

Cluster Centers

Cluster centers formed are given in the table below

Cluster #	Center
1	[41.07, 10.29, 145.51]
2	[34.28, 6.45, 67.22]
3	[26.30, 4.48, 17.07]

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that **the players in the cluster have the highest 'totalAdClicks', 'totalBuyClicks' and 'totalRevenue'.**

Cluster 2 is different from the others in that **the players in the cluster have the second highest 'totalAdClicks', 'totalBuyClicks' and 'totalRevenue'.**

Cluster 3 is different from the others in that **the players in the cluster have the lowest 'totalAdClicks', 'totalBuyClicks' and 'totalRevenue'.**