Cluster Centers

Cluster #	Cluster Center
1	[-0.69125992, -0.37929573, -0.60651861]
2	[-0.28198212, -0.00380089, 1.34496615]
3	[-2.12494965e-01, 2.47162631e+00, 5.26368778e-04]
4	[1.21598491, -0.25880204, -0.35842573]

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that it containing users with min in all attributes (average income, number of hits, number of buy clicks .

Cluster 2 is different from the others in that it containing users with a better number of buy clicks and more income.

Cluster 3 is different from the others in that it containing users with the highest hit in games but on the other hand with the min in buyclicks and income which means that the more proficient were the users the less income.

Cluster 4 is different from the others in that it containing with the highest income but with a small buyclicks which means that the price of each item is critical in income and the type of the ad and its price is a great factor in income.