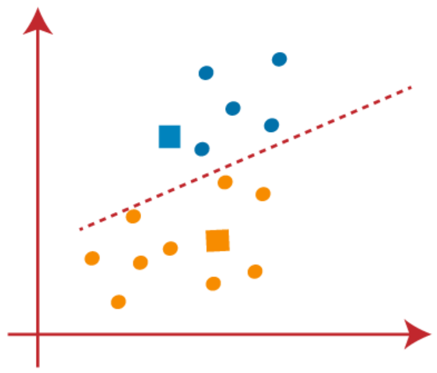
- As we need to find the closest cluster, so we will repeat the process by choosing **a new centroid**. To choose the new centroids, we will compute the center of gravity of these centroids, and will find new centroids as below:



- Next, we will reassign each datapoint to the new centroid. For this, we will repeat the same process of finding a median line. The median will be like below image:

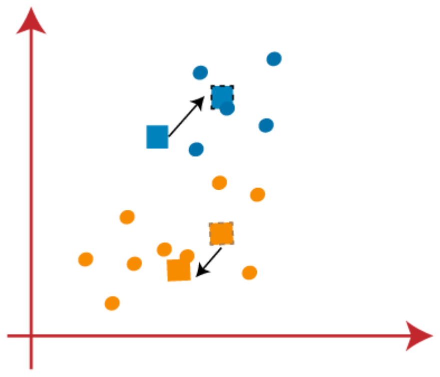


From the above image, we can see, one yellow point is on the left side of the line, and two blue points are right to the line. So, these three points will be assigned to new centroids.

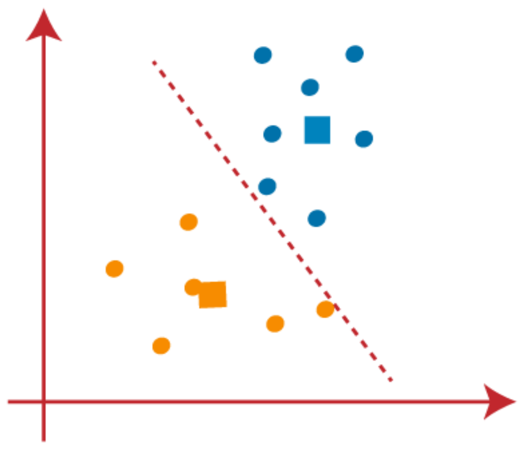


As reassignment has taken place, so we will again go to the step-4, which is finding new centroids or K-points.

- We will repeat the process by finding the center of gravity of centroids, so the new centroids will be as shown in the below image:

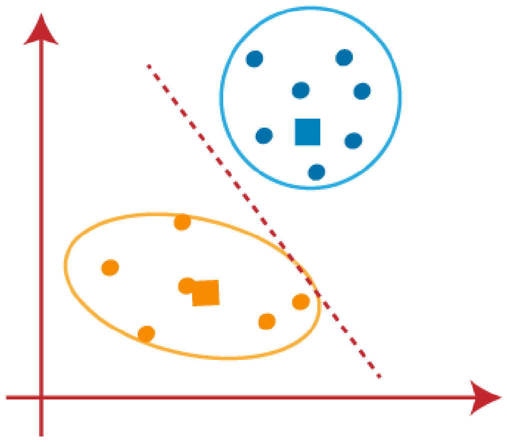


- As we got the new centroids so again will draw the median line and reassign the data points. So, the image will be:

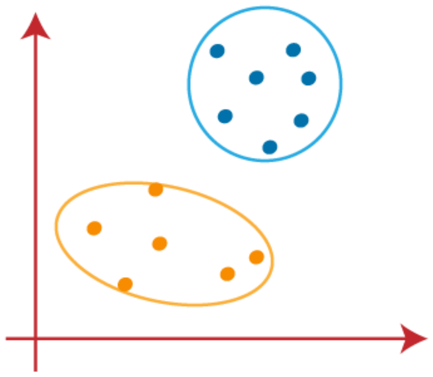


-

- We can see in the above image; there are no dissimilar data points on either side of the line, which means our model is formed. Consider the below image:



As our model is ready, so we can now remove the assumed centroids, and the two final clusters will be as shown in the below image:



How to choose the value of "K number of clusters" in K-means Clustering?

The performance of the K-means clustering algorithm depends upon highly efficient clusters that it forms. But choosing the optimal number of clusters is a big task. There are some different ways to find the optimal number of clusters, but here we are discussing the most appropriate method to find the number of clusters or value of K. The method is given below:

Elbow Method

The Elbow method is one of the most popular ways to find the optimal number of clusters. This method uses the concept of WCSS value. **WCSS** stands for **Within Cluster Sum of Squares**, which defines the total variations within a cluster. The formula to calculate the value of WCSS (for 3 clusters) is given below:

$$WCSS= \sum_{P_i \text{ in Cluster1}} distance(P_i\ C_1)^2 + \sum_{P_i \text{ in Cluster2}} distance(P_i\ C_2)^2 + \sum_{P_i \text{ in CLuster3}} distance(P_i\ C_3)^2$$

5. Demonstrate the implementation of K-Means Clustering algorithm using python?

In the given dataset, we have **Customer_Id, Gender, Age, Annual Income ($), and Spending Score** (which is the calculated value of how much a customer has spent in the mall, the more the value, the more he has spent). From this dataset, we need to calculate some patterns, as it is an unsupervised method, so we don't know what to calculate exactly.

The steps to be followed for the implementation are given below:

- **Data Pre-processing**
- **Finding the optimal number of clusters using the elbow method**
- **Training the K-means algorithm on the training dataset**
- **Visualizing the clusters**

Step-1: Data pre-processing Step

The first step will be the data pre-processing, as we did in our earlier topics of Regression and Classification. But for the clustering problem, it will be different from other models. Let's discuss it:

- **Importing Libraries**
  As we did in previous topics, firstly, we will import the libraries for our model, which is part of data pre-processing. The code is given below:

```
# importing libraries
import numpy as nm
import matplotlib.pyplot as mtp
import pandas as pd
```

In the above code, the **numpy** we have imported for the performing mathematics calculation, **matplotlib** is for plotting the graph, and **pandas** are for managing the dataset.

- **Importing the Dataset:**
  Next, we will import the dataset that we need to use. So here, we are using the Mall_Customer_data.csv dataset. It can be imported using the below code:

```
# Importing the dataset
dataset = pd.read_csv('Mall_Customers_data.csv')
```

By executing the above lines of code, we will get our dataset in the Spyder IDE. The dataset looks like the below image:

From the above dataset, we need to find some patterns in it.

