**Analysis tasks to be performed:**  
 Use the clustering methodology to segment customers into groups:  
 Use the following clustering algorithms:

1. K means
2. Hierarchical

• Identify the right number of customer segments.WE found out 4 is optimal number  
• Provide the number of customers who are highly valued.5 customers are highly valued  
• Identify the clustering algorithm that gives maximum accuracy and explains robust clusters.

K means  
• If the number of observations is loaded in one of the clusters, break down that cluster further using the clustering algorithm. [ hint: Here loaded means if any cluster has more number of data points as compared to other clusters then split that clusters by increasing the number of clusters and observe, compare the results with previous results.]