**Cluster Centers**

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| **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.