Cluster Centers

Cluster #	Center
1	[67.448, 34.144, 8.128]
2	[145.51111111, 41.06666667, 8.48888889]
3	[17.12600536, 26.36461126, 7.36729223]

The first index of all the arrays above shows the totalRevenue; the second index of all the arrays above shows totalAdClicks; and the last index of all the arrays above shows the number_adCategories.

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that they are not necessarily the highest or lowest spenders from the two clusters, their total ad clicks fall in between the ranges of clusters 2 and 3, and the number of ad categories that they also click on is between the ranges of the other two clusters. It seems like these users are on-the-margin users.

Cluster 2 is different from the others in that it seems to be the cluster with users that buy the most items, have higher total ad clicks and click on a higher variety of ad categories (although the magnitude is not substantially different from the other two clusters, it is still a bit higher). We can categorize these users are high spending users.

Cluster 3 is different from the others in that the total revenue, total ad clicks per user and number of ad categories per user are all less than the rest of the cluster; which indicates that these users are low level spending users. Their ad-click ratio is smaller than the rest of the users and their number of ad categories is less than the other users -although not by much - while it looks like the cost is a lot less for cluster 3 users than the other two clusters.