

mall-customer

November 4, 2023

1 Project Name : Mall Customers Analysis

AUTHOR : Jamshed Butt from Data Science

Introduction :

This notebook explores customer segmentation and analysis based on a dataset from a shopping mall. The dataset includes customer information, such as age, annual income, and spending score, along with unique identifiers and gender.

Dataset Overview

CustomerID: A unique identifier for each customer.

Gender: Customer gender (Male or Female).

Age: Customer age.

Annual Income (k\$): Customer annual income in thousands of dollars.

Spending Score (1-100): A score reflecting customer spending behavior and habits.

Purpose

The goal of this analysis is to cluster customers based on their attributes and behavior. By segmenting customers, we aim to gain insights into their preferences and tailor marketing strategies to improve customer satisfaction and optimize business operations.

2 Import Libraries

```
[98]: import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import scipy.stats as stats
import pylab

from sklearn.preprocessing import LabelEncoder, StandardScaler

#Model
from sklearn.cluster import KMeans,AgglomerativeClustering,DBSCAN
```

3 Load Dataset

```
[2]: df = pd.read_csv("/content/drive/MyDrive/Datasets/Mall_Customers/Mall_Customers.
      ↪csv")
      df.head()
```

```
[2]:   CustomerID  Genre  Age  Annual Income (k$)  Spending Score (1-100)
      0         1   Male   19                15                39
      1         2   Male   21                15                81
      2         3 Female   20                16                 6
      3         4 Female   23                16                77
      4         5 Female   31                17                40
```

```
[3]: df.shape
```

```
[3]: (200, 5)
```

```
[4]: df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 200 entries, 0 to 199
Data columns (total 5 columns):
#   Column                                Non-Null Count  Dtype
---  -
0   CustomerID                            200 non-null    int64
1   Genre                                  200 non-null    object
2   Age                                    200 non-null    int64
3   Annual Income (k$)                    200 non-null    int64
4   Spending Score (1-100)                 200 non-null    int64
dtypes: int64(4), object(1)
memory usage: 7.9+ KB
```

```
[5]: df.describe()
```

```
[5]:   CustomerID      Age  Annual Income (k$)  Spending Score (1-100)
count  200.000000  200.000000         200.000000         200.000000
mean   100.500000   38.850000          60.560000          50.200000
std     57.879185   13.969007          26.264721          25.823522
min      1.000000   18.000000          15.000000           1.000000
25%     50.750000   28.750000          41.500000          34.750000
50%    100.500000   36.000000          61.500000          50.000000
75%    150.250000   49.000000          78.000000          73.000000
max    200.000000   70.000000         137.000000          99.000000
```

```
[6]: df.drop(["CustomerID"],axis=1,inplace=True)
```

```
[7]: df.rename(columns = {'Genre':'Gender'}, inplace = True)
```

```
[8]: df.head()
```

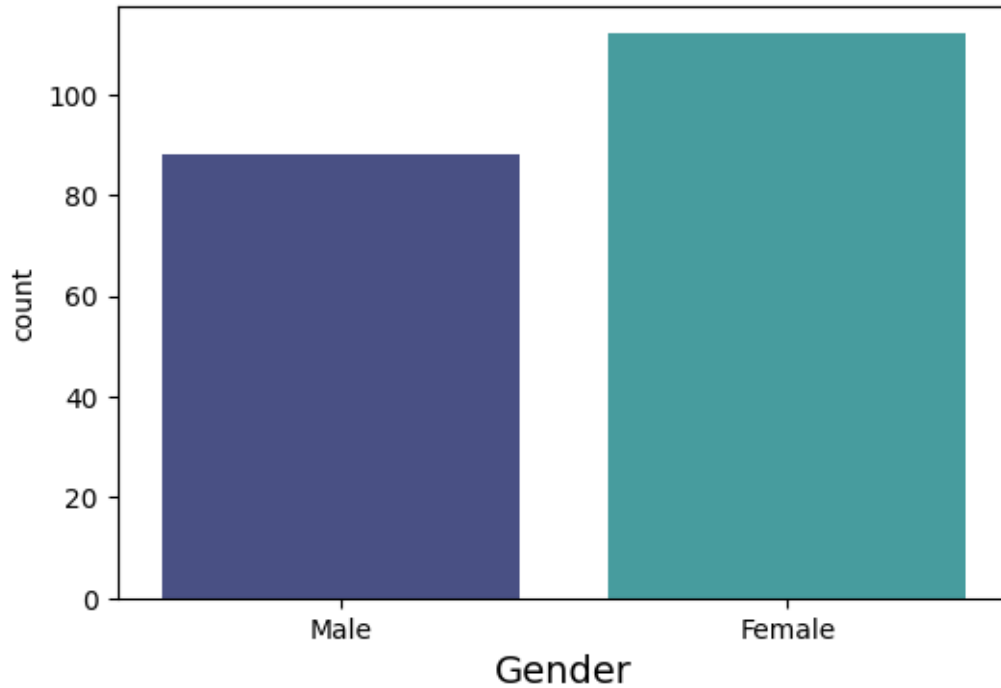
```
[8]:   Gender  Age  Annual Income (k$)  Spending Score (1-100)
0    Male   19                    15                      39
1    Male   21                    15                      81
2  Female   20                    16                       6
3  Female   23                    16                      77
4  Female   31                    17                      40
```

4 Univariate Analysis

```
[9]: df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 200 entries, 0 to 199
Data columns (total 4 columns):
#   Column                                Non-Null Count  Dtype
---  -
0   Gender                                200 non-null    object
1   Age                                    200 non-null    int64
2   Annual Income (k$)                    200 non-null    int64
3   Spending Score (1-100)                 200 non-null    int64
dtypes: int64(3), object(1)
memory usage: 6.4+ KB
```

```
[10]: plt.figure(figsize=(6,4))
sns.countplot(x="Gender", data=df, palette="mako")
plt.xlabel("Gender", fontsize=14)
plt.show()
```



```
[11]: sns.set(rc={"figure.figsize":(6,4)})
sns.distplot(df["Annual Income (k$)"], kde=True, color="orange", bins=10)
```

<ipython-input-11-f2968f390614>:2: UserWarning:

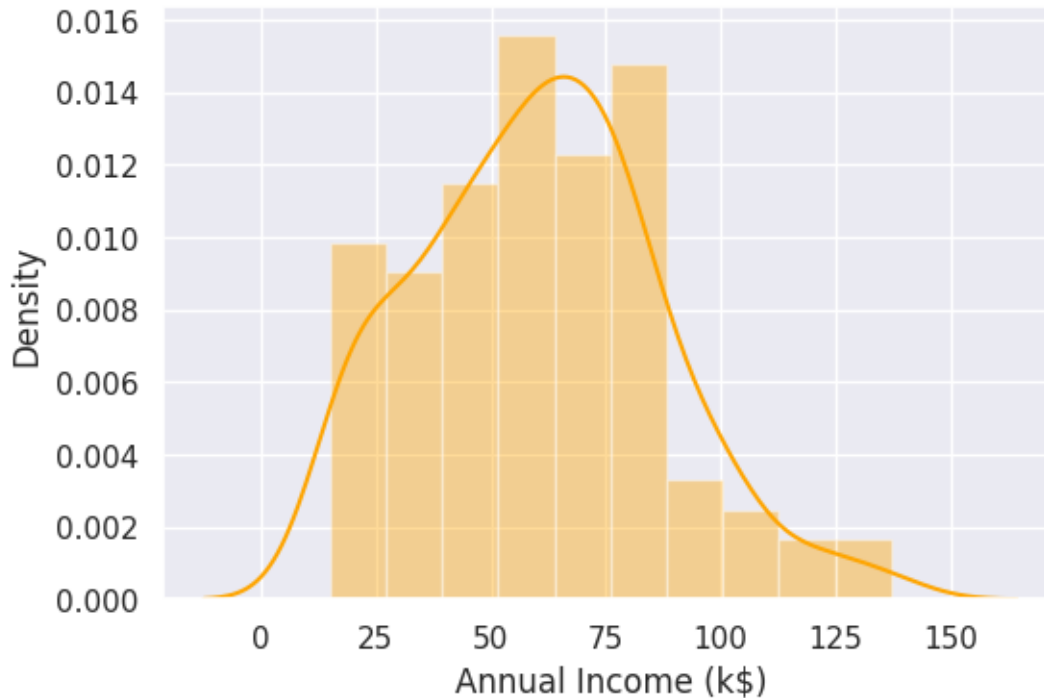
`distplot` is a deprecated function and will be removed in seaborn v0.14.0.

