

Cluster Centers

Cluster #	Cluster Center: <i>adClickSum</i> , <i>gameClickSum</i> , <i>revenue</i>
0	24.99 , 357.96 , 35.07
1	36.44 , 926.12 , 46.97
2	32.36 , 2310.64 , 39.42

Cluster 0: Customers on this cluster are not heavy players but still generate some revenue

Cluster 1: Customers of this cluster tend to be very cash convertible with ads even if they play a moderate amount, generating a high amount of revenue

Cluster 2: Customers that are very active and generate a moderate amount of revenue