**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