**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 ‘totalAdClics’, ‘totalBuyClicks’ and ‘totalRevenue’.**

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

Cluster 3 is different from the others in that **the players in the cluster have the lowest ‘totalAdClics’, ‘totalBuyClicks’ and ‘totalRevenue’**