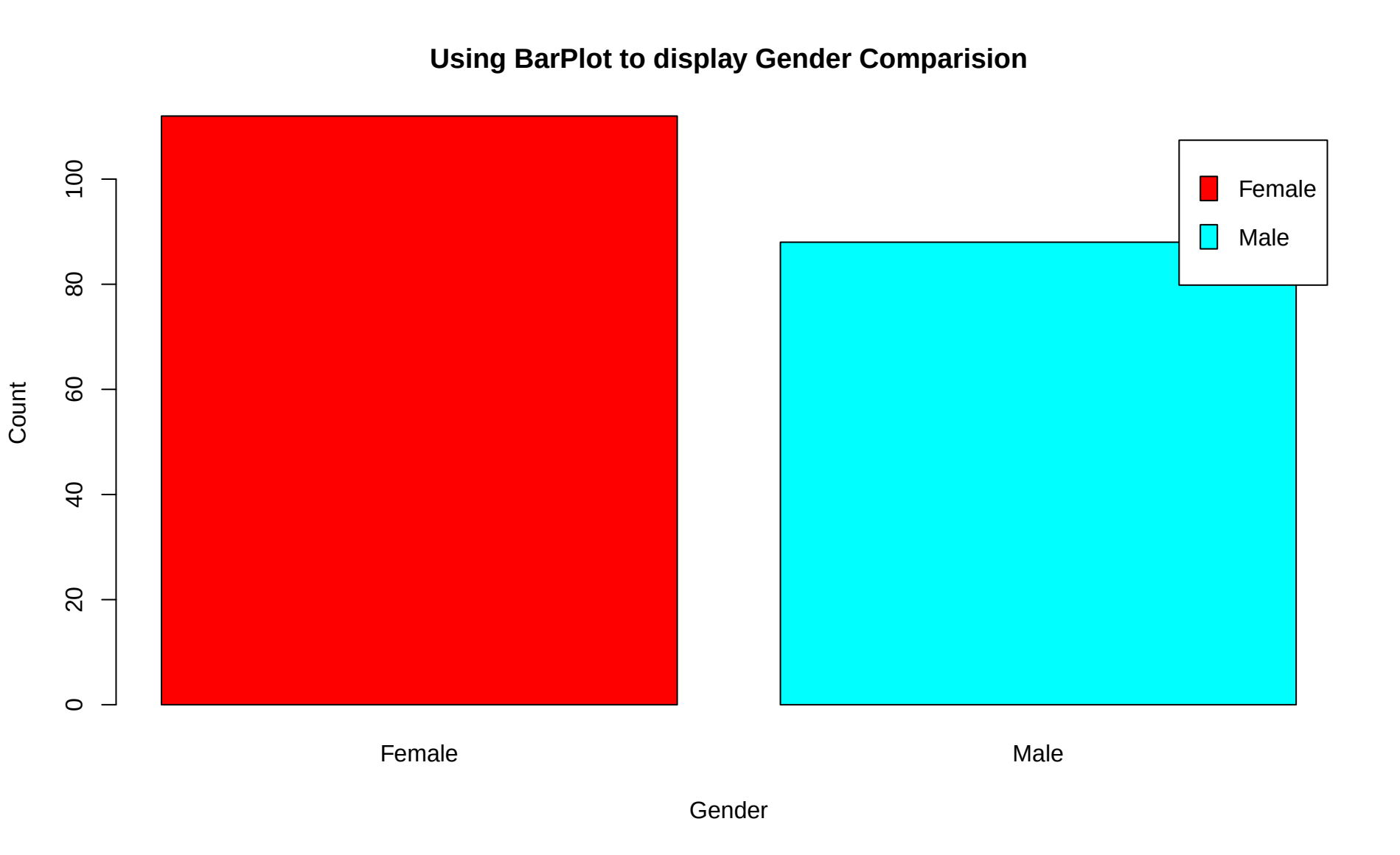
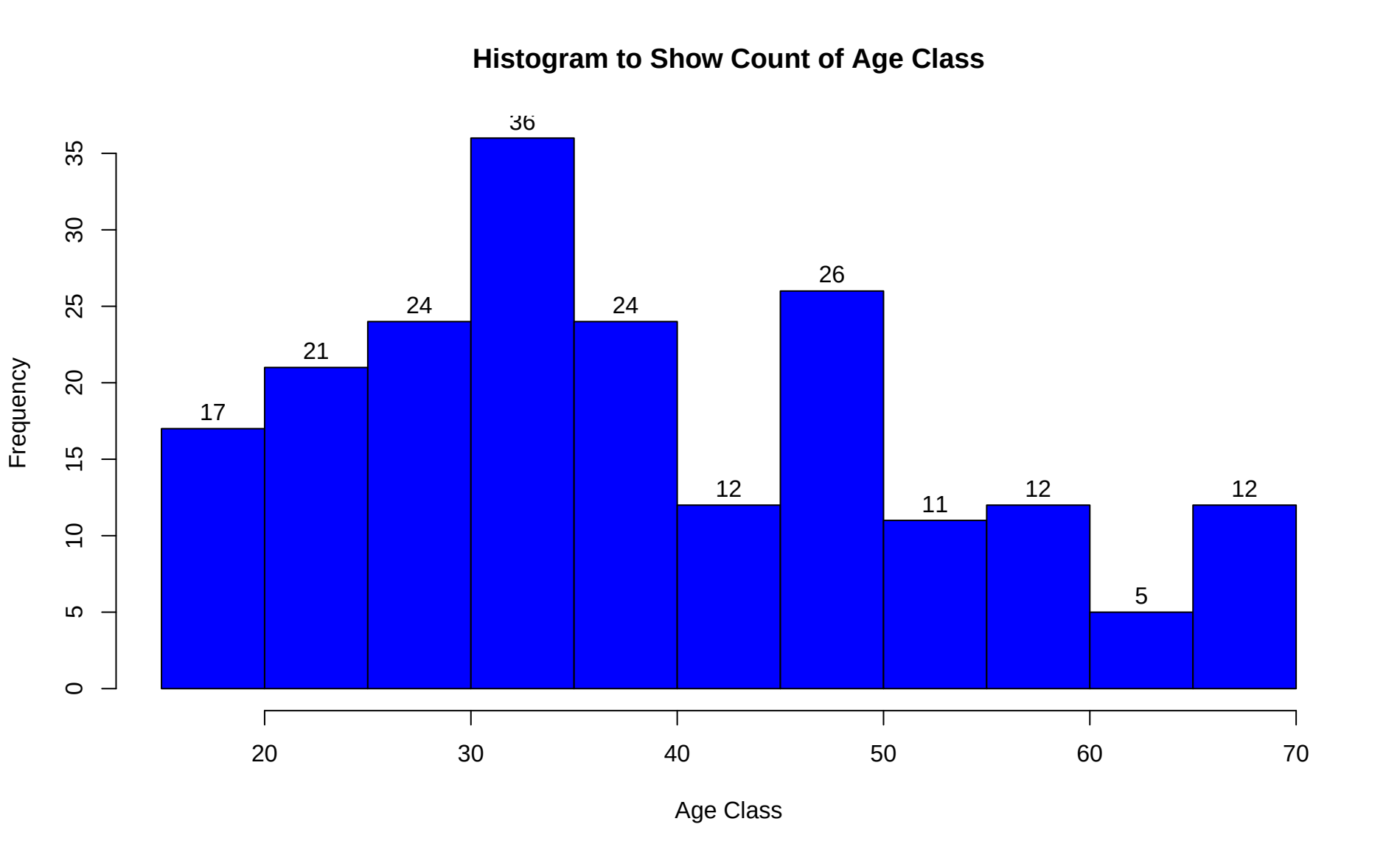
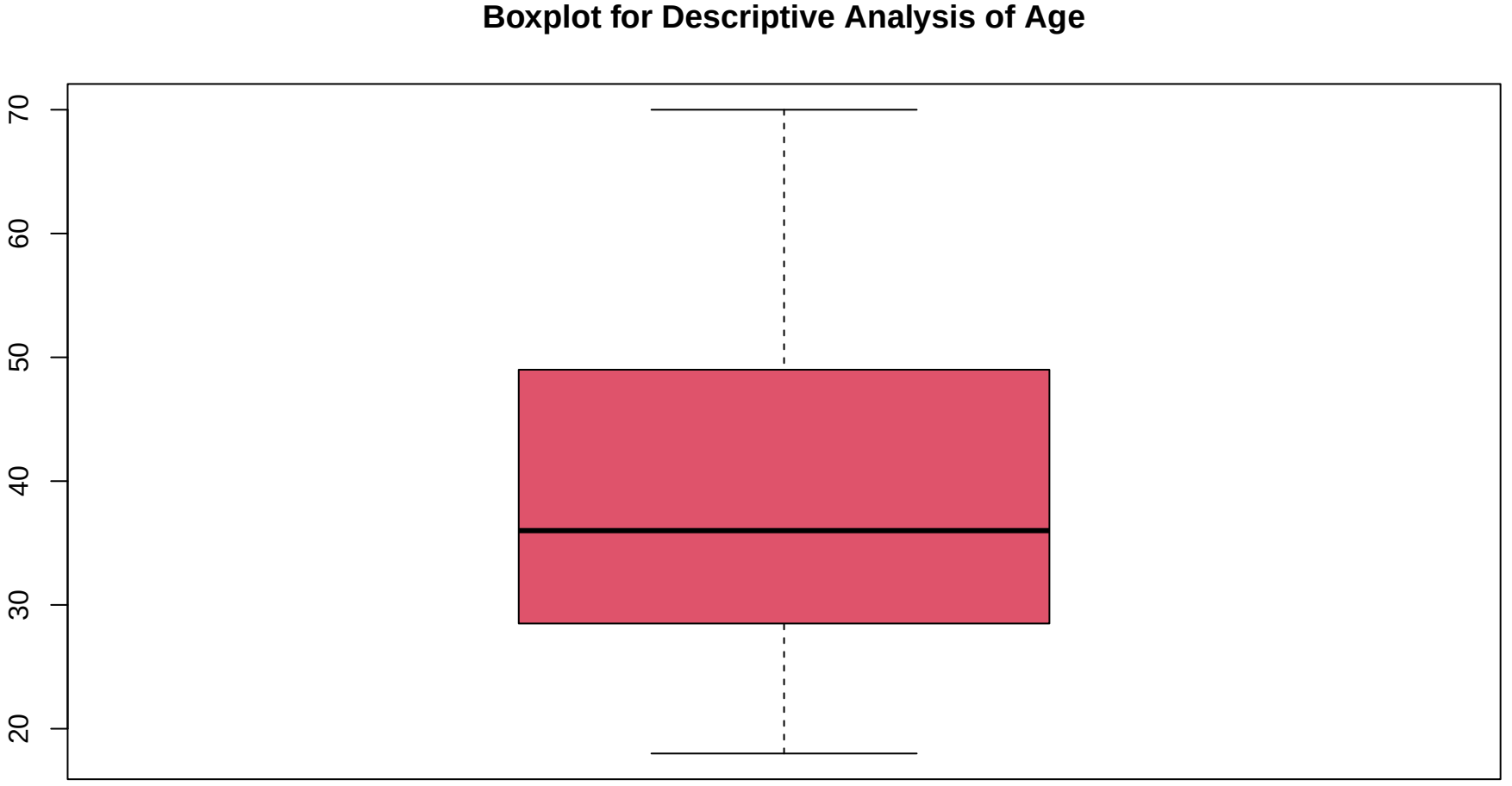
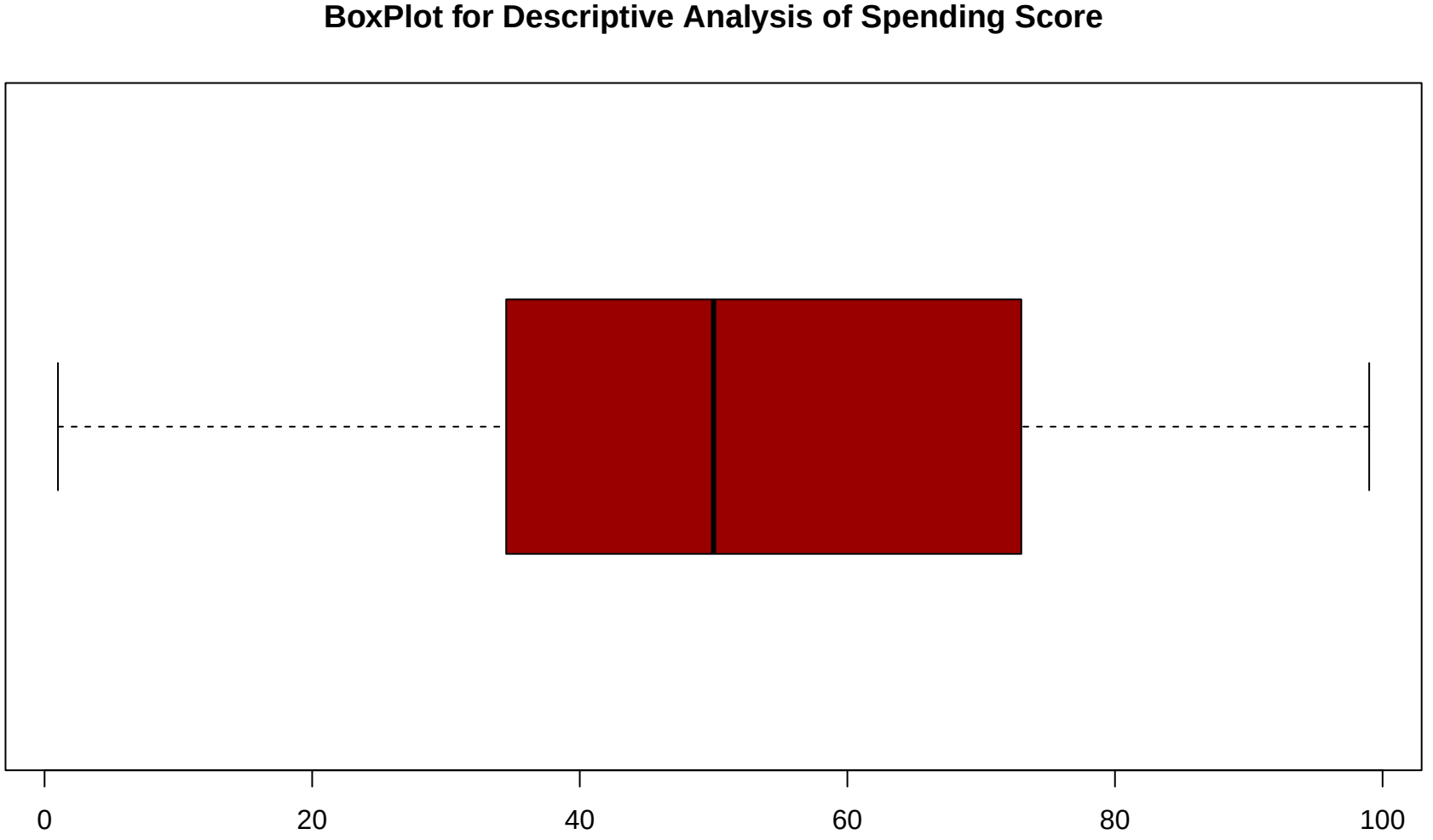
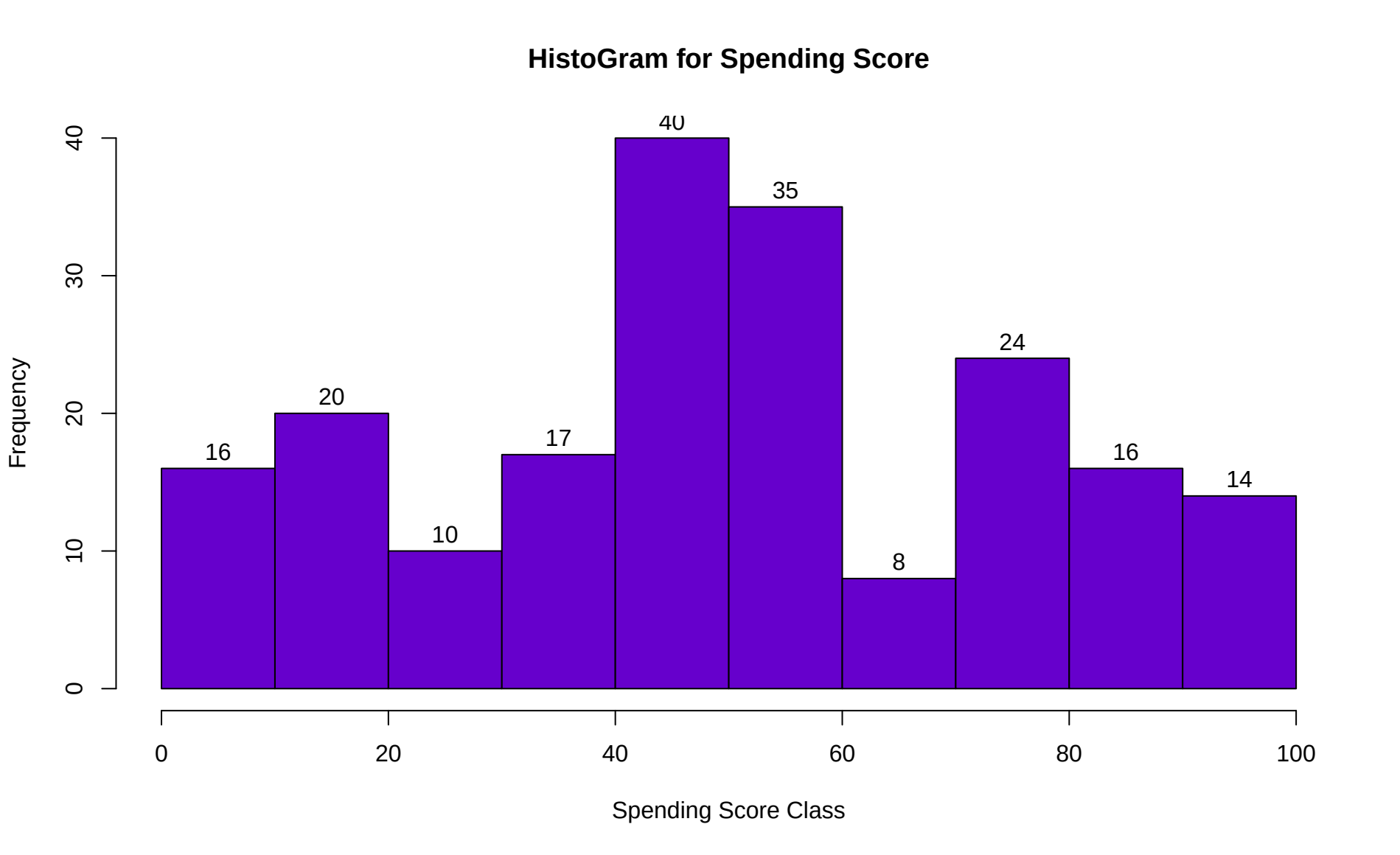