- **Extracting Independent Variables**

Here we don't need any dependent variable for data pre-processing step as it is a clustering problem, and we have no idea about what to determine. So we will just add a line of code for the matrix of features.

```
x = dataset.iloc[:, [3, 4]].values
```

As we can see, we are extracting only 3rd and 4th feature. It is because we need a 2d plot to visualize the model, and some features are not required, such as customer_id.

Step-2: Finding the optimal number of clusters using the elbow method

In the second step, we will try to find the optimal number of clusters for our clustering problem. So, as discussed above, here we are going to use the elbow method for this purpose.

As we know, the elbow method uses the WCSS concept to draw the plot by plotting WCSS values on the Y-axis and the number of clusters on the X-axis. So we are going to calculate the value for WCSS for different k values ranging from 1 to 10. Below is the code for it:

```
#finding optimal number of clusters using the elbow method
from sklearn.cluster import KMeans
wcss_list= []  #Initializing the list for the values of WCSS

#Using for loop for iterations from 1 to 10.
for i in range(1, 11):
kmeans = KMeans(n_clusters=i, init='k-means++', random_state= 42)
kmeans.fit(x)
wcss_list.append(kmeans.inertia_)
mtp.plot(range(1, 11), wcss_list)
mtp.title('The Elobw Method Graph')
mtp.xlabel('Number of clusters(k)')
mtp.ylabel('wcss_list')
mtp.show()
```

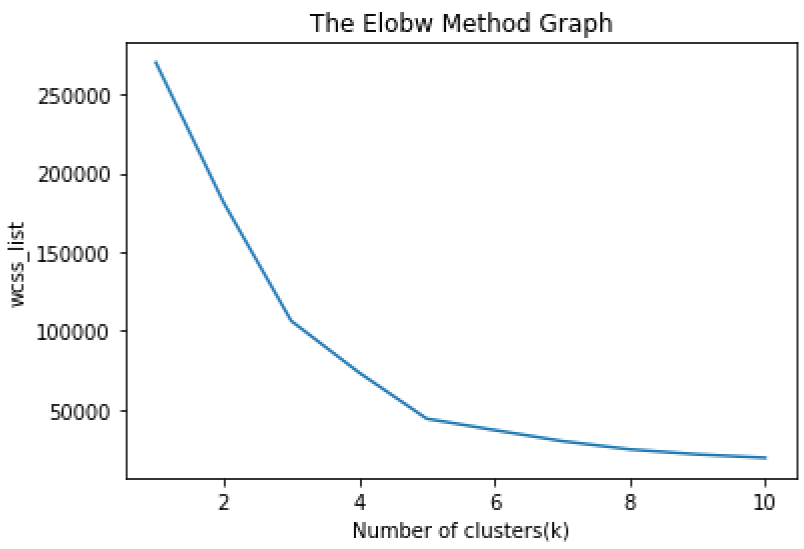
As we can see in the above code, we have used **the KMeans** class of sklearn. cluster library to form the clusters.

Next, we have created the **wcss_list** variable to initialize an empty list, which is used to contain the value of wcss computed for different values of k ranging from 1 to 10.

After that, we have initialized the for loop for the iteration on a different value of k ranging from 1 to 10; since for loop in Python, exclude the outbound limit, so it is taken as 11 to include 10th value.

The rest part of the code is similar as we did in earlier topics, as we have fitted the model on a matrix of features and then plotted the graph between the number of clusters and WCSS.

Output: After executing the above code, we will get the below output:



From the above plot, we can see the elbow point is at **5. So the number of clusters here will be 5.**

Step- 3: Training the K-means algorithm on the training dataset

As we have got the number of clusters, so we can now train the model on the dataset.

To train the model, we will use the same two lines of code as we have used in the above section, but here instead of using i, we will use 5, as we know there are 5 clusters that need to be formed. The code is given below:

```
#training the K-means model on a dataset
kmeans = KMeans(n_clusters=5, init='k-means++', random_state= 42)
y_predict= kmeans.fit_predict(x)
```

The first line is the same as above for creating the object of KMeans class.

In the second line of code, we have created the dependent variable **y_predict** to train the model.

By executing the above lines of code, we will get the y_predict variable. We can check it under **the variable explorer** option in the Spyder IDE. We can now compare the values of y_predict with our original dataset. Consider the below image:

From the above image, we can now relate that the CustomerID 1 belongs to a cluster

3(as index starts from 0, hence 2 will be considered as 3), and 2 belongs to cluster 4, and so on.

Step-4: Visualizing the Clusters

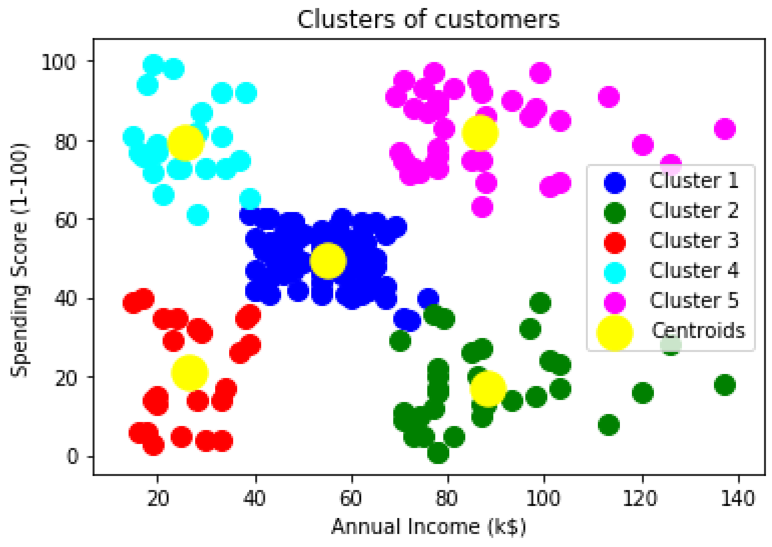
The last step is to visualize the clusters. As we have 5 clusters for our model, so we will visualize each cluster one by one.

