

## Cluster Centers

Cluster #	Cluster Center
1	[-0.0967, 0.02876, 0.8414]]
2	[2.322, 0.0707, 0.8612]
3	[-0.0656, 2.5974, 0.1903]
4	[-0.4427, -0.5243, -0.9249]

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that the users click on the ads very often but seldom pay for the items.

Cluster 2 is different from the others in that the users click on the ads a lot and also like to buy the items.

Cluster 3 is different from the others in that the users play the game very often.

Cluster 4 is different from the others in that the users is not active in playing the games, buying items and clicking the ads.