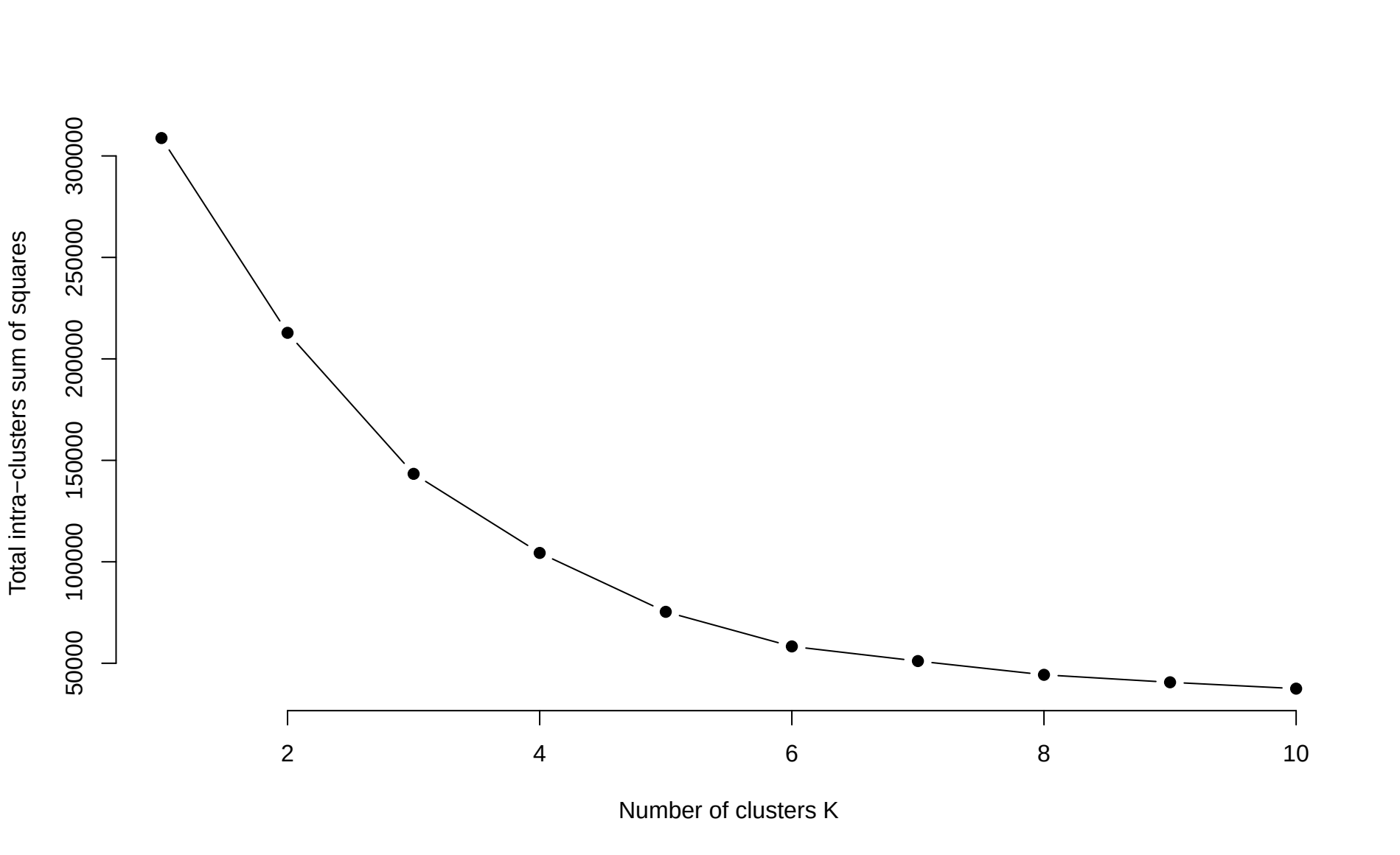

Using BarPlot to display Gender Comparision
Count
0
20
40
60
80
100
Female
Male
Gender
Female
Male

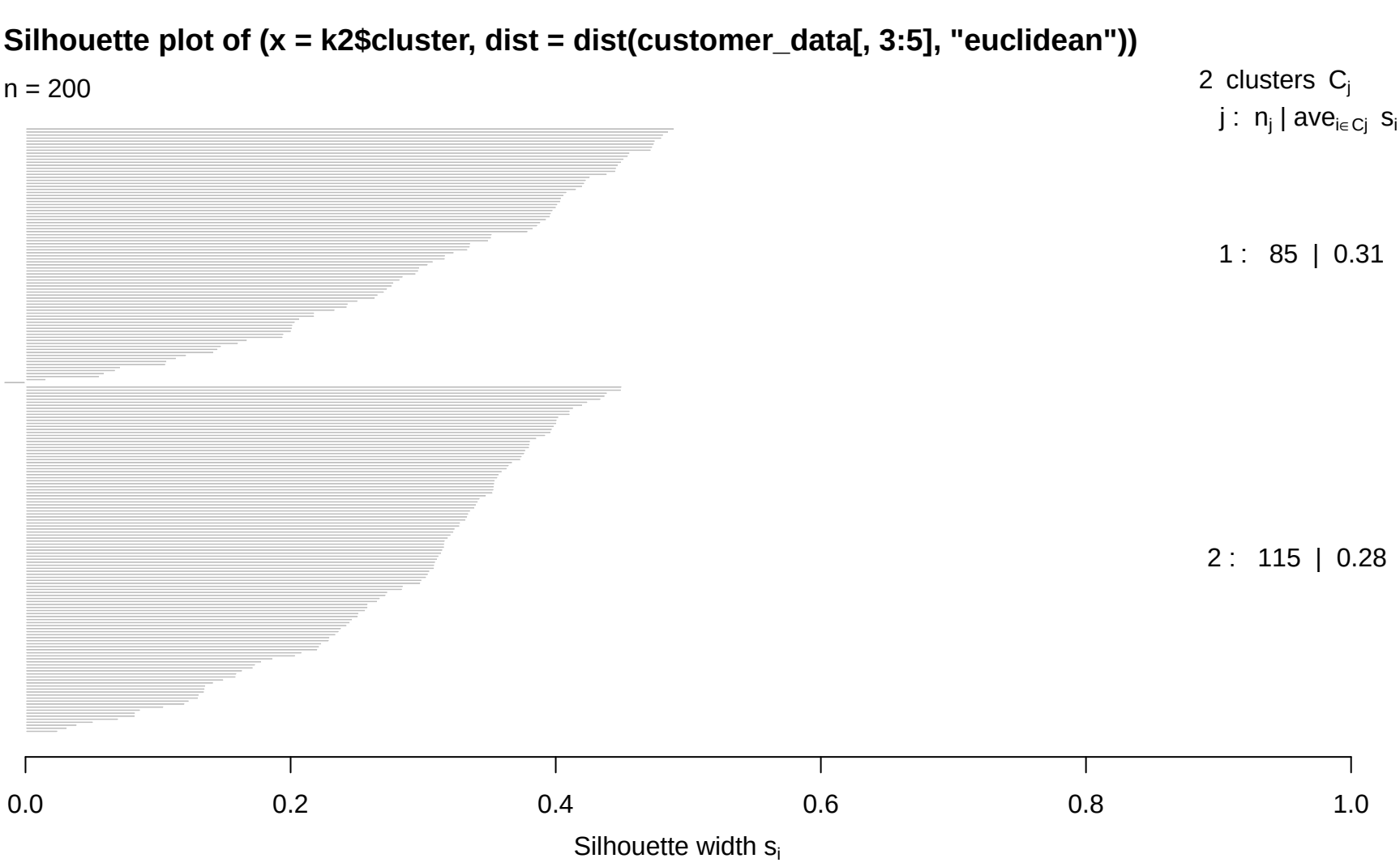