Please adapt your code to use either `displot` (a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see <https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751>

```
sns.distplot(df["Annual Income (k$)"], kde=True, color="orange", bins=10)
```

```
[11]: <Axes: xlabel='Annual Income (k$)', ylabel='Density'>
```



```
[12]: sns.set(rc={"figure.figsize":(6,4)})
sns.distplot(df["Age"], kde=True, color="orange", bins=10)
```

<ipython-input-12-511f0157ff88>:2: UserWarning:

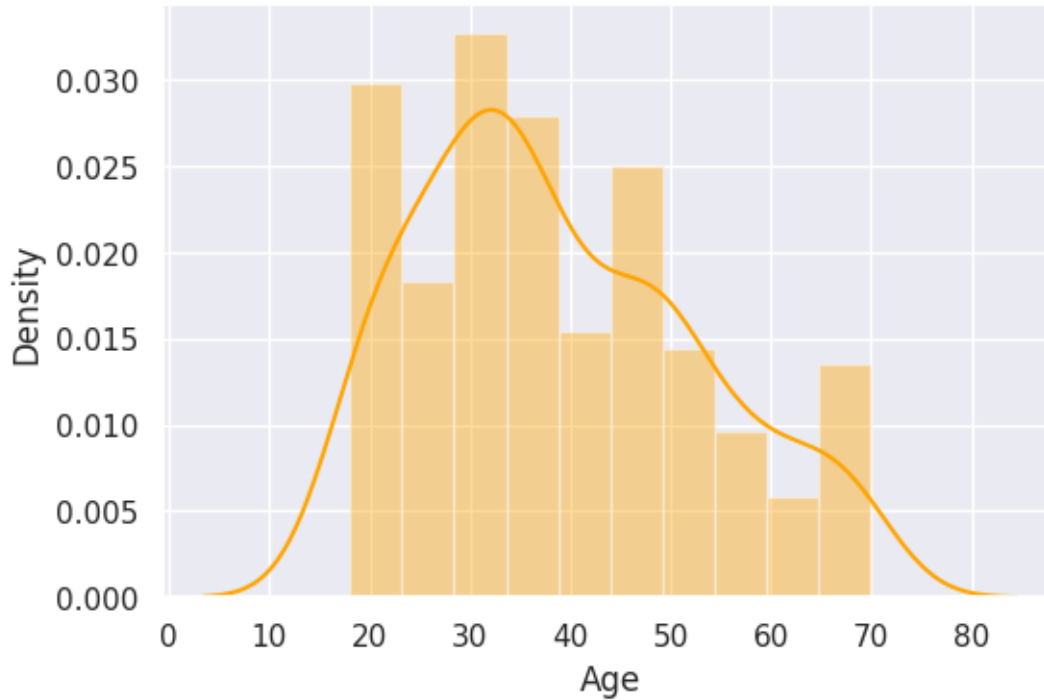
`distplot` is a deprecated function and will be removed in seaborn v0.14.0.

Please adapt your code to use either `displot` (a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see <https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751>

```
sns.distplot(df["Age"], kde=True, color="orange", bins=10)
```

```
[12]: <Axes: xlabel='Age', ylabel='Density'>
```



```
[13]: sns.set(rc={"figure.figsize":(6,4)})
sns.distplot(df["Spending Score (1-100)"], kde=True, color="orange", bins=10)
```

<ipython-input-13-3765b8f0404d>:2: UserWarning:

`distplot` is a deprecated function and will be removed in seaborn v0.14.0.

Please adapt your code to use either `displot` (a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see <https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751>

```
sns.distplot(df["Spending Score (1-100)"], kde=True, color="orange", bins=10)
```

```
[13]: <Axes: xlabel='Spending Score (1-100)', ylabel='Density'>
```



5 EDA (Exploratory Data Analysis)

Remove Duplicate

```
[14]: duplicated = df.duplicated()
      print(duplicated.sum())
```

0

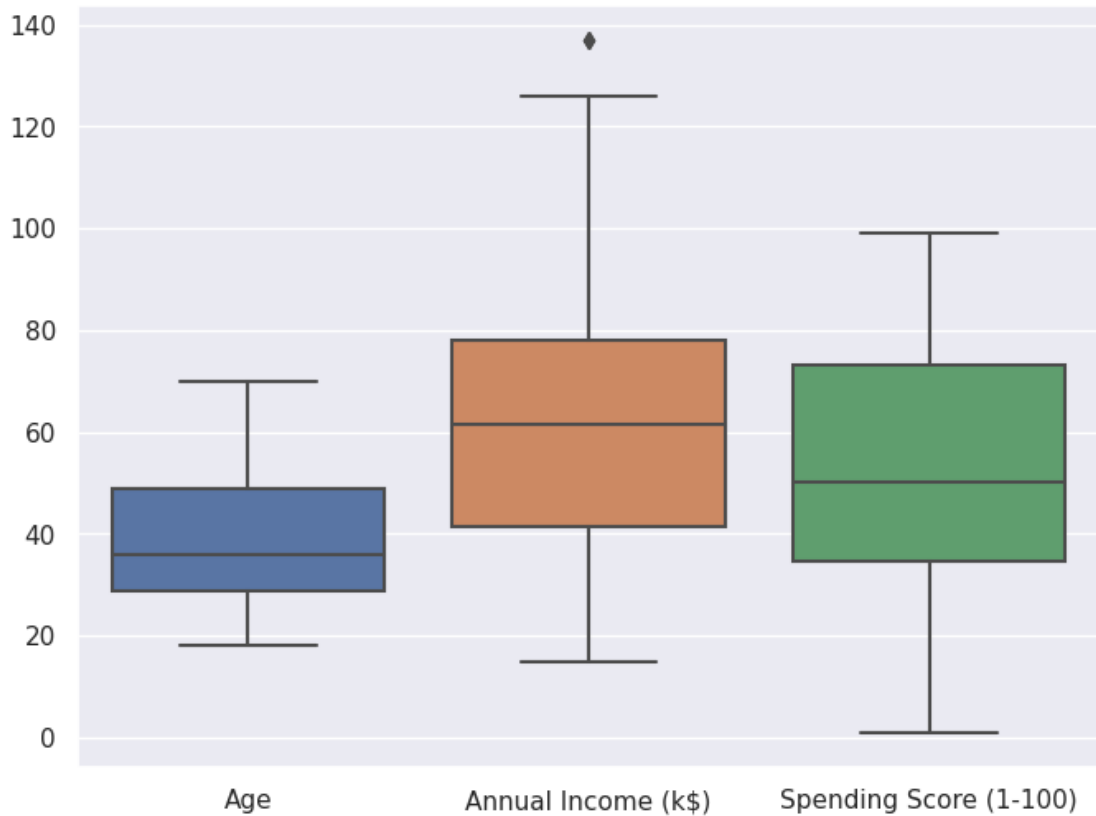
Check And Remove NaN Values

```
[15]: df.isnull().sum()
```

```
[15]: Gender          0
      Age             0
      Annual Income (k$) 0
      Spending Score (1-100) 0
      dtype: int64
```