To visualize the clusters will use scatter plot using mtp.scatter() function of matplotlib.

```
#visulaizing the clusters
mtp.scatter(x[y_predict == 0, 0], x[y_predict == 0, 1], s = 100, c = 'blue', label = 'Cluster 1')
#for first cluster
mtp.scatter(x[y_predict == 1, 0], x[y_predict == 1, 1], s = 100, c = 'green', label = 'Cluster 2')
#for second cluster
mtp.scatter(x[y_predict== 2, 0], x[y_predict == 2, 1], s = 100, c = 'red', label = 'Cluster 3')
#for third cluster
mtp.scatter(x[y_predict == 3, 0], x[y_predict == 3, 1], s = 100, c = 'cyan', label = 'Cluster 4')
#for fourth cluster
mtp.scatter(x[y_predict == 4, 0], x[y_predict == 4, 1], s = 100, c = 'magenta', label = 'Cluster 5
') #for fifth cluster
mtp.scatter(kmeans.cluster_centers_[:, 0], kmeans.cluster_centers_[:, 1], s = 300, c = 'yellow
', label = 'Centroid')
mtp.title('Clusters of customers')
mtp.xlabel('Annual Income (k$)')
mtp.ylabel('Spending Score (1-100)')
mtp.legend()
mtp.show()
```

In above lines of code, we have written code for each clusters, ranging from 1 to 5. The first coordinate of the mtp.scatter, i.e., x[y_predict == 0, 0] containing the x value for the showing the matrix of features values, and the y_predict is ranging from 0 to 1.

Output:



The output image is clearly showing the five different clusters with different colors. The clusters are formed between two parameters of the dataset; Annual income of customer and Spending. We can change the colors and labels as per the requirement or choice. We can also observe some points from the above patterns, which are given below:

- **Cluster1** shows the customers with average salary and average spending so we can categorize these customers as
- Cluster2 shows the customer has a high income but low spending, so we can categorize them as **careful**.
- Cluster3 shows the low income and also low spending so they can be categorized as sensible.
- Cluster4 shows the customers with low income with very high spending so they can be categorized as **careless**.
- Cluster5 shows the customers with high income and high spending so they can be categorized as target, and these customers can be the most profitable customers for the mall owner.

6. Explain in-detail about Hierarchical Clustering algorithm?

Hierarchical clustering is another unsupervised machine learning algorithm, which is used to group the unlabeled datasets into a cluster and also known as **hierarchical cluster analysis** or HCA.

In this algorithm, we develop the hierarchy of clusters in the form of a tree, and this tree-shaped structure is known as the **dendrogram**.

Sometimes the results of K-means clustering and hierarchical clustering may look similar, but they both differ depending on how they work. As there is no requirement to predetermine the number of clusters as we did in the K-Means algorithm.

The hierarchical clustering technique has two approaches:

1. **Agglomerative:** Agglomerative is a **bottom-up** approach, in which the algorithm starts with taking all data points as single clusters and merging them until one cluster is left.
2. **Divisive:** Divisive algorithm is the reverse of the agglomerative algorithm as it is a **top-down approach.**

Agglomerative Hierarchical clustering

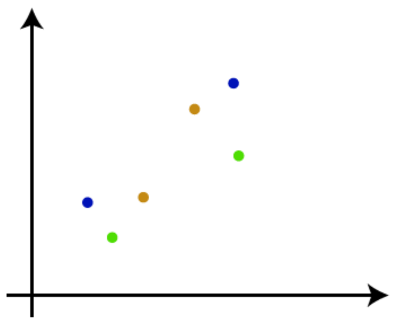
The agglomerative hierarchical clustering algorithm is a popular example of HCA. To group the datasets into clusters, it follows the **bottom-up approach**. It means, this algorithm considers each dataset as a single cluster at the beginning, and then start combining the closest pair of clusters together. It does this until all the clusters are merged into a single cluster that contains all the datasets.

This hierarchy of clusters is represented in the form of the dendrogram.

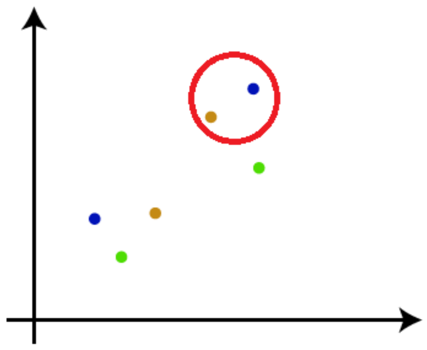
How the Agglomerative Hierarchical clustering Work?

The working of the AHC algorithm can be explained using the below steps:

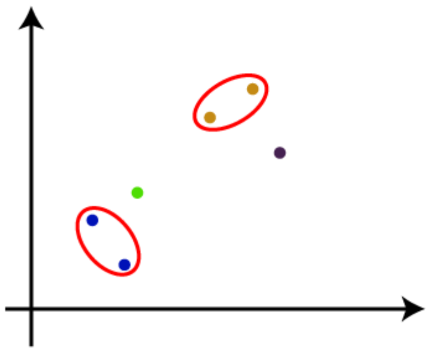
- **Step-1:** Create each data point as a single cluster. Let's say there are N data points, so the number of clusters will also be N.



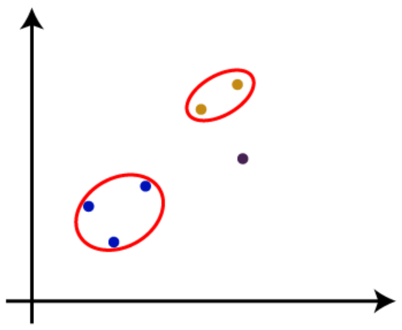
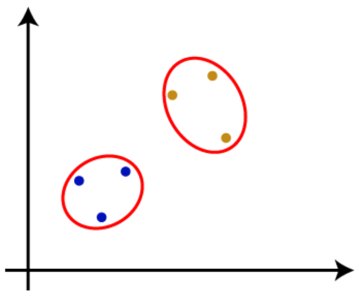
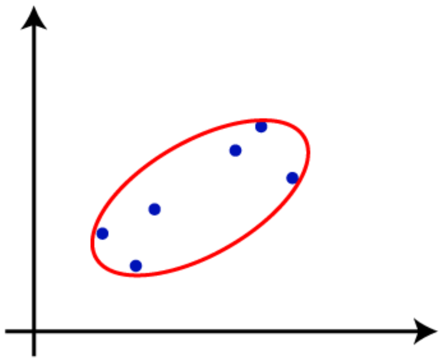
- **Step-2:** Take two closest data points or clusters and merge them to form one cluster. So, there will now be N-1 clusters.



- **Step-3**: Again, take the two closest clusters and merge them together to form one cluster. There will be N-2 clusters.