Histogram to Show Count of Age Class
Frequency
0
5
10
15
20
25
30
35
17
21
24
36
24
12
26
11
12
5
12
20
30
40
50
60
70
Age Class

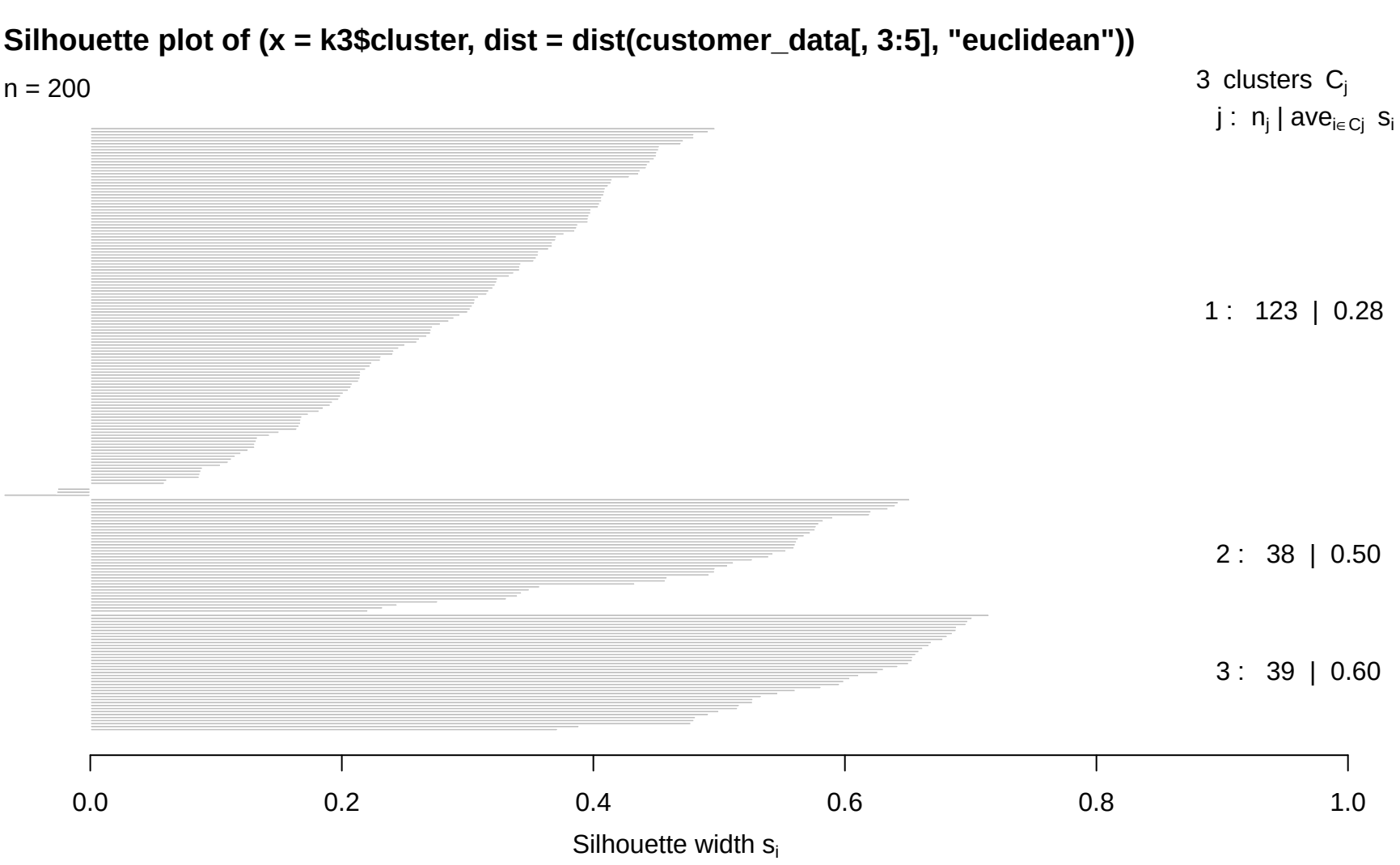

