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Instructions for Graded Review Questions

1. Time allowed: **Unlimited**

- We encourage you to go back and review the materials to find the right answer
- Please remember that the Review Questions are worth 50% of your final mark.

2. Attempts per question:

- One attempt - For True/False questions
- Two attempts - For any question other than True/False

3. Clicking the "**Final Check**" button when it appears, means your submission is **FINAL**. You will **NOT** be able to resubmit your answer for that question ever again

4. Check your grades in the course at any time by clicking on the "Progress" tab

REVIEW QUESTION 1 (1/1 point)

Which one is NOT TRUE about k-means clustering??

- ○ k-means divides the data into non-overlapping clusters without any cluster-internal structure.

- ○ The objective of k-means, is to form clusters in such a way that similar samples go into a cluster, and dissimilar samples fall into different clusters.

- ⦿ As k-means is an iterative algorithm, it guarantees that it will always converge to the global optimum. ✔

You have used 2 of 2 submissions

REVIEW QUESTION 2 (1/1 point)

Customer Segmentation is a supervised way of clustering data, based on the similarity of customers to each other.

- ○ True

- ⦿ False ✔

You have used 1 of 1 submissions

REVIEW QUESTION 3 (1/1 point)

How is a center point (centroid) picked for each cluster in k-means?

- ⦿ We can randomly choose some observations out of the data set and use these observations as the initial means. ✔

- ○ We can select the centroid through correlation analysis.

You have used 1 of 1 submissions

Support

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