- **Step-4:** Repeat Step 3 until only one cluster left. So, we will get the following clusters. Consider the below images:

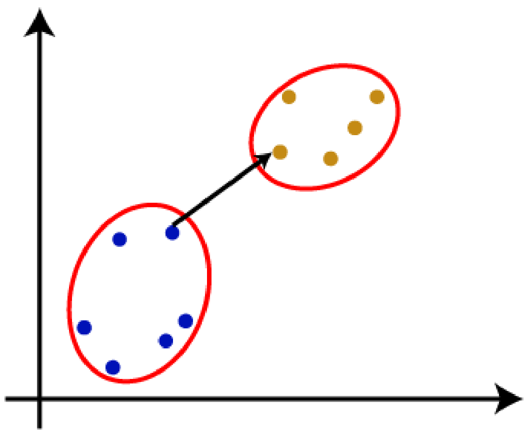




- **Step-5:** Once all the clusters are combined into one big cluster, develop the dendrogram to divide the clusters as per the problem.

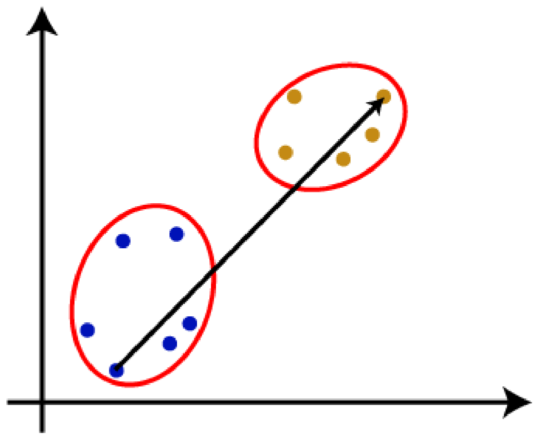
Measure for the distance between two clusters

As we have seen, the **closest distance** between the two clusters is crucial for the hierarchical clustering. There are various ways to calculate the distance between two clusters, and these ways decide the rule for clustering. These measures are called **Linkage methods**. Some of the popular linkage methods are given below:

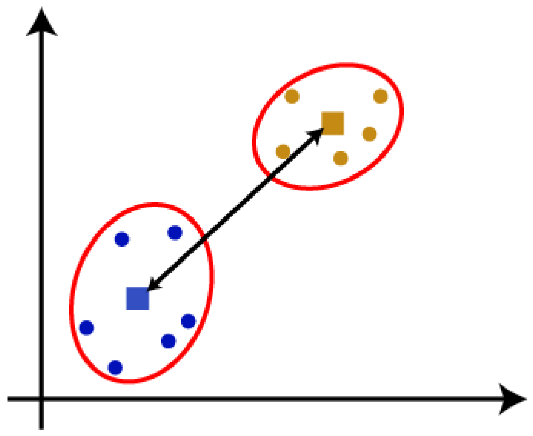
1. **Single Linkage:** It is the Shortest Distance between the closest points of the clusters. Consider the below image:



2. **Complete Linkage:** It is the farthest distance between the two points of two different clusters. It is one of the popular linkage methods as it forms tighter clusters than single-linkage.



3. **Average Linkage:** It is the linkage method in which the distance between each pair of datasets is added up and then divided by the total number of datasets to calculate the average distance between two clusters. It is also one of the most popular linkage methods.
4. **Centroid Linkage:** It is the linkage method in which the distance between the centroid of the clusters is calculated. Consider the below image:



From the above-given approaches, we can apply any of them according to the type of problem or business requirement.

7. Demonstrate the implementation of Hierarchical clustering algorithm using python?

Ans : The dataset is containing the information of customers that have visited a mall for shopping. So, the mall owner wants to find some patterns or some particular behavior of his customers using the dataset information.

Steps for implementation of AHC using Python:

The steps for implementation will be the same as the k-means clustering, except for some changes such as the method to find the number of clusters. Below are the steps:

1. **Data Pre-processing**
2. **Finding the optimal number of clusters using the Dendrogram**
3. **Training the hierarchical clustering model**
4. **Visualizing the clusters**

Data Pre-processing Steps:

In this step, we will import the libraries and datasets for our model.

- **Importing the libraries**

```
# Importing the libraries
import numpy as nm
import matplotlib.pyplot as mtp
import pandas as pd
```

The above lines of code are used to import the libraries to perform specific tasks, such as **numpy** for the Mathematical operations, **matplotlib** for drawing the graphs or scatter plot, and **pandas** for importing the dataset.

- **Importing the dataset**

```
# Importing the dataset
dataset = pd.read_csv('Mall_Customers_data.csv')
```

As discussed above, we have imported the same dataset of **Mall_Customers_data.csv,** as we did in k-means clustering. Consider the below output:

- **Extracting the matrix of features**

Here we will extract only the matrix of features as we don't have any further information about the dependent variable. Code is given below:

```
x = dataset.iloc[:, [3, 4]].values
```

Here we have extracted only 3 and 4 columns as we will use a 2D plot to see the clusters. So, we are considering the Annual income and spending score as the matrix of features.

Step-2: Finding the optimal number of clusters using the Dendrogram

Now we will find the optimal number of clusters using the Dendrogram for our model. For this, we are going to use **scipy** library as it provides a function that will directly return the dendrogram for our code. Consider the below lines of code:

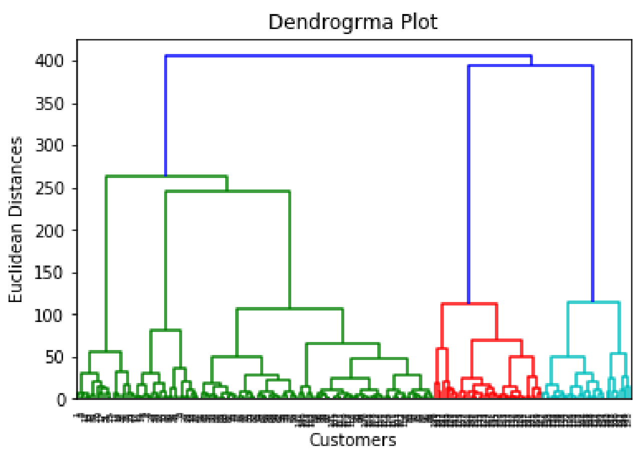
```
#Finding the optimal number of clusters using the dendrogram
import scipy.cluster.hierarchy as shc
dendro = shc.dendrogram(shc.linkage(x, method="ward"))
mtp.title("Dendrogrma Plot")
mtp.ylabel("Euclidean Distances")
mtp.xlabel("Customers")
mtp.show()
```

In the above lines of code, we have imported the **hierarchy** module of scipy library. This module provides us a method **shc.denrogram(),** which takes the **linkage()** as a parameter. The linkage function is used to define the distance between two clusters, so here we have passed the x(matrix of features), and method "**ward**," the popular method of linkage in hierarchical clustering.