Remove Outlier

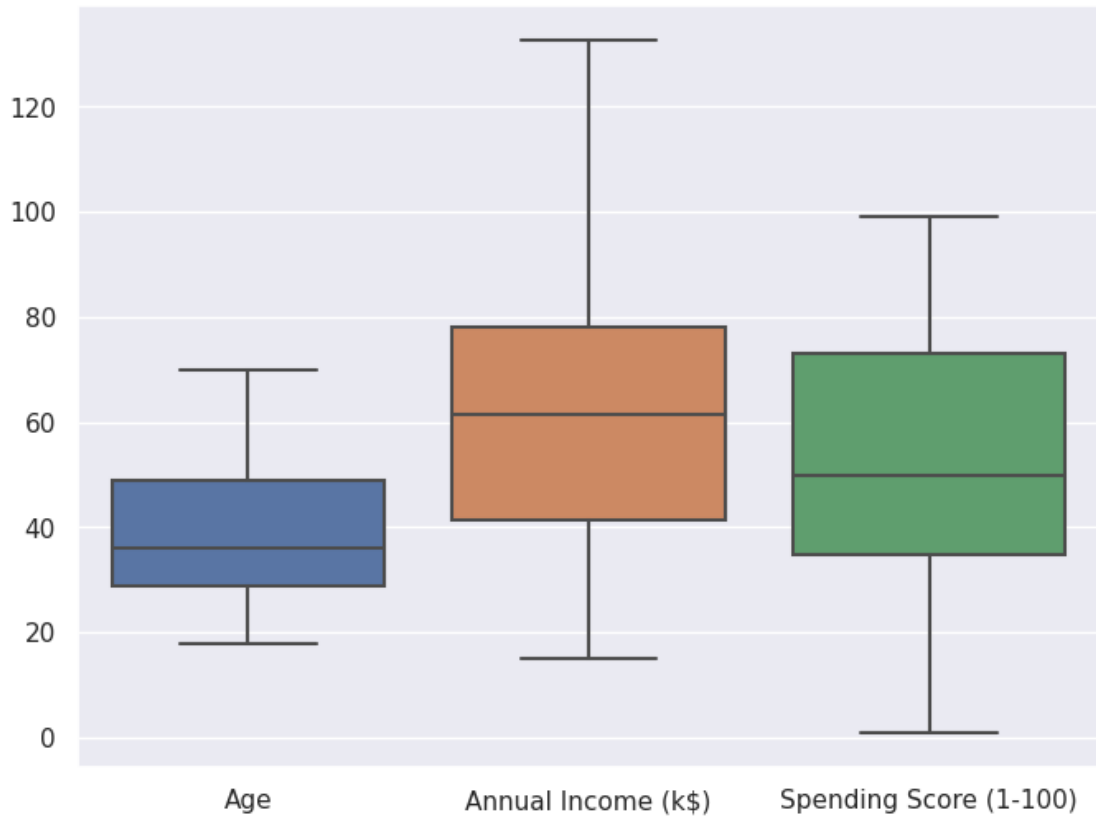
```
[16]: plt.figure(figsize=(8,6))
      sns.boxplot(data=df)
      plt.show()
```



```
[17]: def remove_outlier(col):
    sorted(col)
    Q1,Q3 = col.quantile([0.25,0.75])
    IQR = Q3 - Q1
    lower_range = Q1 - (1.5 * IQR)
    upper_range = Q3 + (1.5 * IQR)
    return lower_range,upper_range
```

```
[18]: lower_range,upper_range = remove_outlier(df["Annual Income (k$)"])
df["Annual Income (k$)"] = np.where(df["Annual Income (k$)"] > upper_range,
    ↪upper_range, df["Annual Income (k$)"])
df["Annual Income (k$)"] = np.where(df["Annual Income (k$)"] < lower_range,
    ↪lower_range, df["Annual Income (k$)"])
```

```
[19]: plt.figure(figsize=(8,6))
sns.boxplot(data=df)
plt.show()
```

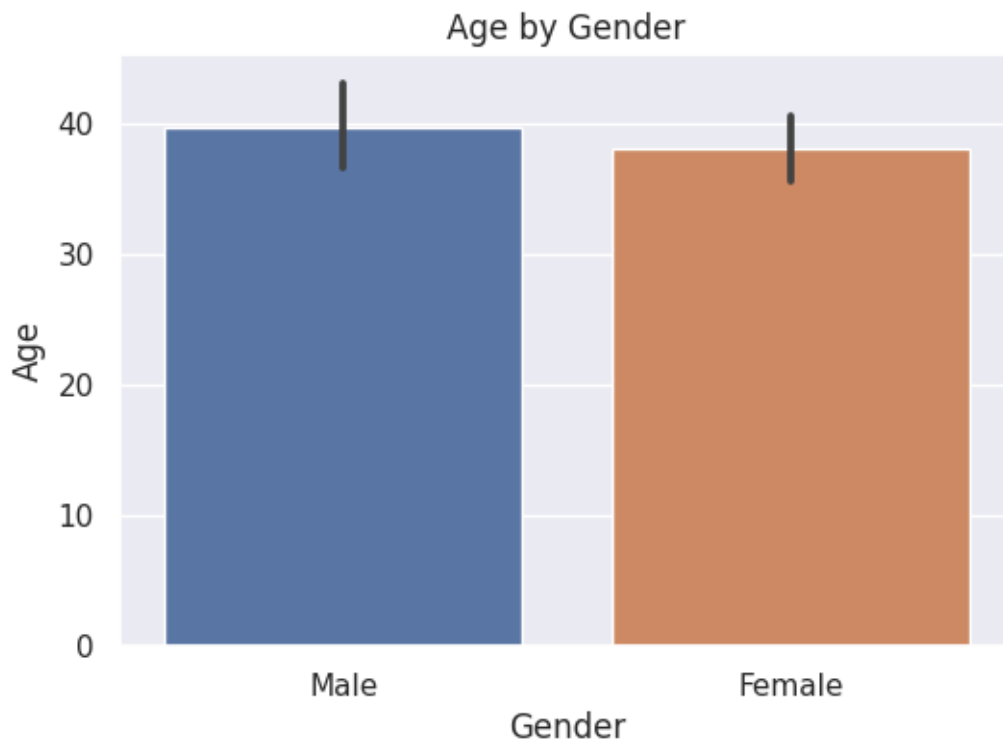
Bivariate Analysis

```
[20]: df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 200 entries, 0 to 199
Data columns (total 4 columns):
#   Column                Non-Null Count  Dtype
---  -
0   Gender                200 non-null   object
1   Age                   200 non-null   int64
2   Annual Income (k$)    200 non-null   float64
3   Spending Score (1-100) 200 non-null   int64
dtypes: float64(1), int64(2), object(1)
memory usage: 6.4+ KB
```

```
[21]: plt.figure(figsize=(6, 4))
sns.barplot(x='Gender', y='Age', data=df)
plt.title('Age by Gender')
plt.xlabel('Gender')
plt.ylabel('Age')
```

