



Unsupervised Learning Models

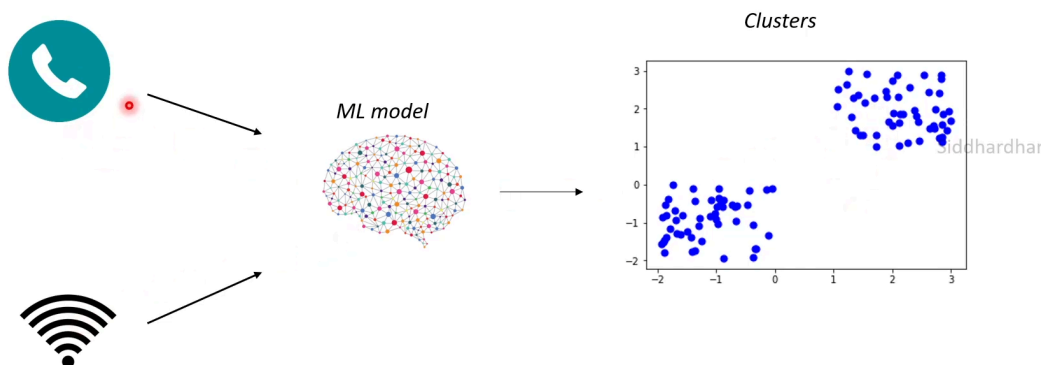
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Unsupervised learning models learn from unlabeled data.

Two main types:

1. Clustering
2. Association

Clustering



Association

Customer 1



- Bread
- Milk
- Fruits
- wheat

Customer 2



- Bread
- Milk
- Rice
- Butter

Customer 3



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Now, when customer 3 goes and buys bread,
it is highly likely that he will also buy milk.

