**Kedir Nasir Omer Date: Nov. 28/2022**

**UC SanDiego- Big Data Specialization**

**3.3. Cluster Centers**

* **Recommending Actions from Clustering Analysis**

|  |  |
| --- | --- |
| **Cluster #** | **Cluster Center** |
| 1 | [41.07, 10.29, 145.51] |
| 2 | [34.28, 6.45, 67.22] |
| 3 | [26.30, 4.48, 17.07] |

* These clusters can be distinguished from one another in the following ways
* In contrast to the other clusters, **Cluster 1's** participants have the **highest** "totalAdClics," "totalBuyClics," and "totalRevenue."
* The players in **Cluster 2** differ from the others in that they have the **second-highest** "totalAdClics," "totalBuyClics," and "totalRevenue."
* The players in **Cluster 3** differ from the others in that they have the **lowest** "totalAdClics," "totalBuyClics," and "totalRevenue" numbers.