

1. download file likes.csv from LMS. it contains likes, share, comments etc figures for merchant posts
2. select the vars num_reactions to num_angrys
3. create a scaled version of the data
4. run k-means with k 2 to 20 , find the suitable value of K on the basis of decrease in ssw
5. run k-means again for suitable value of K and store the result to unscaled data
6. plot cluster membership with following pair of vars . num_comments vs num_shares . num_likes vs num_shares
7. create mean summary for all vars across all clusters [use summarise_all]
8. what labels will you give your clusters
9. how is status_type distributed across clusters that you have. Do you see any tren in terms of effect of status_type on num_reactions, shares etc.