**FM Radio Cluster ICE**

20 customers were asked the following questions:

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| 1. The FM station should provide more old Hindi songs. |
| 2. FM stations must help an individual in solving their personal problems. |
| 3. The presentation style of RJs helps popularizing an FM station. |
| 4. An FM station should provide some kind of prizes/incentives to its listeners. |
| 5. The station must telecast latest songs more often. |
| 6. The FM stations must contain more entertaining programs. |
| 7. Popularity of RJs depends upon their humor and ability to make program |
| interesting. |
| 8. FM station should provide more opportunity to listeners to talk to celebrities. |
| 9. RJs voice must be clear and melodious. |
| 10. FM channels should play 24 X 7. |
| 11. FM stations should give information for other sports along with cricket. |
| 12. FM stations should provide information regarding educational/professional |
| courses available in the city. |
| 13. FM stations should provide information regarding different shopping offers |
| available in the city. |
| 14. RJs should speak in an understandable language, preferably in local language. |

Can you cluster these 20 customers? How many clusters emerge? The data are in the file “FM radio cluster.sav”.