## 3.3 Cluster Centers

| Cluster # | Cluster Center |
|---|---|
| 1 | array( [ 25.12037037, 362.50308642, 35.35802469 ] ) |
| 2 | array( [ 32.05, 2393.95, 41.2 ] ) |
| 3 | array( [ 36.47486034, 953.82122905, 46.16201117 ] ) |

These clusters can be differentiated from each other as follows:

The first number (field 1) in each array refers to the number of ads per user click, the second number (field 2) in each array refers to amount of game-clicking per user and the third number (field 3) is the cost on this game of each user. These clusters can be differentiated from each other as follows: The first number (field 1) in each array refers to the number of ads per user click, the second number (field 2) in each array refers to amount of game-clicking per user and the third number (field 3) is the cost on this game of each user.

Cluster 1 is different from the others in that the users' ad-clicks, game-clicks and cost are all less than others, this kind of users can be called "low level spending user".

Cluster 3 is different from the others in that the users' ad-clicks, game-clicks and cost are all more than others, this kind of users can be called "high level spending user".

Cluster 2 is different from the others in that the ad-clicks is not the least, game-clicks is the most but their cost is not the most, this kind of users can be called "neutral user".