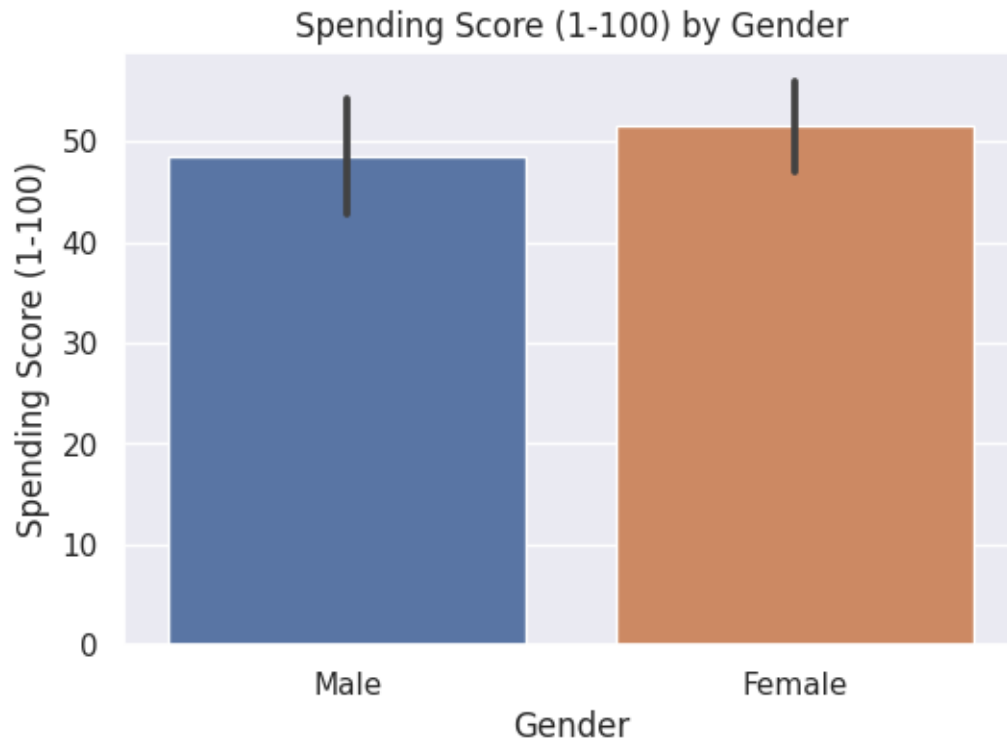
```
plt.show()
```



```
[22]: plt.figure(figsize=(6, 4))
sns.barplot(x='Gender', y='Annual Income (k$)', data=df)
plt.title('Annual Income (k$) by Gender')
plt.xlabel('Gender')
plt.ylabel('Annual Income (k$)')
plt.show()
```



```
[23]: plt.figure(figsize=(6, 4))
sns.barplot(x='Gender', y='Spending Score (1-100)', data=df)
plt.title('Spending Score (1-100) by Gender')
plt.xlabel('Gender')
plt.ylabel('Spending Score (1-100)')
plt.show()
```



```
[117]: sns.regplot(x='Age', y='Spending Score (1-100)', data=df, color='b')  
plt.xlabel('Age')  
plt.ylabel('Spending Score (1-100)')  
plt.title('Age vs. Spending Score')  
plt.show()
```



```
[24]: num_cols = df.select_dtypes(include=["int64", "float64"])
def plots(num_cols, variable):
    plt.figure(figsize=(15,6))
    plt.subplot(1, 2, 1)
    #num_cols[variable].hist()
    sns.distplot(num_cols[variable], kde=True, bins=10)
    plt.title(variable)
    plt.subplot(1, 2, 2)
    stats.probplot(num_cols[variable], dist="norm", plot=pylab)
    plt.title(variable)
    plt.show()
for i in num_cols.columns:
    plots(num_cols, i)
```

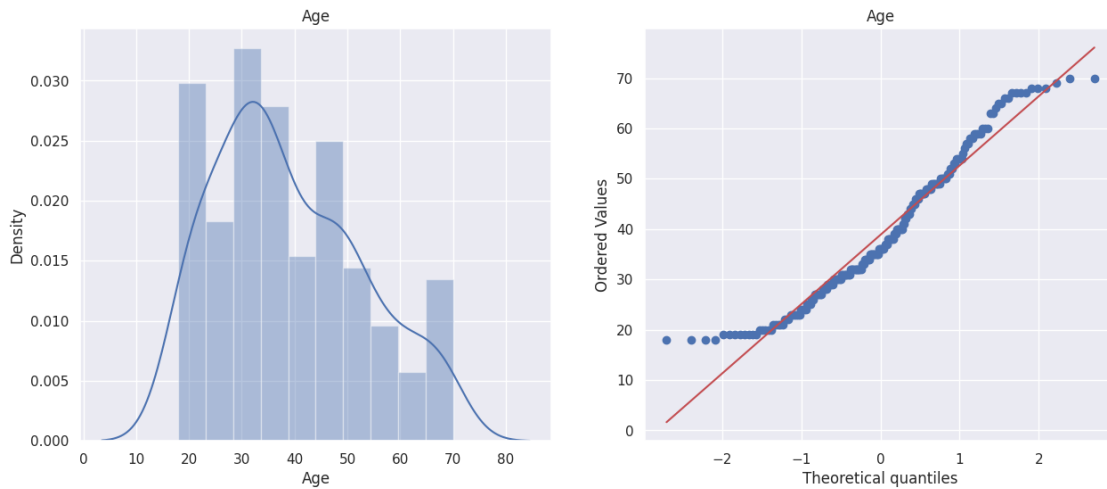
<ipython-input-24-7af58d2ef5aa>:6: UserWarning:

`distplot` is a deprecated function and will be removed in seaborn v0.14.0.

Please adapt your code to use either `displot` (a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see <https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751>

```
sns.distplot(num_cols[variable], kde=True, bins=10)
```



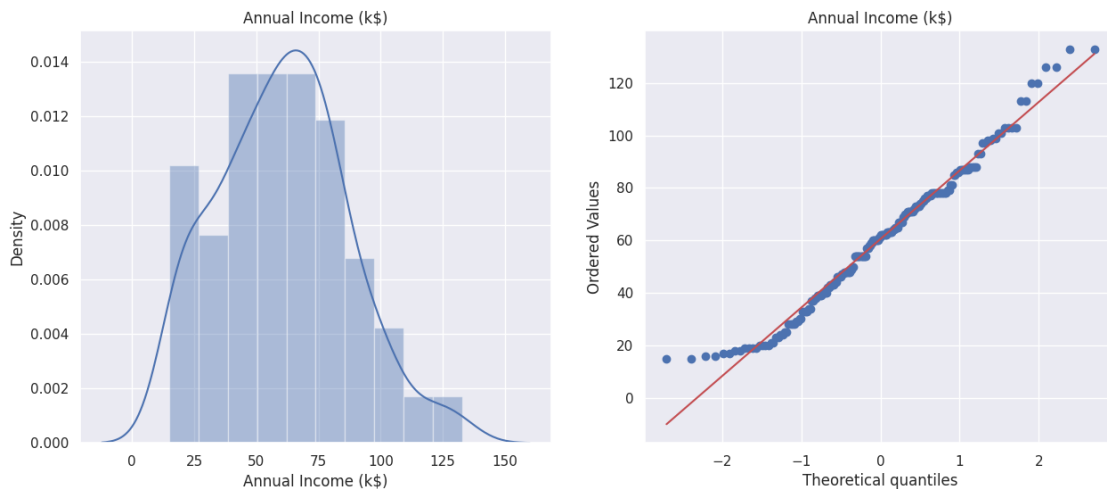
<ipython-input-24-7af58d2ef5aa>:6: UserWarning:

`distplot` is a deprecated function and will be removed in seaborn v0.14.0.

