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		Chapter 2 Cluster Analysis Part I: Using K-Means to Segment Your Customer Base Girls Dance with Girls, Boys Scratch Their Elbows; Getting Real: K-Means Clustering Subscribers in E-mail Marketing; Joey Bag O' Donuts Wholesale Wine Emporium; The Initial Dataset; Determining What to Measure; Start with Four Clusters; Euclidean Distance: Measuring Distances as the Crow Flies; Distances and Cluster Assignments for Everybody!; Solving for the Cluster Centers; Making Sense of the Results; Getting the Top Deals by Cluster; The Silhouette: A Good Way to Let Different K Values Duke It Out
		How about Five Clusters? Solving for Five Clusters; Getting the Top

Sommario/riassunto	Data Science gets thrown around in the press like it's magic. Major retailers are predicting everything from when their customers are pregnant to when they want a new pair of Chuck Taylors. It's a brave new world where seemingly meaningless data can be transformed into valuable insight to drive smart business decisions. But how does one exactly do data science? Do you have to hire one of these priests of the dark arts, the ""data scientist,"" to extract this gold from your data? Nope. Data science is little more than using straight-forward steps to process raw data into actionable insight.