**Cluster Centers**

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| --- | --- |
| **Cluster #** | **Cluster Center:** a*dClickSum , gameClickSum , revenue* |
| 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