Please adapt your code to use either `displot` (a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see <https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751>

```
sns.distplot(num_cols[variable], kde=True, bins=10)
```



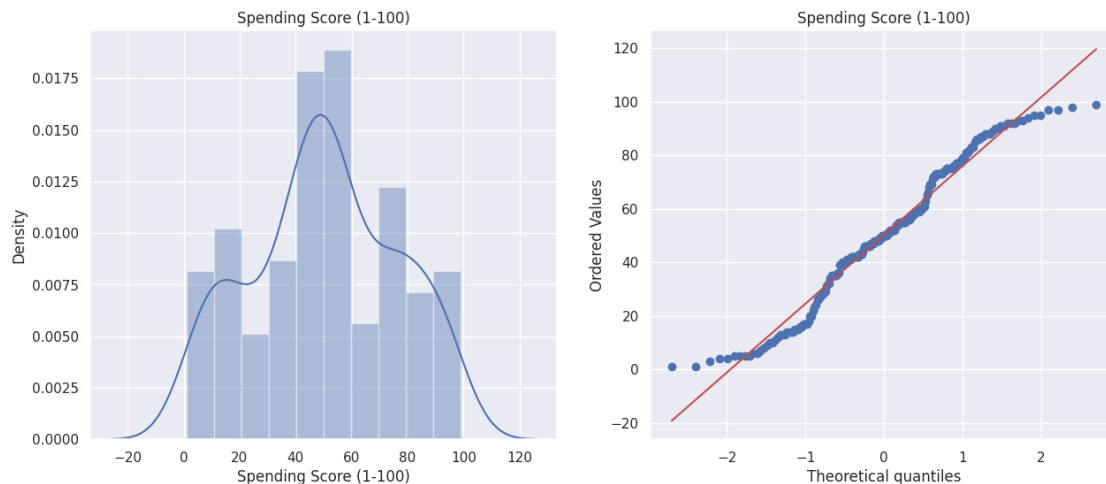
```
<ipython-input-24-7af58d2ef5aa>:6: UserWarning:
```

```
`distplot` is a deprecated function and will be removed in seaborn v0.14.0.
```

Please adapt your code to use either `displot` (a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).

For a guide to updating your code to use the new functions, please see <https://gist.github.com/mwaskom/de44147ed2974457ad6372750bbe5751>

```
sns.distplot(num_cols[variable], kde=True, bins=10)
```

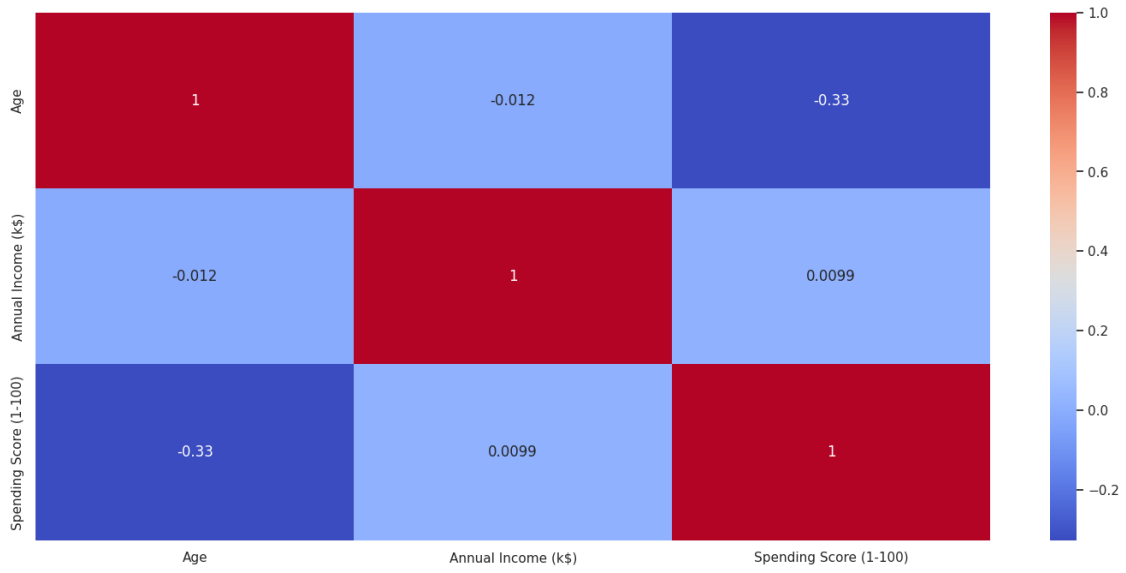


```
[25]: fig, ax = plt.subplots(figsize=(18, 8))
sns.heatmap(df.corr(), annot=True, cmap='coolwarm', ax=ax)
```

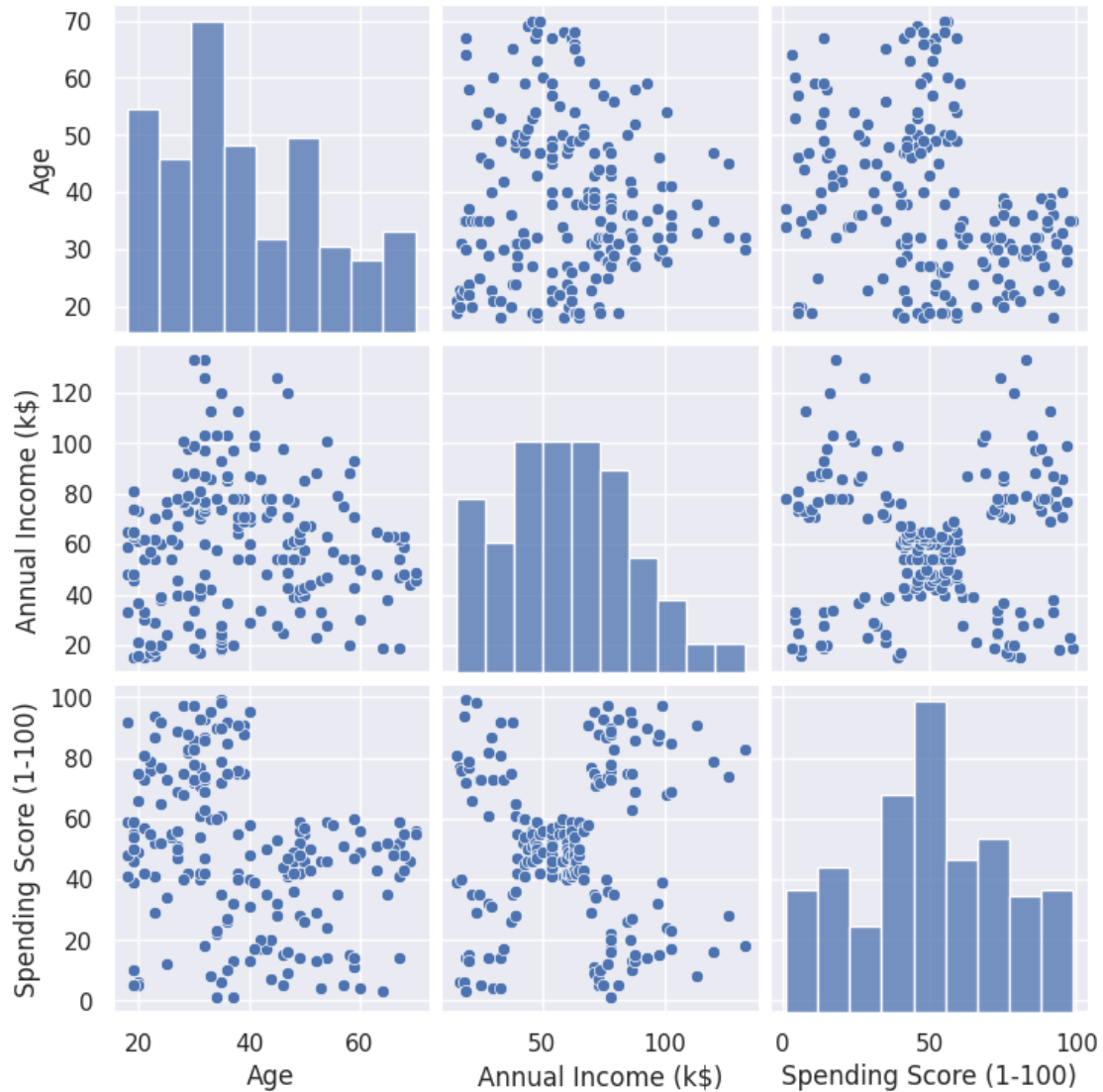
```
<ipython-input-25-50c0f90b2df7>:2: FutureWarning: The default value of
numeric_only in DataFrame.corr is deprecated. In a future version, it will
default to False. Select only valid columns or specify the value of numeric_only
to silence this warning.
```

```
sns.heatmap(df.corr(), annot=True, cmap='coolwarm', ax=ax)
```

```
[25]: <Axes: >
```



```
[26]: sns.pairplot(df)  
plt.show()
```