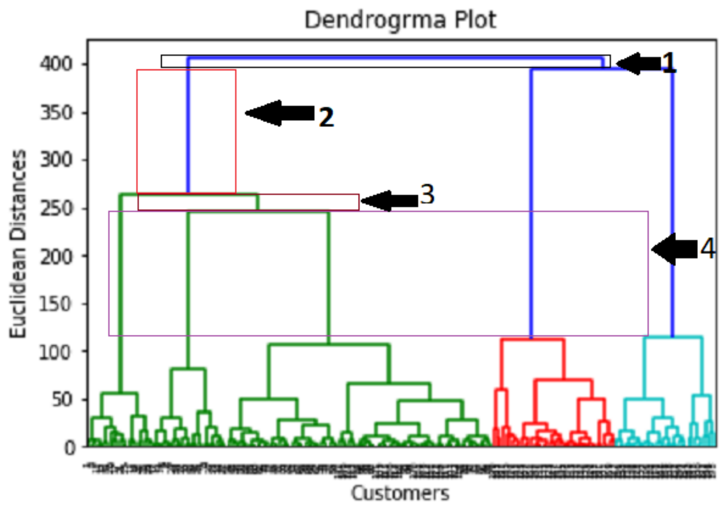
The remaining lines of code are to describe the labels for the dendrogram plot.

Output:

By executing the above lines of code, we will get the below output**:**



Using this Dendrogram, we will now determine the optimal number of clusters for our model. For this, we will find the **maximum vertical distance** that does not cut any horizontal bar. Consider the below diagram:



In the above diagram, we have shown the vertical distances that are not cutting their horizontal bars. As we can visualize, the 4th distance is looking the maximum, so according to this, **the number of clusters will be 5**(the vertical lines in this range). We can also take the 2nd number as it approximately equals the 4th distance, but we will consider the 5 clusters because the same we calculated in the K-means algorithm.

So, the optimal number of clusters will be 5, and we will train the model in the next step, using the same.

Step-3: Training the hierarchical clustering model

As we know the required optimal number of clusters, we can now train our model. The code is given below:

```
#training the hierarchical model on dataset
from sklearn.cluster import AgglomerativeClustering
hc= AgglomerativeClustering(n_clusters=5, affinity='euclidean', linkage='ward')
y_pred= hc.fit_predict(x)
```

In the above code, we have imported the **AgglomerativeClustering** class of cluster module of scikit learn library.

Then we have created the object of this class named as **hc.** The AgglomerativeClustering class takes the following parameters:

- **n_clusters=5**: It defines the number of clusters, and we have taken here 5 because it is the optimal number of clusters.
- **affinity='euclidean'**: It is a metric used to compute the linkage.
- **linkage='ward'**: It defines the linkage criteria, here we have used the "ward" linkage. This method is the popular linkage method that we have already used for creating the Dendrogram. It reduces the variance in each cluster.

In the last line, we have created the dependent variable y_pred to fit or train the model. It does train not only the model but also returns the clusters to which each data point belongs.

As we can see in the above image, the **y_pred** shows the clusters value, which means the customer id 1 belongs to the 5th cluster (as indexing starts from 0, so 4 means 5th cluster), the customer id 2 belongs to 4th cluster, and so on.

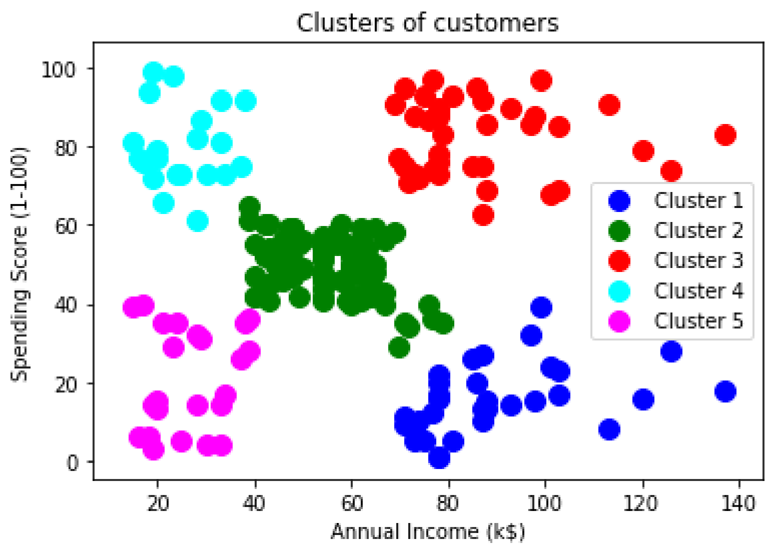
Step-4: Visualizing the clusters

As we have trained our model successfully, now we can visualize the clusters corresponding to the dataset.

Here we will use the same lines of code as we did in k-means clustering, except one change. Here we will not plot the centroid that we did in k-means, because here we have used dendrogram to determine the optimal number of clusters. The code is given below:

```
#visulaizing the clusters
mtp.scatter(x[y_pred == 0, 0], x[y_pred == 0, 1], s = 100, c = 'blue', label = 'Cluster 1')
mtp.scatter(x[y_pred == 1, 0], x[y_pred == 1, 1], s = 100, c = 'green', label = 'Cluster 2')
mtp.scatter(x[y_pred== 2, 0], x[y_pred == 2, 1], s = 100, c = 'red', label = 'Cluster 3')
mtp.scatter(x[y_pred == 3, 0], x[y_pred == 3, 1], s = 100, c = 'cyan', label = 'Cluster 4')
mtp.scatter(x[y_pred == 4, 0], x[y_pred == 4, 1], s = 100, c = 'magenta', label = 'Cluster 5')
mtp.title('Clusters of customers')
mtp.xlabel('Annual Income (k$)')
mtp.ylabel('Spending Score (1-100)')
mtp.legend()
mtp.show()
```

