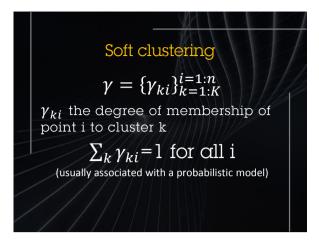
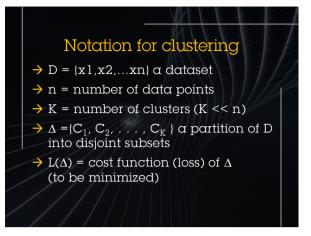


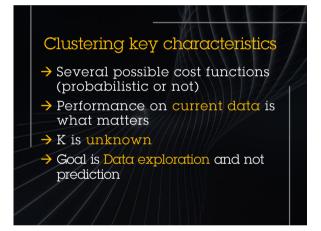




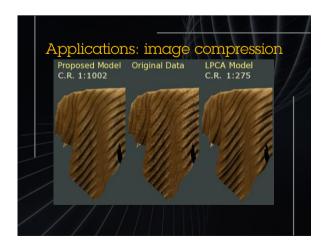
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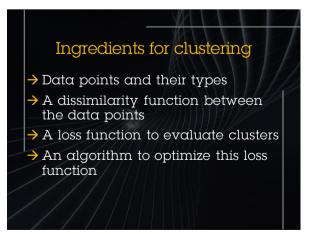








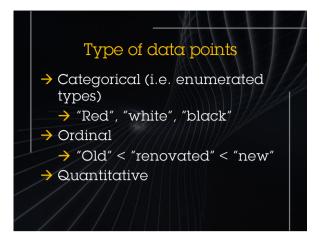


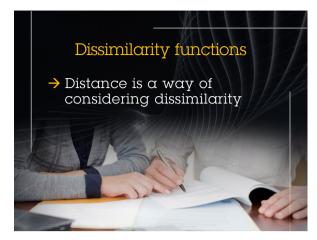




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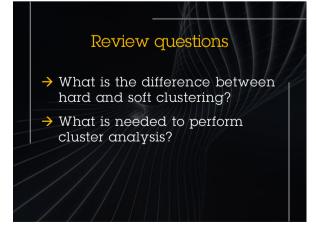
→ Minknowski metric (p>0):  $d(x,y) = \left[\sum_{i=1}^{N} \|x_i - yi\|^p\right]^{1/p}$ → Euclidean (p=2),
Manhattan/Hamming (p=1)

Loss function

Several possible loss functions, characteristic of each algorithm

→ K-means uses the distance of each data point belonging to a cluster from its cluster centre







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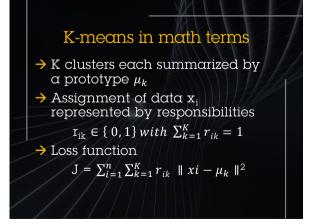
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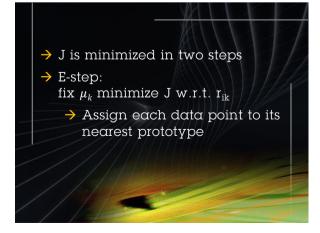
# Review questions What are the key characteristics of clustering? Is clustering supervised or unsupervised?



# K-means idea → Choose the number of clusters, k → Generate k random points as cluster centroids

→ Assign each point to the nearest cluster centroid
 → Recompute the new cluster centroid
 → Repeat steps 3 and 4 until convergence is met

