**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.