A **Unorganised set of objects** with multiple shape characteristics: height, width, volume, etc.
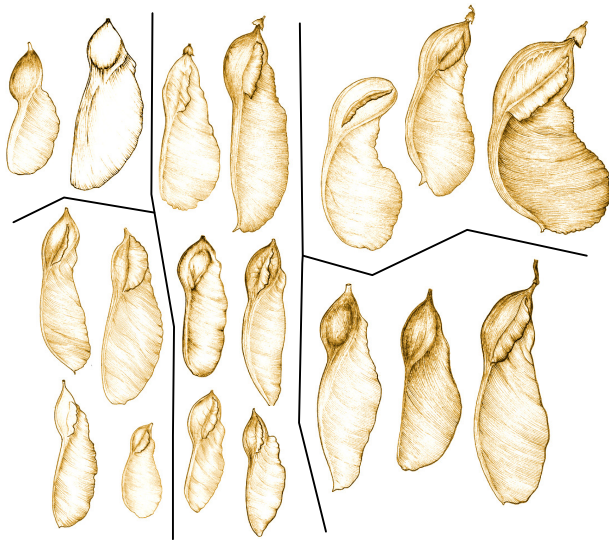
Dimension reduction algorithms

B **Organised set of objects** Position on canvas (2 coordinates) is related to shape (>2 characteristics)

Difficult to define subgroups by looking at data

Projection of shape data into two dimensions => Subgroups can be defined visually