

Cluster Centers

Cluster #	Center
1	0.10815052, 1.97281387
2	-0.32965623, -0.36089697
3	2.27468978, -0.0926773

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that users produce average number of hits but made the most purchases.

Cluster 2 is different from the others in that the users who produce less hits and also made less purchases

Cluster 3 is different from the others in that the users who produce the most hits but made the less purchases

Below you can see the summary of the train data set:

Print the center of these two clusters:

```
In [38]: centers = model.clusterCenters()
         centers

Out[38]: [array([-0.32965623, -0.36089697]),
         array([0.10815052, 1.97281387]),
         array([ 2.27468978, -0.0926773 ])]
```