Drop Columns that are not used further

```
[40]: X = df.iloc[:, [2,3]]
```

```
[41]: X.head()
```

```
[41]:
```

	Annual Income (k\$)	Spending Score (1-100)
0	15.0	39
1	15.0	81
2	16.0	6
3	16.0	77
4	17.0	40

6 Feature Engineering

Normalizing Data

```
[76]: sc = StandardScaler()  
      X = sc.fit_transform(X)
```

```
[77]: X
```

```
[77]: array([[ -1.74542941, -0.43480148],  
          [ -1.74542941,  1.19570407],  
          [ -1.70708307, -1.71591298],  
          [ -1.70708307,  1.04041783],  
          [ -1.66873673, -0.39597992],  
          [ -1.66873673,  1.00159627],  
          [ -1.6303904 , -1.71591298],  
          [ -1.6303904 ,  1.70038436],  
          [ -1.59204406, -1.83237767],  
          [ -1.59204406,  0.84631002],  
          [ -1.59204406, -1.4053405 ],  
          [ -1.59204406,  1.89449216],  
          [ -1.55369772, -1.36651894],  
          [ -1.55369772,  1.04041783],  
          [ -1.55369772, -1.44416206],  
          [ -1.55369772,  1.11806095],  
          [ -1.51535138, -0.59008772],  
          [ -1.51535138,  0.61338066],  
          [ -1.43865871, -0.82301709],  
          [ -1.43865871,  1.8556706 ],  
          [ -1.40031237, -0.59008772],  
          [ -1.40031237,  0.88513158],  
          [ -1.36196603, -1.75473454],  
          [ -1.36196603,  0.88513158],  
          [ -1.24692702, -1.4053405 ],  
          [ -1.24692702,  1.23452563],  
          [ -1.24692702, -0.7065524 ],  
          [ -1.24692702,  0.41927286],  
          [ -1.20858069, -0.74537397],  
          [ -1.20858069,  1.42863343],  
          [ -1.17023435, -1.7935561 ],  
          [ -1.17023435,  0.88513158],  
          [ -1.05519534, -1.7935561 ],  
          [ -1.05519534,  1.62274124],  
          [ -1.05519534, -1.4053405 ],  
          [ -1.05519534,  1.19570407],  
          [ -1.016849  , -1.28887582],  
          [ -1.016849  ,  0.88513158],  
          [ -0.90180999, -0.93948177],
```

[-0.90180999, 0.96277471],
[-0.86346365, -0.59008772],
[-0.86346365, 1.62274124],
[-0.82511731, -0.55126616],
[-0.82511731, 0.41927286],
[-0.82511731, -0.86183865],
[-0.82511731, 0.5745591],
[-0.78677098, 0.18634349],
[-0.78677098, -0.12422899],
[-0.78677098, -0.3183368],
[-0.78677098, -0.3183368],
[-0.7100783 , 0.06987881],
[-0.7100783 , 0.38045129],
[-0.67173196, 0.14752193],
[-0.67173196, 0.38045129],
[-0.67173196, -0.20187212],
[-0.67173196, -0.35715836],
[-0.63338563, -0.00776431],
[-0.63338563, -0.16305055],
[-0.55669295, 0.03105725],
[-0.55669295, -0.16305055],
[-0.55669295, 0.22516505],
[-0.55669295, 0.18634349],
[-0.51834661, 0.06987881],
[-0.51834661, 0.34162973],
[-0.48000028, 0.03105725],
[-0.48000028, 0.34162973],
[-0.48000028, -0.00776431],
[-0.48000028, -0.08540743],
[-0.48000028, 0.34162973],
[-0.48000028, -0.12422899],
[-0.44165394, 0.18634349],
[-0.44165394, -0.3183368],
[-0.4033076 , -0.04658587],
[-0.4033076 , 0.22516505],
[-0.24992225, -0.12422899],
[-0.24992225, 0.14752193],
[-0.24992225, 0.10870037],
[-0.24992225, -0.08540743],
[-0.24992225, 0.06987881],
[-0.24992225, -0.3183368],
[-0.24992225, 0.03105725],
[-0.24992225, 0.18634349],
[-0.24992225, -0.35715836],
[-0.24992225, -0.24069368],
[-0.24992225, 0.26398661],
[-0.24992225, -0.16305055],

[-0.13488324, 0.30280817],
[-0.13488324, 0.18634349],
[-0.0965369, 0.38045129],
[-0.0965369, -0.16305055],
[-0.05819057, 0.18634349],
[-0.05819057, -0.35715836],
[-0.01984423, -0.04658587],
[-0.01984423, -0.39597992],
[-0.01984423, -0.3183368],
[-0.01984423, 0.06987881],
[-0.01984423, -0.12422899],
[-0.01984423, -0.00776431],
[0.01850211, -0.3183368],
[0.01850211, -0.04658587],
[0.05684845, -0.35715836],
[0.05684845, -0.08540743],
[0.05684845, 0.34162973],
[0.05684845, 0.18634349],
[0.05684845, 0.22516505],
[0.05684845, -0.3183368],
[0.09519478, -0.00776431],
[0.09519478, -0.16305055],
[0.09519478, -0.27951524],
[0.09519478, -0.08540743],
[0.09519478, 0.06987881],
[0.09519478, 0.14752193],
[0.13354112, -0.3183368],
[0.13354112, -0.16305055],
[0.17188746, -0.08540743],
[0.17188746, -0.00776431],
[0.17188746, -0.27951524],
[0.17188746, 0.34162973],
[0.24858013, -0.27951524],
[0.24858013, 0.26398661],
[0.24858013, 0.22516505],
[0.24858013, -0.39597992],
[0.32527281, 0.30280817],
[0.32527281, 1.58391968],
[0.36361914, -0.82301709],
[0.36361914, 1.04041783],
[0.40196548, -0.59008772],
[0.40196548, 1.73920592],
[0.40196548, -1.52180518],
[0.40196548, 0.96277471],
[0.40196548, -1.5994483],
[0.40196548, 0.96277471],
[0.44031182, -0.62890928],

