Cluster Centers

Cluster #	Center (purchase_per_adclick, avg_session_length, hit_rate)
1	`[-0.21903156,  0.43540912, -0.0538909 ]`
2	`[-0.32941065, -1.7305019 , -0.42341042]`
3	`[-0.46824539, -2.23297675,  4.92736511]`
4	`[2.3048937 , 0.09565116, 0.41877504]`

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that these users have
- low conversion &
- **the longest playing time** &
- standard hit rate.
- These are **'lovers'** of the game

Cluster 2 is different from the others in that these users have
- low conversion &
- low hit rate &
- **the worst hit rate**.
- These are the **'least skillful'** of the game

Cluster 3 is different from the others in that these users have
- **the lowest conversion** &
- **the shortest playing time** &
- **the highest hit rate** (extremely high).
- These are '**assassins**' of the game

Cluster 4 is different from the others in that these users have
- **the highest conversion** &
- standard playing time &
- high hit rate.
- These are simply the '**willing spenders**' of the game