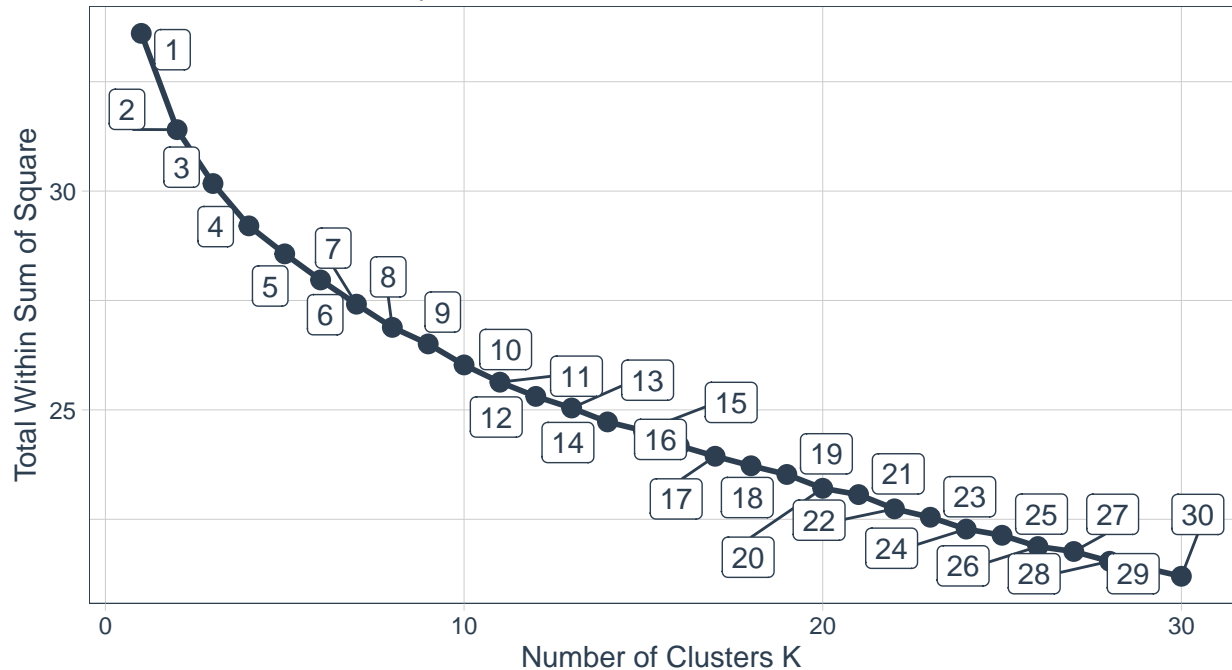


Scree Plot

Purpose: Minimise difference in distance between the centers of clusters and each of the companies
Scree Plot determines the optimal number of cluster K for K-means



Scree Plot becomes linear (constant rate of change) between 5 and 10 centers for K;
hence we select 5~10 clusters to segment the customer base.