[0.44031182, 0.80748846],
[0.47865816, -1.75473454],
[0.47865816, 1.46745499],
[0.47865816, -1.67709142],
[0.47865816, 0.88513158],
[0.51700449, -1.56062674],
[0.51700449, 0.84631002],
[0.55535083, -1.75473454],
[0.55535083, 1.6615628],
[0.59369717, -0.39597992],
[0.59369717, 1.42863343],
[0.6320435 , -1.48298362],
[0.6320435 , 1.81684904],
[0.6320435 , -0.55126616],
[0.6320435 , 0.92395314],
[0.67038984, -1.09476801],
[0.67038984, 1.54509812],
[0.67038984, -1.28887582],
[0.67038984, 1.46745499],
[0.67038984, -1.17241113],
[0.67038984, 1.00159627],
[0.67038984, -1.32769738],
[0.67038984, 1.50627656],
[0.67038984, -1.91002079],
[0.67038984, 1.07923939],
[0.67038984, -1.91002079],
[0.67038984, 0.88513158],
[0.70873618, -0.59008772],
[0.70873618, 1.27334719],
[0.78542885, -1.75473454],
[0.78542885, 1.6615628],
[0.9388142 , -0.93948177],
[0.9388142 , 0.96277471],
[0.97716054, -1.17241113],
[0.97716054, 1.73920592],
[1.01550688, -0.90066021],
[1.01550688, 0.49691598],
[1.01550688, -1.44416206],
[1.01550688, 0.96277471],
[1.01550688, -1.56062674],
[1.01550688, 1.62274124],
[1.05385321, -1.44416206],
[1.05385321, 1.38981187],
[1.05385321, -1.36651894],
[1.05385321, 0.72984534],
[1.2455849 , -1.4053405],
[1.2455849 , 1.54509812],

```

[ 1.39897025, -0.7065524 ],
[ 1.39897025,  1.38981187],
[ 1.43731659, -1.36651894],
[ 1.43731659,  1.46745499],
[ 1.47566292, -0.43480148],
[ 1.47566292,  1.81684904],
[ 1.5523556 , -1.01712489],
[ 1.5523556 ,  0.69102378],
[ 1.62904827, -1.28887582],
[ 1.62904827,  1.35099031],
[ 1.62904827, -1.05594645],
[ 1.62904827,  0.72984534],
[ 2.01251165, -1.63826986],
[ 2.01251165,  1.58391968],
[ 2.28093601, -1.32769738],
[ 2.28093601,  1.11806095],
[ 2.51101403, -0.86183865],
[ 2.51101403,  0.92395314],
[ 2.76985181, -1.25005425],
[ 2.76985181,  1.27334719]])

```

7 Model

KMean Model

```
[79]: wsc = []
```

```
[80]: for i in range(1,11):
        model_kmean = KMeans(n_clusters=i,init="k-means+",random_state=0)
        model_kmean.fit(X)
        wsc.append(model_kmean.inertia_)
```

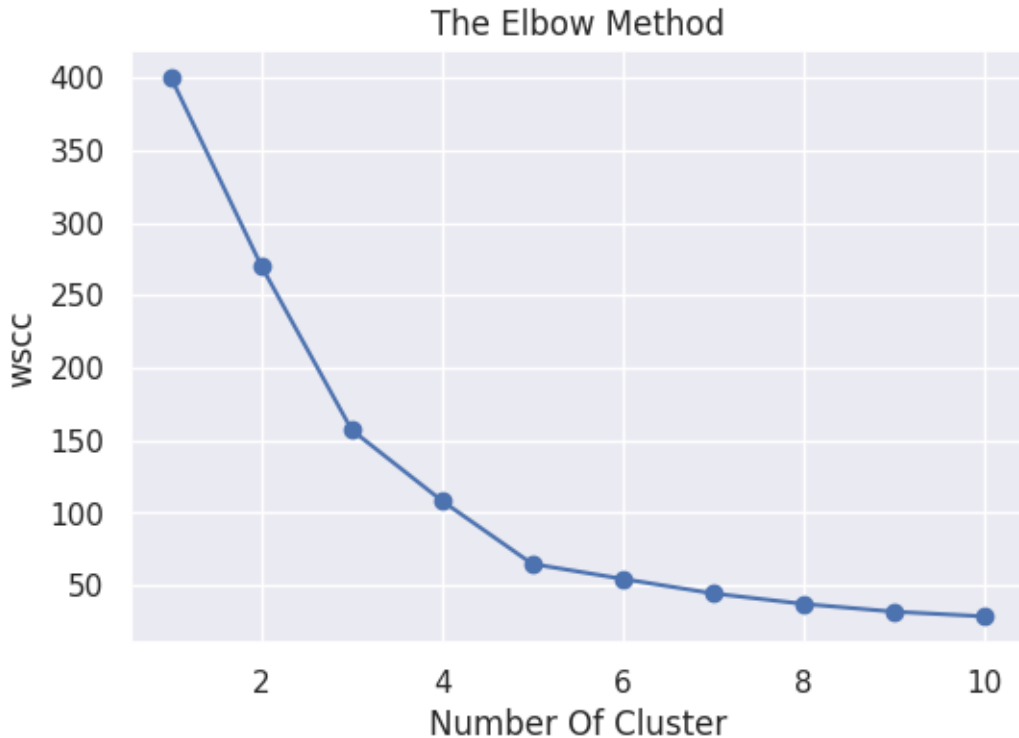
```

/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
    warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
    warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
    warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
    warnings.warn(

```

```
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in
1.4. Set the value of `n_init` explicitly to suppress the warning
  warnings.warn(
```

```
[81]: plt.plot(range(1,11),wsc, marker = 'o')
plt.title("The Elbow Method")
plt.xlabel("Number Of Cluster")
plt.ylabel("wsc")
plt.show()
```



```
[82]: model_kmean = KMeans(n_clusters=5,random_state=0).fit(X)
```

/usr/local/lib/python3.10/dist-packages/sklearn/cluster/_kmeans.py:870:
FutureWarning: The default value of `n_init` will change from 10 to 'auto' in 1.4. Set the value of `n_init` explicitly to suppress the warning
warnings.warn(

```
[83]: y_cluster = model_kmean.predict(X)
```

```
[84]: y_cluster
```

```
[84]: array([4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3,  
4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 1,  
4, 3, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,  
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,  
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,  
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 2, 0, 2, 1, 2, 0, 2, 0, 2,  
1, 2, 0, 2, 0, 2, 0, 2, 0, 2, 1, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2,  
0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2,  
0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2, 0, 2,  
0, 2], dtype=int32)
```

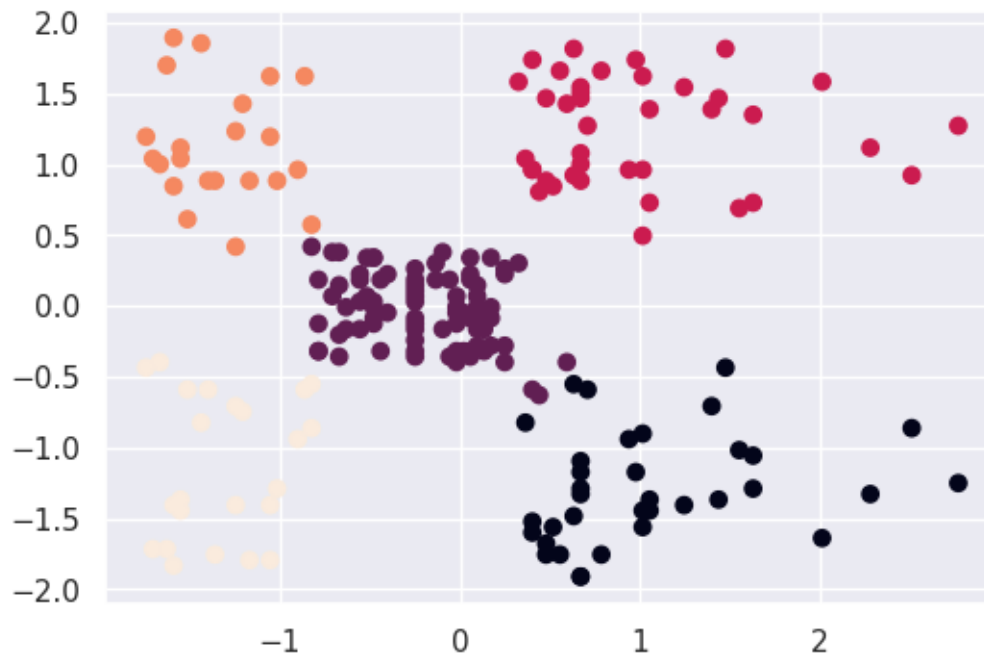


```
[86]: from sklearn.metrics import silhouette_score
silhouette_score(X, y_cluster)
```

```
[86]: 0.5555014501078793
```

