

Training Data Set Creation

The training data set used for this analysis is shown below (first 5 lines):

```
[86]: df show 5
```

	adClicks	Total Purchase	teamStrength	avg_clicks/hr
	51	202.0	0.141376627543	1.7583892617449663
	41	16.0	0.320057042827	2.5310880829015545
	17	8.0	0.132214897776	2.0707964601769913
	56	14.0	0.350676528613	1.9941176470588236
	39	20.0	0.340788463107	1.8021582733812949

only showing top 5 rows

Dimensions of the final data set: (357, 4)

of clusters created: 3