

Summary Report of the K-Means Clustering Solution CompanyCluster

Solution Summary

Call:

```
stepFlexclust(scale(model.matrix(~-1 + Employees_Total + Industry.Code + Potential + Propensity.to.Buy, the.data)), k = 6, nrep = 10, FUN = kcca, family = kccaFamily ("kmeans"))
```

Cluster Information:

Cluster	Size	Ave Distance	Max Distance	Separation
1	1263	2.685667	39.336485	2.655239
2	5288	0.480317	21.571022	0.665432
3	13	21.181817	70.683683	25.652799
4	20094	0.475396	14.260972	0.489263
5	2380	1.057903	10.712109	0.664331
6	7104	0.392649	18.467047	0.523703

Convergence after 38 iterations.

Sum of within cluster distances: 21067.07753.

	Employees_Total	Industry.Code	Potential	Propensity.to.Buy
1	0.253319	0.088735	3.138753	4.026979
2	-0.027681	-1.378441	-0.210147	-0.394633
3	46.94405	-0.063422	10.053616	5.524825
4	-0.029178	0.678317	-0.106233	-0.034539
5	-0.003583	-2.343529	0.111892	0.267445
6	-0.026604	-0.123107	-0.157002	-0.424209

Plots

Cluster Solution on Principal Components 1 and 2

