

Cluster Centers

Cluster #	Center
1	array([25.12037037, 362.50308642, 35.35802469])
2	array([32.05, 2393.95, 41.2])
3	array([36.47486034, 953.82122905, 46.16201117])

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that the gamers(users) in ad-clicks, game-clicks and their total spending are all less than others this kind of users can be called “**Less spending gamers**”.

Cluster 2 is different from the others in that the gamers(users) ad-clicks is not the least, game-clicks is the most but here their sum of total cost spent is not that high so this kind of users can be called “**Neutral gamers**”.

Cluster 3 is different from the others in that the gamers(users) ad-clicks, game-clicks and total spending are all more than other users hence this kind of users can be called “**High spending gamers**”.

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

```
clusters|
array( [ 25.12037037, 362.50308642, 35.35802469 ] )
array( [ 32.05, 2393.95, 41.2 ] )
array( [ 36.47486034, 953.82122905, 46.16201117 ] )
```