**Assume yourself in a dietary company and a customer comes in to get advice on the cereal they should eat.**

**They are looking for high protein and low sugar cereal but wants a list of choices rather than one specific name or brand.**

**Using the cereal data (cereals.xls) provided in D2L, provide the list that will match with the  
customers requirement and explain why you are recommending that product.  
Please share the screenshot of the JMP file (displaying the cluster you chose) along with your  
explanation.**

So based on protein and sugar i did k means on the cereal’s dataset. There are like 76 rows in the dataset. Where I kept 3 to 5 clusters for the analysis. I got 4 clusters as ideal, and I saved the 4 clusters’ files.

The below screenshots are the cluster groups. Where I recommend all the products from cluster 1 which is highlighted in the screenshots below.

If I want to recommend one, I would recommend **frosted mini wheat (Kellogs)**because it has high protein 6 and low sugar 12

Graphical user interface, application, table, Excel

Description automatically generatedGraphical user interface, application, table, Excel

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