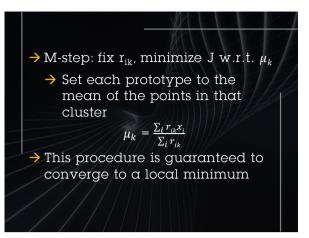


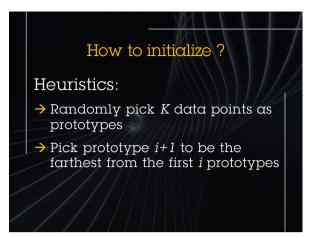




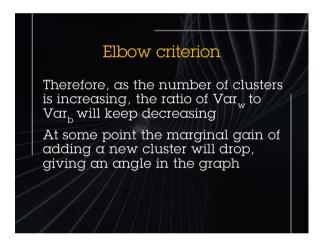
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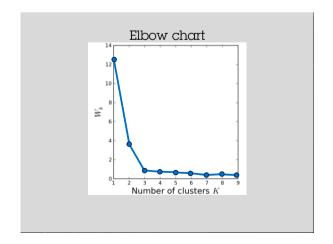
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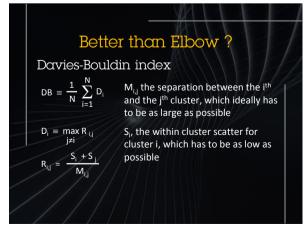




# How to choose K? The objective of cluster analysis is to minimize within cluster variance (Var., ) and to maximise between cluster variance (Var., ) $Var_{w}(X) = E[(X-\mu)^{2}]$ $Var_{b}(Y) = E[(Y-\mu)^{2}]$









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# Review questions Describe the k-means algorithm How can you choose the right k? Do you believe there is a correct k for each case? Using euclidean distance as a metric, is scaling of variables an issue or not?



# Agglomerative HC

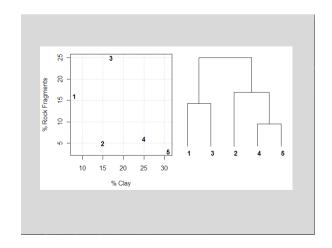
- Start with each point as individual cluster
- At each step, merge the closest pair of clusters until only one cluster (or k clusters) left

## Divisive HC

- Start with one, all inclusive, cluster
- → At each step, eliminate from each cluster its farest point until each cluster contains a single point (or there are k clusters)

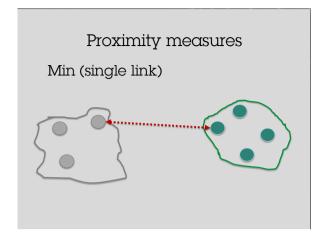
# HC results

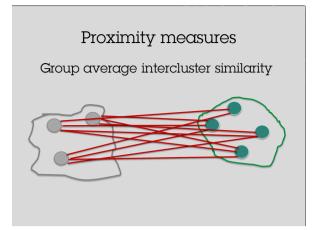
- → Produces a set of nested clusters organized as a hierarchical tree
- Can be visualized as a dendrogram

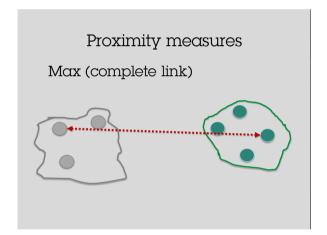


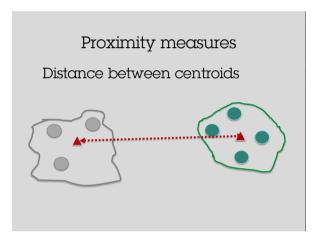


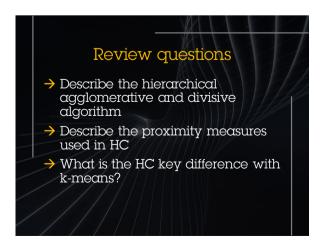
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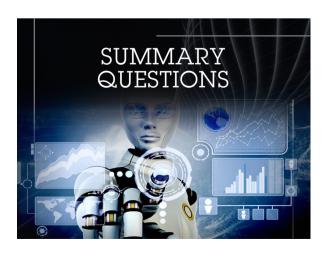














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- What is the difference between hard and soft clustering?
  What is needed to perform cluster analysis?
  What are the key characteristics of clustering?
  Is clustering supervised or unsupervised?
- Describe the k-means algorithm
  How can you choose the right k?
  Do you believe there is a correct k for each case?
  Using euclidean distance as a metric, is scaling of variables an issue or not?
- Describe the hierarchical agglomerative and divisive algorithm
   Describe the proximity measures used in HC
   What is the HC key difference with k-means?

