Customer Profile Segmentation using Complete Linkage Agglomerative (Bottom-Up) Clustering Technique

Project Duration: 24-Mar-2024 – 13-Apr-2024
Submission Information: (via) CSE-Moodle

Objective:

Customer personality analysis helps a business to modify its product based on its target customers from different types of customer segments. For example, instead of spending money to market a new product to every customer in the company's database, a company can analyze which customer segment is most likely to buy the product and then market the product only on that particular segment.

Given the data of several customers of a company, your task is to cluster the dataset into an optimal number of clusters. In particular, you shall be doing the following:

1. **K-means clustering.**
   Write a program to perform k-means clustering on the given dataset. Consider k=3 clusters. Consider cosine similarity as the distance measure. Randomly initialize k cluster means as k distinct data points. Iterate for 20 iterations. After the iterations are over, save the clustering information in a file. This file may be used in step 4 if the value of k is the optimal number of clusters.

2. **Evaluation of the clustering algorithm.**
   Evaluate the result of your clustering algorithm using the Silhouette coefficient metric and print the value of s.

$$s \; = \; \frac{b - a}{max(a,\,b)}$$

   The Silhouette Coefficient is defined for each sample and is composed of two scores:

   a. The mean distance between a sample and all other points in the same cluster.
   b. The mean distance between a sample and all other points in the next nearest cluster.

   The Silhouette Coefficient for a set of samples is given as the mean of the Silhouette Coefficient for each sample. The score is bounded between -1 for incorrect clustering and +1 for highly dense clustering. Scores around zero indicate overlapping clusters. Larger value of Silhouette Coefficient denotes that clusters are denser and well-separated in adherence to the idea of clustering algorithms.

3. **Find optimal value of k.**
   Repeat steps 1 and 2 for k = 4, 5 and 6 as well. Report the value of k for which you get the highest value of the Silhouette Coefficient. This will be the optimal number of

clusters. You will be using this number in the next step.

4. **Hierarchical Clustering.**
Implement a **Complete Linkage Agglomerative (Bottom-Up) Clustering** algorithm considering the same notion of similarity as in step 1. Find k clusters (optimal number of clusters from step 3) using complete linkage strategy.

Now you have k clusters from the k-means algorithm and k clusters from hierarchical clustering on the same dataset. Or in other words, the dataset is divided into k sets of data points as a result of the k-means algorithm (case A). Similar is the case for the hierarchical clustering algorithm (case B). You need to compute the Jaccard similarity between corresponding sets of both the cases. Consider the following example to understand the process clearly.

Let's say k=4 and our dataset consists of numbers from 0 to 99. case A divides the dataset into 4 sets. For simplicity, let's say that the groups are 0-24, 25-49, 50-74 and 75-99. Now, since the second algorithm is also a clustering algorithm, the dataset should be divided into more or less similar groups with slight deviations. But, we can assume that most of the numbers from 0-24 will be in the same group. So, if we consider the Jaccard Similarity of the group 0-24 from case A with all the groups of case B, one group will show high similarity while the other three will be quite dissimilar. This task requires you to first map each set of case A to a distinct set of case B (one-to-one and onto mapping) considering the Jaccard similarity as shown in the aforementioned example. After the mapping, print the Jaccard Similarity scores for all the k mappings.

Note: The program can be written in C / C++ / Java / Python programming language from scratch. No machine learning /data science /statistics package / library should be used for model creation

Dataset Details:

Dataset Filename: `custprofile.csv`
Data Description:
      Number of Instances: 2240   Number of Features/Attributes: 16
      Attribute information:
1) ID: Customer's unique identifier
2) Income: Customer's yearly household income
3) Kidhome: Number of children in customer's household
4) Teenhome: Number of teenagers in customer's household
5) Recency: Number of days since customer's last purchase
6) MntWines: Amount spent on wine in last 2 years
7) MntFruits: Amount spent on fruits in last 2 years
8) MntMeatProducts: Amount spent on meat in last 2 years
9) MntFishProducts: Amount spent on fish in last 2 years
10) MntSweetProducts: Amount spent on sweets in last 2 years
11) MntGoldProds: Amount spent on gold in last 2 years
12) NumDealsPurchases: Number of purchases made with a discount
13) NumWebPurchases: Number of purchases made through the company's website
14) NumCatalogPurchases: Number of purchases made using a catalog
15) NumStorePurchases: Number of purchases made directly in stores

16) NumWebVisitsMonth: Number of visits to company's website in the last month

Submission Details: (to be submitted under the specified entry in CSE-Moodle)

1. ZIPPED Code Distribution in CSE-Moodle (it should also contain a README file mentioning the instructions to run your program).
2. A brief report that contains the optimal number of clusters and your analysis of the results about similarity coefficients in step 2 and step 4. Please report the approximate time taken by your program to run all the steps in a reasonable PC configuration.
3. ZIPPED experimental outcomes containing the following:
   a. A file **kmeans.txt** that contains your final cluster information considering the optimal number of clusters that you have found out in step 3. The format should be as follows:

      Each line will represent a different cluster, and will contain a sorted comma separated list of the indices of the data points in that cluster. Sort the clusters by the minimum index of the data points present in that cluster.
      ```
      Eg: if suppose you obtain clusters [1,3,5], [2], [4,0],
      then the file should contain:
        0,4
        1,3,5
        2
      ```
      Here the numbers represent the index of the corresponding documents in the dataset (excluding the header)

   b. A file **agglomerative.txt** that contains final cluster information from step 4 in the same format as kmeans.txt.

You are advised to write all the programs in a single file following a modular approach and ensure that the main function of your program runs all the steps in sequence as asked in the assignment.

Submission Guidelines:

1. You may use one of the following languages: C / C++ / Java / Python.
2. Your program should be standalone and should not use any special purpose library. Numpy or Pandas may be used. And, you can use libraries for other purposes, such as generation and formatting of data.
3. You should name your file as <RollNo_ProjectCode.extension> (e.g., 23CS10000_CPHC-AC.pdf or 23CS30000_CPHC-AC.zip).
4. The submitted program file should have the following header comments:
   # Roll Number: Name of the student
   # Project Code
   # Project Title

You should not use any code available on the Web. Submissions found to be plagiarized or having used ML libraries (except for parts where specifically allowed) will be awarded zero marks.

For any questions about the assignment, contact the following TA:
Suvadeep Hajra (Email: suvadeep.hajra@gmail.com)