

Regular Question:

A retail company wants to understand the purchasing behavior of its customers in order to design targeted marketing campaigns. The company has collected customer transaction data and wants to group customers with similar characteristics. To accomplish this task, a data scientist decides to apply the K-Means Clustering Algorithm using a dataset obtained from the UCI Machine Learning Repository. The selected dataset is the Wholesale Customers Dataset, which contains spending amounts of customers across different product categories.

Do the following experiment:

1. Apply the K-Means Clustering Algorithm
2. Assign cluster labels
3. Visualize the clusters