

## IBM Module 4 Solutions

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### Review Question 1

1/1 point (graded)

Which one is NOT TRUE about k-means clustering??

☐ k-means divides the data into non-overlapping clusters without any cluster-internal structure.

☐ The objective of k-means, is to form clusters in such a way that similar samples go into a cluster, and dissimilar samples fall into different clusters.

☒ As k-means is an iterative algorithm, it guarantees that it will always converge to the global optimum.

✓

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Correct (1/1 point)

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✓ Correct (1/1 point)

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### Review Question 2

1/1 point (graded)

Customer Segmentation is a supervised way of clustering data, based on the similarity of customers to each other.

☐ True

☒ False

✓

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Correct (1/1 point)

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### Review Question 3

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Review Question 3

1/1 point (graded)

How is a center point (centroid) picked for each cluster in k-means?

☒ We can randomly choose some observations out of the data set and use these observations as the initial means.

☐ We can select the centroid through correlation analysis.

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