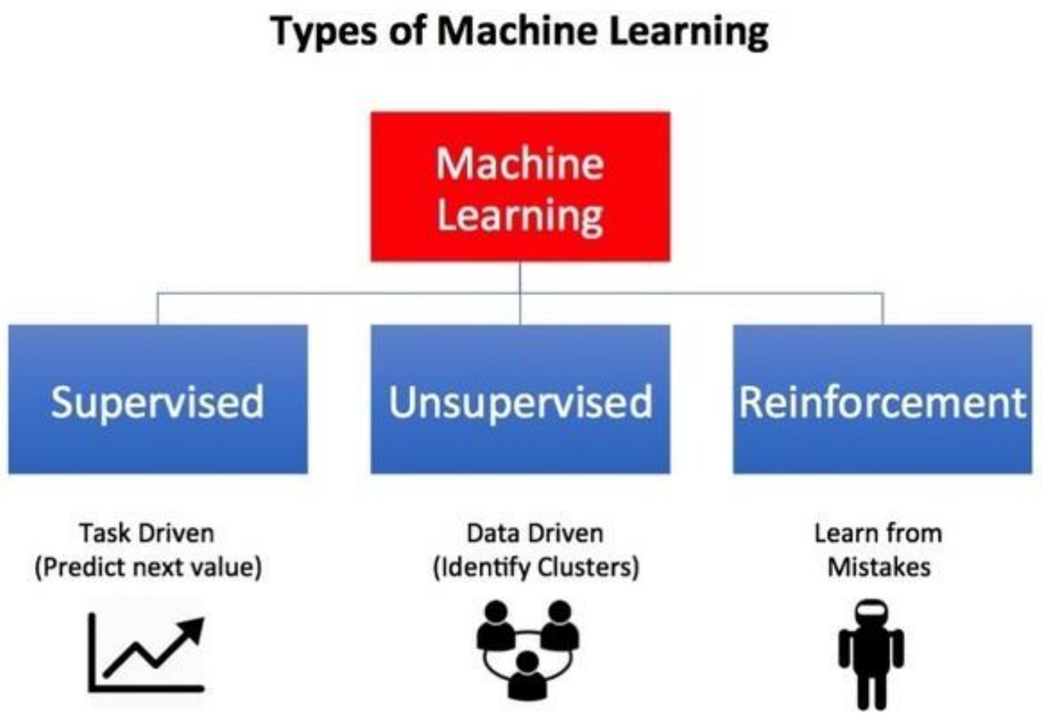
Output: By executing the above lines of code, we will get the below output:



8. Write in-detail about Reinforcement Learning technique?

Reinforcement Learning

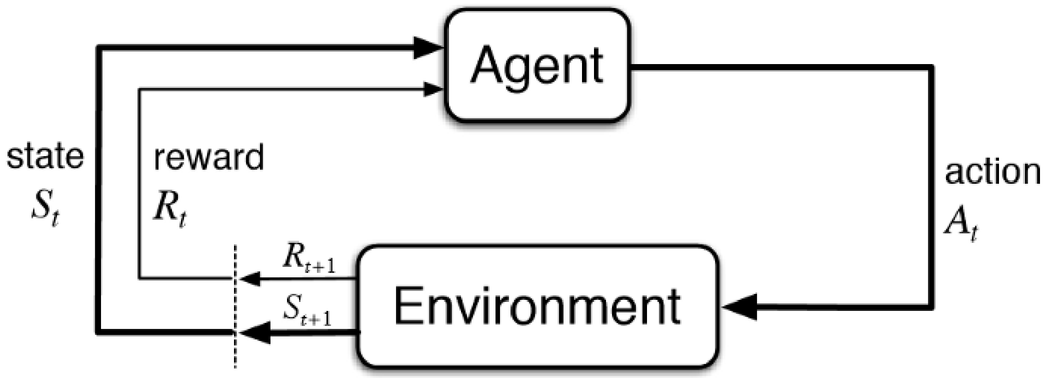
Reinforcement Learning(RL) is a type of machine learning technique that enables an agent to learn in an interactive environment by trial and error using feedback from its own actions and experiences.


Types of Machine Learning
Machine Learning
Supervised
Unsupervised
Reinforcement
Task Driven (Predict next value)
Data Driven (Identify Clusters)
Learn from Mistakes

Though both supervised and reinforcement learning use mapping between input and output, unlike supervised learning where the feedback provided to the agent is **correct set of actions** for performing a task, reinforcement learning uses **rewards and punishments** as signals for positive and negative behavior.

As compared to unsupervised learning, reinforcement learning is different in terms of goals. While the goal in unsupervised learning is to find similarities and differences between data points, in the case of reinforcement learning the goal is to find a suitable action model that would maximize the **total cumulative reward** of the agent. The figure below illustrates the **action-reward feedback**

loop of a eneric RL model.

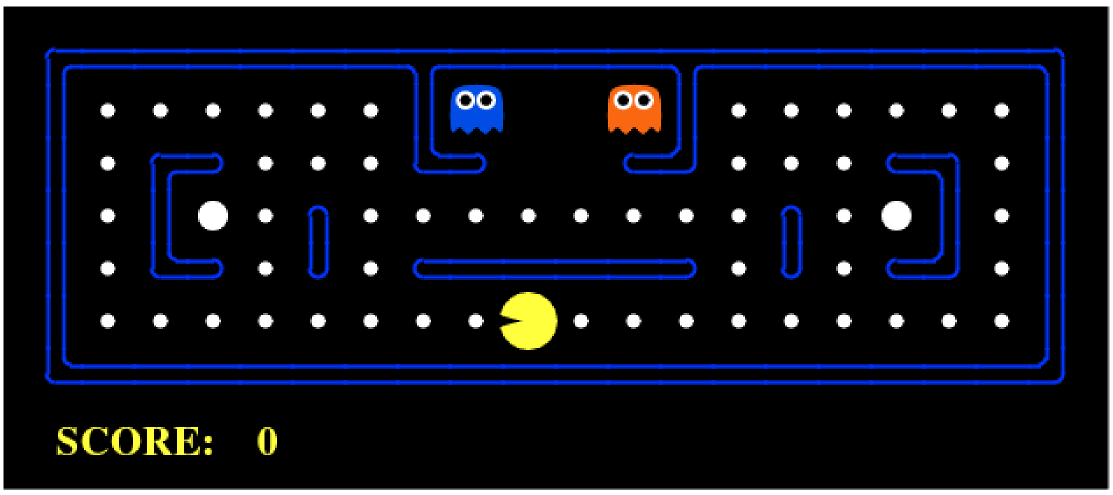


How to formulate a basic Reinforcement Learning problem?

Some key terms that describe the basic elements of an RL problem are:

1. **Environment** — Physical world in which the agent operates
2. **State** — Current situation of the agent
3. **Reward** — Feedback from the environment
4. **Policy** — Method to map agent's state to actions
5. **Value** — Future reward that an agent would receive by taking an action in a particular state

An RL problem can be best explained through games. Let's take the game of PacMan where the goal of the agent (PacMan) is to eat the food in the grid while avoiding the ghosts on its way. In this case, the grid world is the interactive environment for the agent where it acts. Agent receives a reward for eating food and punishment if it gets killed by the ghost (loses the game). The states are the location of the agent in the grid world and the total cumulative reward is the agent winning the game.



