Reduced set of exercises

- HIERARCHICAL: Start with toy example (after exercise 1) until 1.2.4
- KMEANS: Section 2, Exercise 20, 21,23
- KMEANS/HC: Exercise 24
- LEUKEMIA DATA: Section 4, Exercise 27-31
- PCA: Exercise 36-41

- Exercise 21:   comment/remove 'set.seed(SEED)' & look at position of centers instead of colors
- Exercise 30:   heatmap.plus -> heatmap