Cluster Centers


```
*OneClusterCenters3.txt
[array([  0.11018492,  17.57300275,  27.1184573 ,   8.02754821]),
array([  1.28548185e-01,   1.46386364e+02,   4.10909091e+01,
         1.26363636e+01]),
array([  0.12005438,  68.46721311,  34.8442623 ,  10.37704918])]
```

Cluster #	Cluster Center
1	[0.11018492, 17.57300275, 27.1184573, 8.02754821]
2	[0.128548185, 146.386364, 41.0909091, 12.6363636]
3	[0.12005438, 68.46721311, 34.8442623, 10.37704918])]

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that it has the lowest revenue per user, the number of ad-clicks per user, the lowest number of session per user. The first term of my centers is the accuracy which is quite always the same here (and also on others calculations made with 4 and 5 centers) so I won't use it in my analysis as it seems irrelevant. This center shows us the users who spend the less and use the less the game. We have to keep in mind that these users might be the newest ones.

Cluster 2 is different from the others in that it shows us the best users for Eglence Inc. in term of revenue as these ones play the most and spend the most.

Cluster 3 is different from the others in that it shows us an intermediate group of users : they spend half of the previous group but 4 times more than the first group. They click quite a lot on the ads in comparison on what they spend and played an average number of session.