**Cluster Centers**





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| **Cluster #** | **Cluster Center** |
| Cluster 1 | [-0.73, -0.61, 0.89] |
| Cluster 2 | [1.05, 1.10, 0.09] |
| Cluster 3 | [-0.36, -0.52, -0.93] |

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that… Has a high strength, very low number of addClicks an Amount spent

Cluster 2 is different from the others in that… Has a medium strength, very hihg number of addClicks an Amount spent

Cluster 3 is different from the others in that… Has a low strength, low number of addClicks an Amount spent