Boxplot for Descriptive Analysis of Age
70
60
50
40
30
20

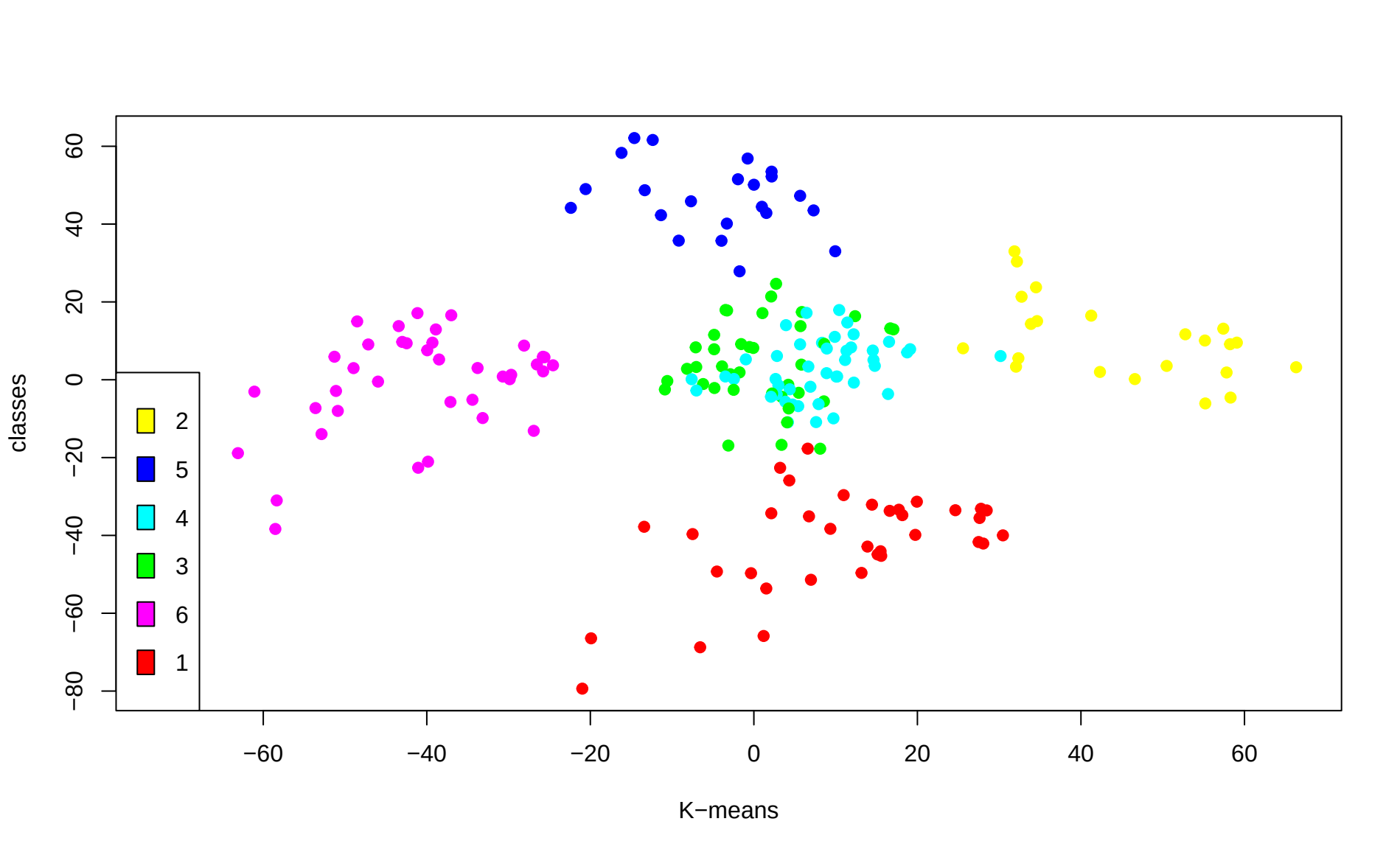

BoxPlot for Descriptive Analysis of Spending Score
0
20
40
60
80
100


HistoGram for Spending Score
Frequency
0
10
20
30
40
16
20
10
17
40
35
8
24
16
14
0
20
40
60
80
100
Spending Score Class


Total intra−clusters sum of squares
50000
100000
150000
200000
250000
300000
2
4
6
8
10
Number of clusters K


Silhouette plot of (x = k2$cluster, dist = dist(customer_data[, 3:5], "euclidean"))
n = 200
2 clusters C_j
j : n_j | $ave_{i \in Cj}$ s_i
1 : 85 | 0.31
2 : 115 | 0.28
0.0
0.2
0.4
0.6
0.8
1.0
Silhouette width s_i
Average silhouette width : 0.29


Silhouette plot of (x = k3$cluster, dist = dist(customer_data[, 3:5], "euclidean"))
n = 200
3 clusters C_j
j : n_j | ave$_{i \in Cj}$ s_i
1 : 123 | 0.28
2 : 38 | 0.50
3 : 39 | 0.60
0.0
0.2
0.4
0.6
0.8
1.0
Silhouette width s_i
Average silhouette width : 0.38


classes
K−means
−80
−60
−40
−20
0
20
40
60
2
5
4
3
6
1