9.1

Answer Sheet / Segmenting Stores Using Clustering

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| STUDENT NAME | **Your name here** |

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| Camera | **Provide screenshots to support your answers.** |

1. Which cluster has the most number of stores?
2. List the name of one store in each cluster.
3. What can the manager do with these segmentation results?

# Challenge Activity 1

Choose one cluster to analyze further using visualizations. Provide a detailed description/analysis of the stores within the cluster you have chosen. Based on what you see in this cluster, what kind of marketing strategy to improve sales for the stores in the cluster do you recommend?

# Challenge Activity 2

Using the Visualize tab in Predictive Analytics, compare and contrast the attributes of the stores within the three clusters.