

Training Data Set Creation

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

```
trainingDF = combinedDF[['totalAdClicks', 'totalBuyClicks', 'totalRevenue']]
trainingDF.head(n=5)
```

	totalAdClicks	totalBuyClicks	totalRevenue
0	44	9	21.0
1	10	5	53.0
2	37	6	80.0
3	19	10	11.0
4	46	13	215.0

Show the dimension of the training data set

```
trainingDF.shape
```

```
(543, 3)
```

Dimensions of the final data set: **543 rows x 3 columns**

of clusters created: **3**