

MACHINE LEARNING ASSIGNMENT 3

1.d

2.c

3.d

4. d

5.b

6.c

7.a

8.d

9.b

10.b

11. d

12.b

13. They can cluster different customer types into one group based on different factors, such as purchasing patterns. The factors analysed through clustering can have a big impact on sales and customer satisfaction, making it **an invaluable tool to boost revenue, cut costs, or sometimes even both.**

14. Graph-based clustering performance can easily be improved by applying ICA blind source separation during the graph Laplacian embedding step. Applying unsupervised feature learning to input data using either RICA or SFT, improves clustering performance.