

Cluster Centers

Cluster #	Cluster Center
1	array([41.39622642, 138.96226415, 1976.9245283])
2	array([25.68945869, 15.74643875, 1977.38746439])
3	array([34.09352518, 60.97122302, 1976.20863309])

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that it has the largest number of ad-clicks and revenue per user.

Cluster 2 is different from the others in that it has the lowest number of ad-clicks and revenue per user.

Cluster 3 is different from the others in that it has roughly the median number of ad-clicks and revenue per user. Cluster 3 also has a birthYear of 1976, so this cluster centers on 40 year old players. Cluster 1 also centers on 40 year old players and Cluster 2 centers on 39 year old players.