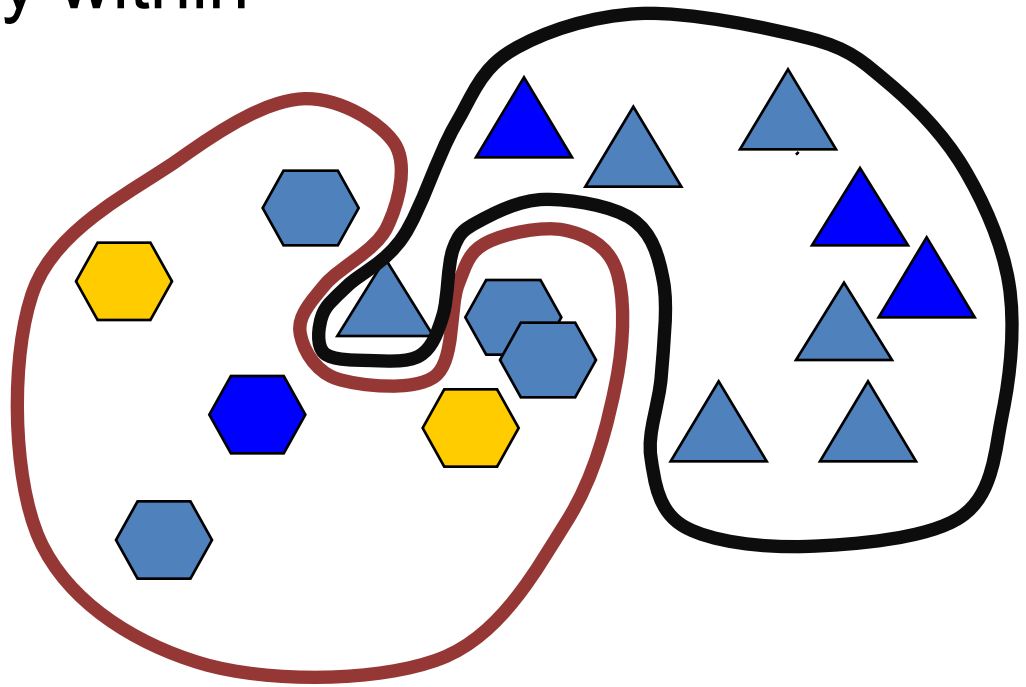
How Many Ks in K-Means?

Evaluating Your Segmentation Scheme

Two acid tests:

- Is there heterogeneity between segments?
- Is there homogeneity within segments?



No Segmentation

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Two Segments

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Ideal Segmentation

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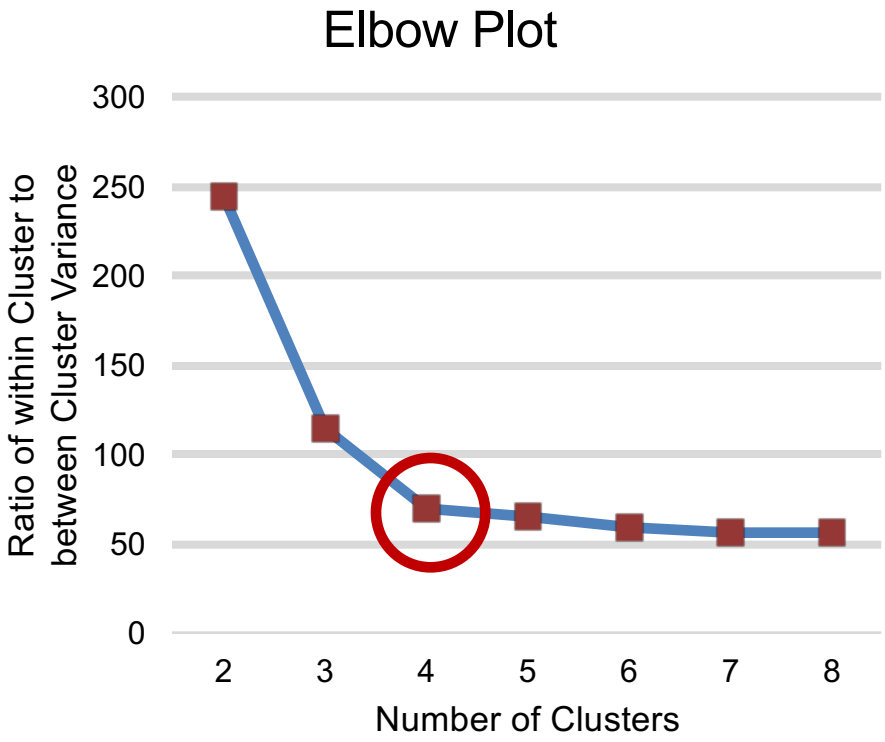
Number of Clusters: Elbow Plot

- Ratio of within to between cluster variance is plotted against the number of clusters
- The point at which a sharp bend occurs indicates the number of clusters