

Cluster Centers

Cluster #	Cluster Center
1	[34.144 , 67.448 , 0.1198328]
2	[41.0666667, 145.511111, 0.128167091]
3	[26.36461126, 17.12600536, 0.1103672]

The features is totalAdClicks, revenue, hitRatio.

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that median totalAdClicks, median revenue, median hitRatio.

Cluster 2 is different from the others in that high totalAdClicks, high revenue, high hitRatio.

Cluster 3 is different from the others in that low totalAdClicks, low revenue, low hitRatio.