**Cluster Centers**

|  |  |
| --- | --- |
| **Cluster #** | **Cluster Center** |
| 1 | 27.39467849, 23.86474501 |
| 2 | 39.07608696, 115.26086957 |

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that…

**This cluster has a lower ad click rate per user and lower revenue per user.**

Cluster 2 is different from the others in that…

**This cluster has a higher ad click rate per user and higher revenue per user.**