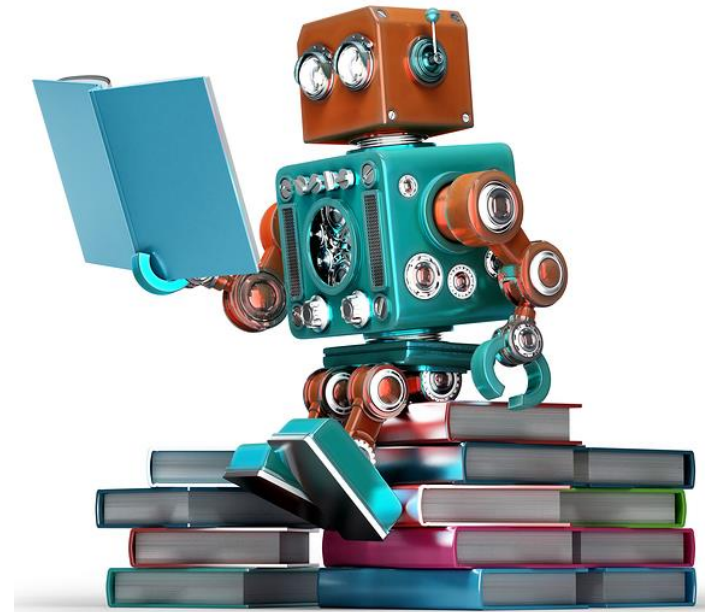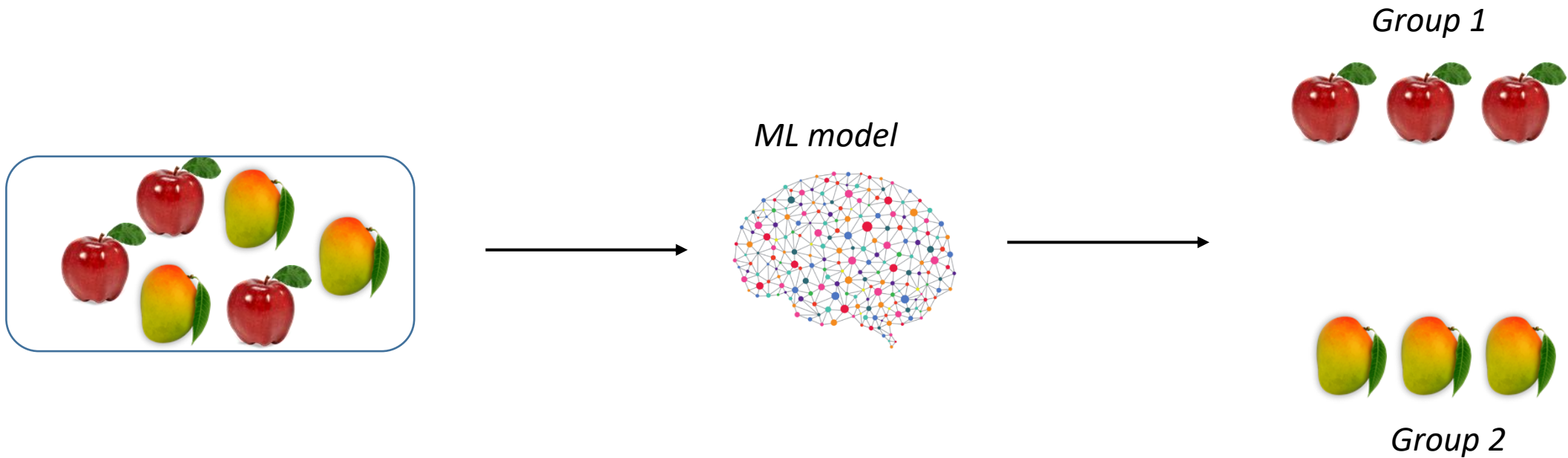**Siddhardhan**

Unsupervised Learning: Clustering & Association

Unsupervised Learning

*In Unsupervised Learning, the Machine Learning algorithm learns from **Unlabelled Data***

ML model

Group 1

Group 2

Types of Unsupervised Learning

Unsupervised Learning

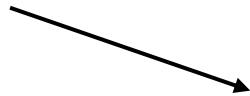## Clustering

Clustering is an unsupervised task which involves grouping the similar data points.

Association

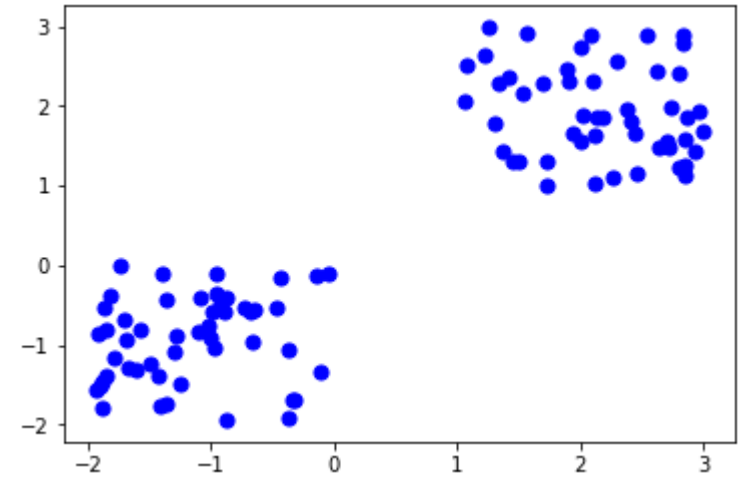Association is an unsupervised task that is used to find important relationship between data points
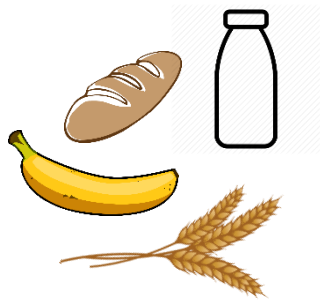
SIDDHARDHAN
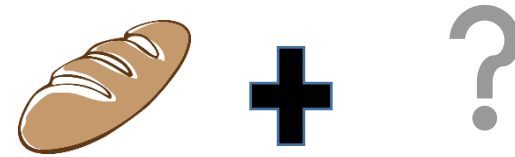
Clustering

ML model

Clusters

Association

Customer 1

Customer 2

Customer 3

- Bread
- Milk
- Fruits
- wheat

- Bread
- Milk
- Rice
- Butter

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

Unsupervised Learning Algorithms

1. *K-Means Clustering*
2. *Hierarchical Clustering*
3. *Principal Component Analysis (PCA)*
4. *Apriori*
5. *Eclat*