Approaches to implement Reinforcement Learning

There are mainly three ways to implement reinforcement-learning in ML, which are:

1. **Value-based:**
   The value-based approach is about to find the optimal value function, which is the maximum value at a state under any policy. Therefore, the agent expects the long-term return at any state(s) under policy π.
2. **Policy-based:**
   Policy-based approach is to find the optimal policy for the maximum future rewards without using the value function. In this approach, the agent tries to apply such a policy that the action performed in each step helps to maximize the future reward.
   The policy-based approach has mainly two types of policy:
   - **Deterministic:** The same action is produced by the policy (π) at any state.
   - **Stochastic:** In this policy, probability determines the produced action.
3. **Model-based:** In the model-based approach, a virtual model is created for the environment, and the agent explores that environment to learn it. There is no particular solution or algorithm for this approach because the model representation is different for each environment.

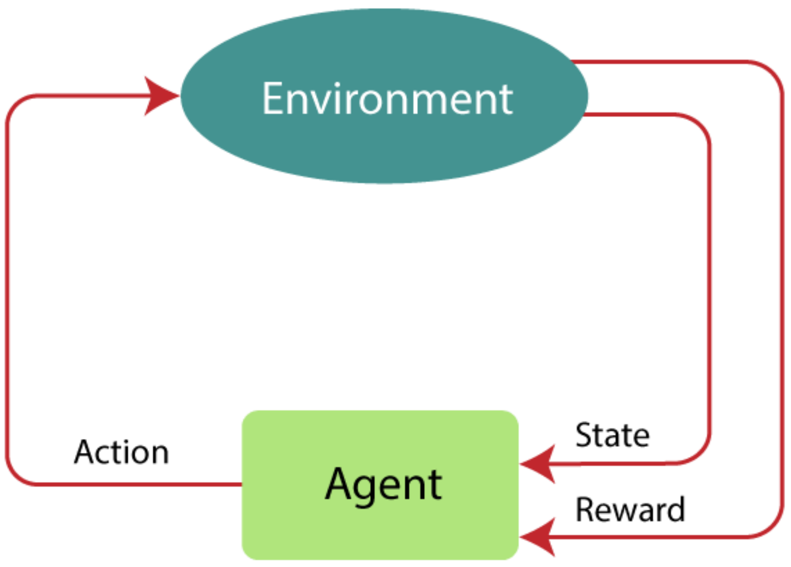
How does Reinforcement Learning Work?

To understand the working process of the RL, we need to consider two main things:

- **Environment:** It can be anything such as a room, maze, football ground, etc.
- **Agent:** An intelligent agent such as AI robot.

Markov Decision Process

Markov Decision Process or MDP, is used to **formalize the reinforcement learning problems**. If the environment is completely observable, then its dynamic can be modeled as a **Markov Process**. In MDP, the agent constantly interacts with the environment and performs actions; at each action, the environment responds and generates a new state.



MDP is used to describe the environment for the RL, and almost all the RL problem can be formalized using MDP.

MDP contains a tuple of four elements (S, A, P_a, R_a):

- A set of finite States S
- A set of finite Actions A
- Rewards received after transitioning from state S to state S', due to action a.
- Probability P_a.

MDP uses **Markov property**, and to better understand the MDP, we need to learn about it.

Markov Property:

It says that ***"If the agent is present in the current state S1, performs an action a1 and move to the state s2, then the state transition from s1 to s2 only depends on the current state and future action and states do not depend on past actions, rewards, or states."***

Or, in other words, as per Markov Property, the current state transition does not depend on any past action or state. Hence, MDP is an RL problem that satisfies the Markov property. Such as in a **Chess game, the players only focus on the current state and do not need to remember past actions or states**.

Finite MDP:

A finite MDP is when there are finite states, finite rewards, and finite actions. In RL, we consider only the finite MDP.

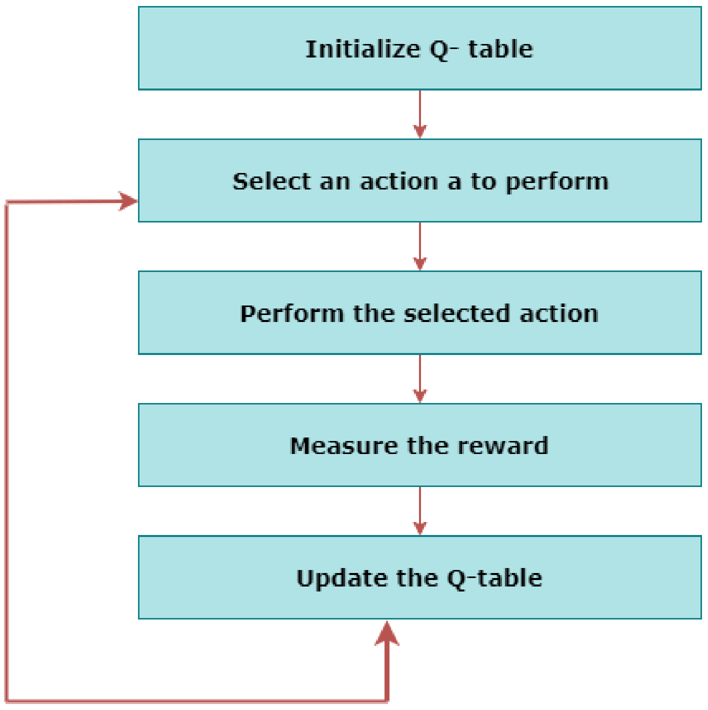
Markov Process:

Markov Process is a memoryless process with a sequence of random states S_1, S_2, ..., S_t that uses the Markov Property. Markov process is also known as Markov chain, which is a tuple (S, P) on state S and transition function P. These two components (S and P) can define the dynamics of the system.

Reinforcement Learning Algorithms

Reinforcement learning algorithms are mainly used in AI applications and gaming applications. The main used algorithms are:

- **Q-Learning:**
  - Q-learning is an **Off policy RL algorithm**, which is used for the temporal difference Learning. The temporal difference learning methods are the way of comparing temporally successive predictions.
  - It learns the value function Q (S, a), which means how good to take action "**a**" at a particular state "**s**."
  - The below flowchart explains the working of Q- learning:



9. Write about Principal Component Analysis (PCA) algorithm?

Ans: **Principal Component Analysis** is basically a statistical procedure to convert a set of observations of possibly correlated variables into a set of values of linearly uncorrelated variables.

Each of the principal components is chosen in such a way so that it would describe most of them still available variance and all these principal components are orthogonal to each other. In all principal components first principal component has a maximum variance.

