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LESSON

Project 5 - Segmentation

The SLIDES containing the project description can be found here.

Lins for the suggested datasets:

- Young preferences: this dataset contains a survey with 150 responses from people from 15 to 30 years.

- It has features ranging from 0-5, 0 usually meaning 'strongly disagree' and 5 usually meaning 'strongly agree' (higher is better)

- Lots of interesting questions may rise such as:

  - May clustering help us identify patterns among young people? Does the pattern of music someone likes influences the movie taste?

  - There are 150 dimensions in people's taste. Could we understand people's taste with a smaller number of dimensions? Meaning some of the questions were almost redundant?

  - How to visualize it properly?

  - Were there people who intentionally randomly responded the survey? Is there a way to find them?

- FIFA 2019

- For this case, can you help a club manager identify players for his/her team?

- What are the features that a club manager would care the most? Is there a set of features that would

- What are effective ways to visualize our clustered data that would bring insights to the business?

- Pay attention to player position.

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1　　2　　3　　4　　5

Not helpful at all　　Extremely helpful

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