Marketing Analytics Fall 2017 Term – Segmentation Project

Objective: Segment Independent voters into an appropriate number of groups as defined by clustering based on responses to the Monmouth University political survey. The resulting segmentation should be useful to both the republican and democrat campaigns in understanding the makeup of independent voters.

Output: Well notated R code that explains and demonstrates the clustering process including data transformation and clean up. Notes should indicate the thought process behind the decisions that you make.