Uses of PCA:

- It is used to find inter-relation between variables in the data.
- It is used to interpret and visualize data.
- The number of variables is decreasing it makes further analysis simpler.
- It's often used to visualize genetic distance and relatedness between populations.

These are basically performed on a square symmetric matrix. It can be a pure sums of squares and cross-products matrix or Covariance matrix or Correlation matrix. A correlation matrix is used if the individual variance differs much.

Objectives of PCA:

- It is basically a non-dependent procedure in which it reduces attribute space from a large number of variables to a smaller number of factors.
- PCA is basically a dimension reduction process but there is no guarantee that the dimension is interpretable.
- The main task in this PCA is to select a subset of variables from a larger set, based on which original variables have the highest correlation with the principal amount.

Principal Axis Method: PCA basically searches a linear combination of variables so that we can extract maximum variance from the variables. Once this process completes it removes it and searches for another linear combination that gives an explanation about the maximum proportion of remaining variance which basically leads to orthogonal factors. In this method, we analyze total variance.

Eigenvector: It is a non-zero vector that stays parallel after matrix multiplication. Let's suppose x is an eigenvector of dimension r of matrix M with dimension r*r if Mx and x are parallel. Then we need to solve Mx=Ax where both x and A are unknown to get eigenvector and eigenvalues.

Under Eigen-Vectors we can say that Principal components show both common and unique variance of the variable. Basically, it is variance focused approach seeking to reproduce total variance and correlation with all components. The principal components are basically the linear combinations of the original variables weighted by their contribution to explain the variance in a particular orthogonal dimension.

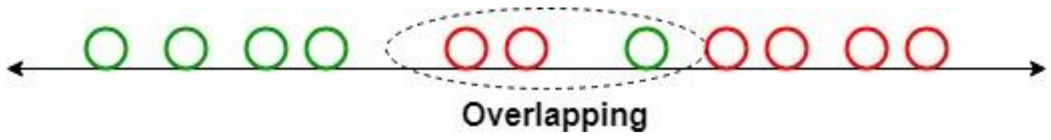
Eigen Values: It is basically known as characteristic roots. It basically measures the variance in all variables which is accounted for by that factor. The ratio of eigenvalues is the ratio of explanatory importance of the factors with respect to the variables. If the factor is low then it is contributing less to the explanation of variables. In simple words, it measures the amount of variance in the total given database accounted by the factor. We can calculate the factor's eigenvalue as the sum of its squared factor loading for all the variables.

10. Explain about dimensionality reduction technique Linear Discriminant Analysis (LDA)?

Ans:

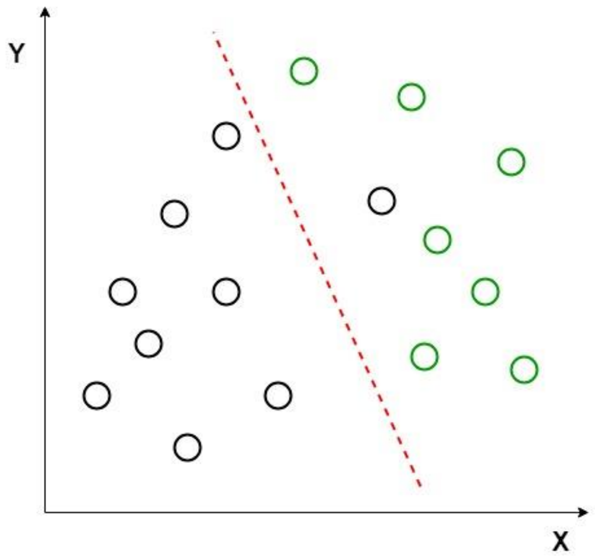
Linear Discriminant Analysis or **Normal Discriminant Analysis** or **Discriminant Function Analysis** is a dimensionality reduction technique that is commonly used for supervised classification problems. It is used for modelling differences in groups i.e. separating two or more classes. It is used to project the features in higher dimension space into a lower dimension space.

For example, we have two classes and we need to separate them efficiently. Classes can have multiple features. Using only a single feature to classify them may result in some overlapping as shown in the below figure. So, we will keep on increasing the number of features for proper classification.



Example:

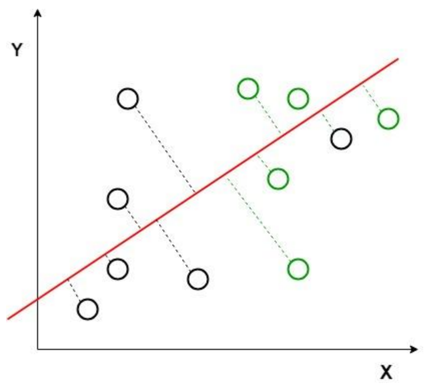
Suppose we have two sets of data points belonging to two different classes that we want to classify. As shown in the given 2D graph, when the data points are plotted on the 2D plane, there’s no straight line that can separate the two classes of the data points completely. Hence, in this case, LDA (Linear Discriminant Analysis) is used which reduces the 2D graph into a 1D graph in order to maximize the separability between the two classes.



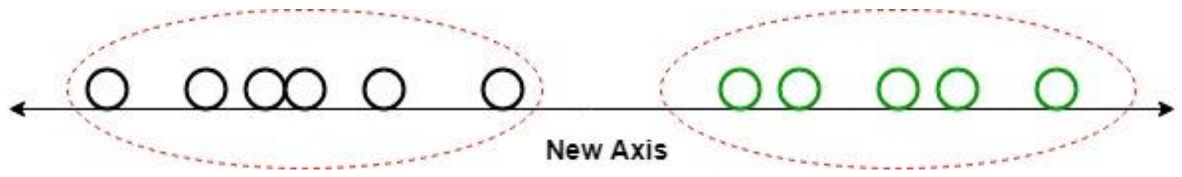
Here, Linear Discriminant Analysis uses both the axes (X and Y) to create a new axis and projects data onto a new axis in a way to maximize the separation of the two categories and hence, reducing the 2D graph into a 1D graph.

Two criteria are used by LDA to create a new axis:

1. Maximize the distance between means of the two classes.
2. Minimize the variation within each class.



In the above graph, it can be seen that a new axis (in red) is generated and plotted in the 2D graph such that it maximizes the distance between the means of the two classes and minimizes the variation within each class. In simple terms, this newly generated axis increases the separation between the data points of the two classes. After generating this new axis using the above-mentioned criteria, all the data points of the classes are plotted on this new axis and are shown in the figure given below.



But Linear Discriminant Analysis fails when the mean of the distributions are shared, as it becomes impossible for LDA to find a new axis that makes both the classes linearly separable. In such cases, we use non-linear discriminant analysis.