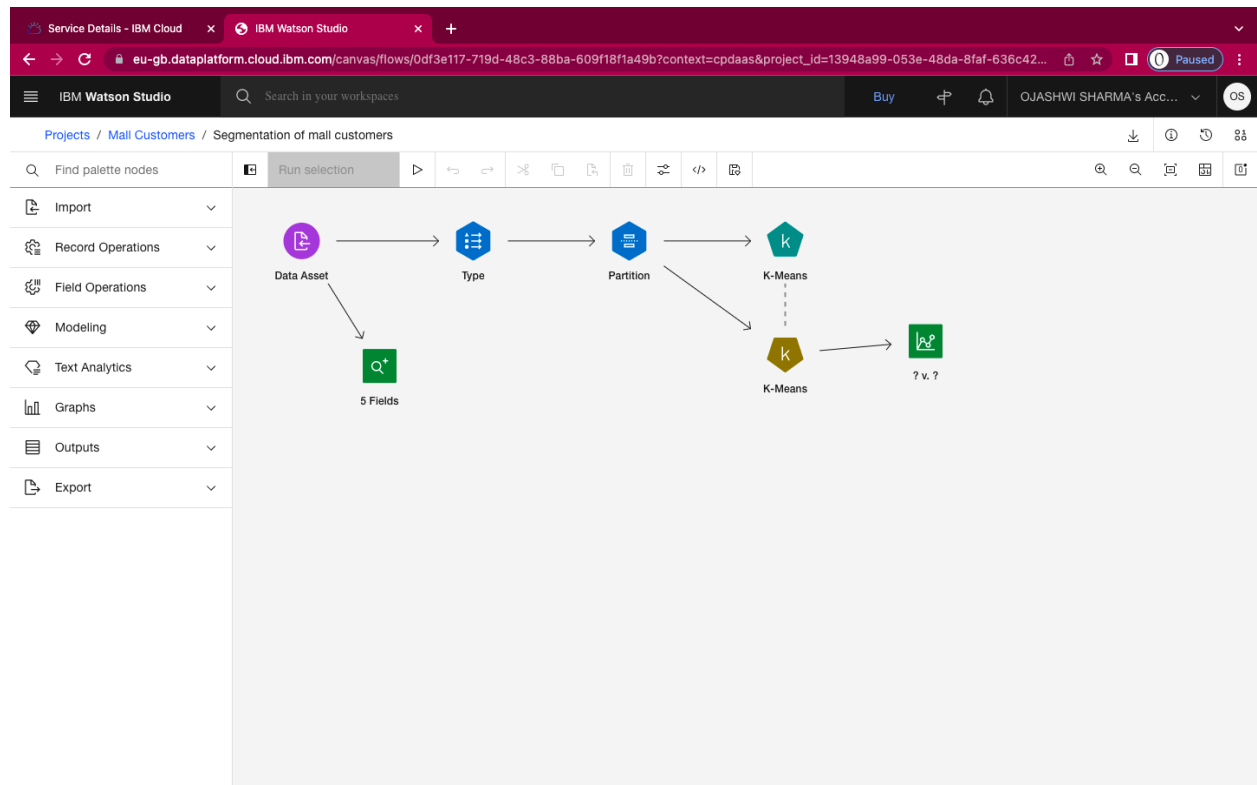


OJASHWI SHARMA

SMARTINTERNZ

ASSIGNMENT 3



Service Details - IBM Cloud x IBM Watson Studio x +

eu-gb.dataplatform.cloud.ibm.com/canvas/flows/0df3e117-719d-48c3-88ba-609f18f1a49b?context=cpdaas&project_id=13948a99-053e-48da-8faf-636c42... Paused

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Projects / Mail Customers / Segmentation of mail customers

Find palette nodes Run selection

Import Record Operations Field Operations Modeling Text Analytics Graphs Outputs Export

Data Asset Type Partition K-Means K-Means ? v. ?

5 Fields

Preview: 5 Fields Refresh x

	CustomerID	Gender	Age	Annual Income (k\$)	Spending Score (1-100)
1	1	Male	19	15	39
2	2	Male	21	15	81
3	3	Female	20	16	6
4	4	Female	23	16	77
5	5	Female	31	17	40
6	6	Female	22	17	76
7	7	Female	35	18	6
8	8	Female	23	18	94
9	9	Male	64	19	3
10	10	Female	30	19	72

Service Details - IBM Cloud x IBM Watson Studio x +

eu-gb.dataplatform.cloud.ibm.com/canvas/flows/0df3e117-719d-48c3-88ba-609f18f1a49b?context=cpdaas&project_id=13948a99-053e-48da-8faf-636c42... Paused

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View Model: K-Means

K-Means Clustering Model ⓘ

EVALUATION

Cluster Quality

MODEL VIEWER

Model Information

Feature Importance

Cluster Sizes

Cluster Comparison

Clusters

Cell Distributions (Absolute)

Cell Distributions (Relative)

Build Settings

Training Summary

Cluster Quality ⓘ

Cluster Quality

Silhouette Measure of Cohesion and Separation

Cluster Quality Parameters

Overall Clustering Quality (Avg. Silhouette)	0.508
Total Within Clusters Sum of Squares	0.111
Average Within Cluster Sum of Squares	0.037
Average SSB (Between ss)	0.119

Service Details - IBM Cloud

IBM Watson Studio

+

eu-gb.dataplatform.cloud.ibm.com/canvas/flows/0df3e117-719d-48c3-88ba-609f18f1a49b?context=cpdaas&project_id=13948a99-053e-48da-8faf-636c42...

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Model Information

Algorithm	K-Means	
Model Class	Center Based	
Number of Features	3	
Distance Measure	Euclidean	
Number of Clusters	3	
Number of instances in each cluster	Cluster 1	19 (14.29%)
	Cluster 2	82 (61.65%)
	Cluster 3	32 (24.06%)
Ratio of sizes (Largest to smallest)		4.316

