Cluster Centers

The code used in creating cluster centers is given below:

Cluster centers formed are given in the table below
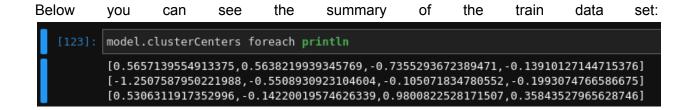
Cluster #	Center			
	adClicks	**Total Purchase**	**teamStrength**	**avg_clicks/hr**
1	0.5657139554913375, 0.5638219939345769, -0.7355293672389471, -0.13910127144715376			
2	-1.2507587950221988, -0.5508930923104604, -0.105071834780552, -0.1993074766586675			
3	0.5306311917352996, -0.14220019574626339, 0.9800822528171507, 0.35843527965628746			

These clusters can be differentiated from each other as follows:

Cluster 1 is a segment of users who have **moderately high ad clicks** and **purchase amount**(high or low comes relatively to most of the population since we are using Standard Deviations). Their **teams are very weak** and they **click slower than normal**.

Cluster 2 is a segment of users that **barely click ads**, and have **fewer purchase amounts** too. Their **teams are slightly on the weaker side**, and so is their **click speed, slow**.

Cluster 3 is a segment of users that have **moderately high ad clicks** but they **purchase lesser** than most, their teams are **extremely strong**, and their **click speeds are fairly high**.

Below you can see the summary of the train data set:

```
[123]: model.clusterCenters foreach println
       [0.5657139554913375,0.5638219939345769,-0.7355293672389471,-0.13910127144715376]
       [-1.2507587950221988,-0.5508930923104604,-0.105071834780552,-0.1993074766586675]
       [0.5306311917352996,-0.14220019574626339,0.9800822528171507,0.35843527965628746]
```

[0.5657139554913375,0.5638219939345769,-0.7355293672389471,-0.13910127144715376]
[-1.2507587950221988,-0.5508930923104604,-0.105071834780552,-0.1993074766586675]
[0.5306311917352996,-0.14220019574626339,0.9800822528171507,0.35843527965628746]