

Cluster Centers

Cluster #	Cluster Center
1	array([-0.81771878, -0.37749641, -0.4354828])
2	array([0.84528233, 0.39022101, 0.45016199])

These clusters can be differentiated from each other as follows:

The first number (**field1**) in each array refers to the scaled version of total number of ad_clicks per user; the second number (**field2**) refers to the scaled version of total game_clicks per user. The third number (**field 3**) refers to the scaled version of amount of money revenue per user. Clustering our training set into two clusters, allowed to us to identify two big user groups. As expected they have big differences on all values and we could infer that the amount of revenue per user is directly influenced by the amount of clicks (on game and ads). Also we can see that low values in game clicking normally influence to low values in ads clicking. High number of game_clicks normally influence into high values on ads clicking.

Cluster 1 is different from the other, as players in this group have a low number of game clicks, wich traduce in less often ads clicking behavior reducing the revenue we have per user in this group.

Cluster 2 is different from the other, as players in this group have a high number of game clicks. As we can see, it potentially traduce into a more often ads clicking behavior increasing the revenue we have per each user in this group.