

Unsupervised Learning Approach to Mall Customers Segmentation

Objective: To cluster mall customers into multiple groups using K-means and Hierarchical Clustering in absence of labels

Summary of the steps followed:

1. Importing libraries
2. Data visualization
3. Finding optimal value of k
4. Implement kmeans
5. Build up a dendrogram
6. Apply Agglomerative clustering on top of it
7. Visualise the formed clusters

Libraries used: Scikit-Learn

Summary:

- Executed data visualization and exploratory data analysis to get good insight of the given dataset
- Performed elbow technique to find suitable no of clusters for subsets of features and executed k-means algorithm for two cases
- Formed a Dendrogram for easier interpretation, better visualization and applied agglomerative clustering on the given dataset