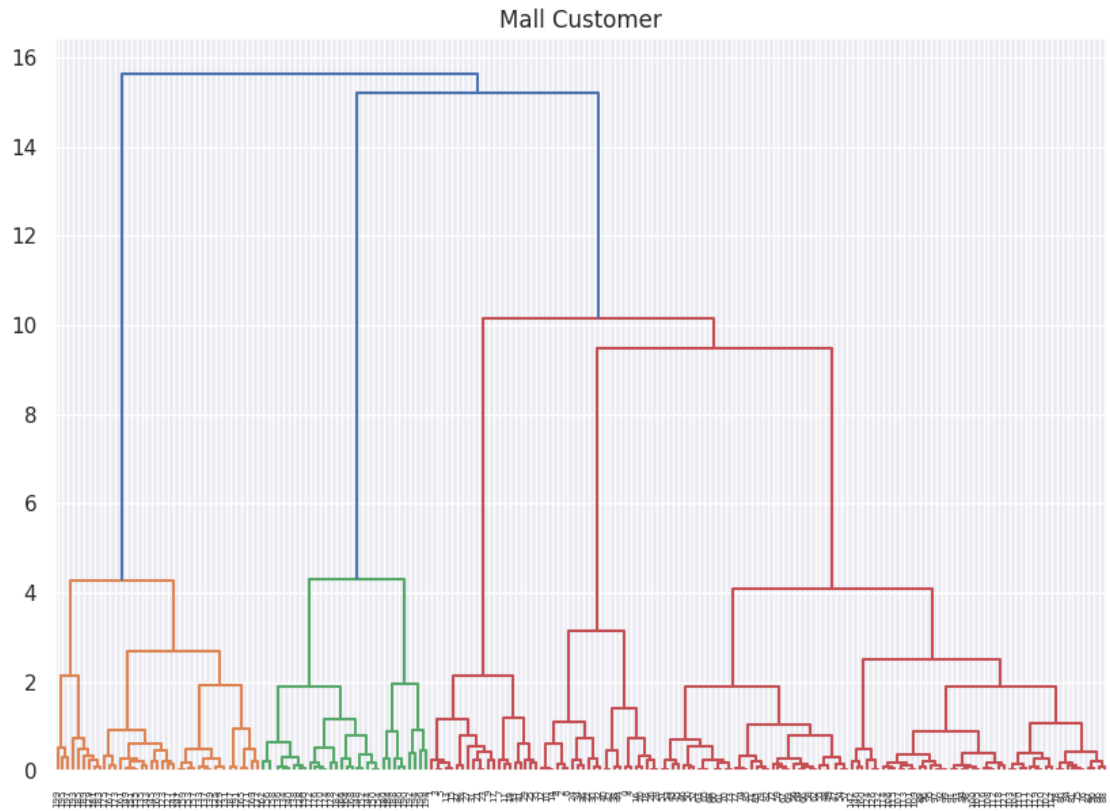
```
[85]: plt.scatter(X[:,0], X[:,1], c=y_cluster)
```

```
[85]: <matplotlib.collections.PathCollection at 0x7a561dfea890>
```



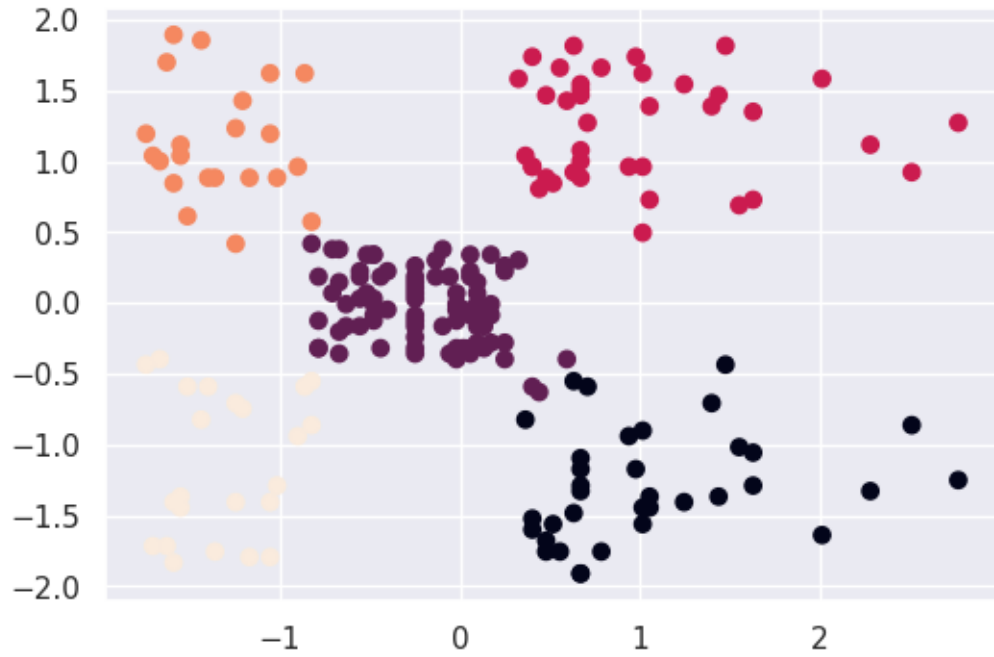
```
[87]: # Another Way To Used Linkage Metrics
from scipy.cluster.hierarchy import dendrogram, linkage
import matplotlib.pyplot as plt

plt.figure(figsize=(10,7))
plt.title("Mall Customer")
dend = dendrogram(linkage(X,method="ward"))
```



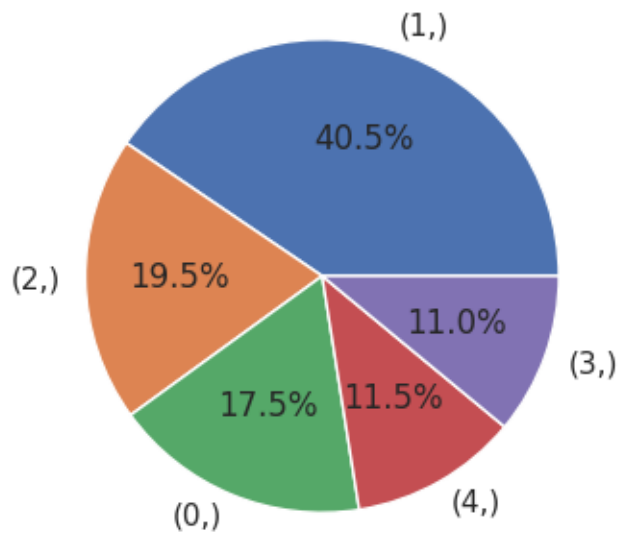
```
[114]: y_cluster = pd.DataFrame(y_cluster)
       y_cluster.value_counts().plot.pie(autopct= '%.1f%%')
```

```
[114]: <Axes: >
```

```
[113]: y_pred = pd.DataFrame(y_pred)
y_pred.value_counts().plot.pie(autopct= '%.1f%%')
```

[113]: <Axes: >



[]: