

Cluster Centers

Cluster #	Cluster Center
1	[34.65972222, 59.60416667, 11.93105959]
2	[25.36811594, 15.4173913 , 10.98206254]
3	[40.87037037, 138.24074074, 12.67545308]

These clusters can be differentiated from each other as follows:

Cluster 1 is different from the others in that... **total adClicks though being mediocre i.e. 34.65 generate revenue of 59.60 which is 4 times more than in cluster 2. Also the increase in hit-percentage means a higher revenue.**

Cluster 2 is different from the others in that... **total adClicks is the lowest in this cluster and generates lowest revenue and has users with least hit ratio.**

<Optional Fill In> Cluster 3 is different from the others in that... **total adClicks is the highest i.e. 40.87 and the revenue is at least 4 times more than any other cluster along with the highest hit-percentage.**

Note: Copy and fill in if you selected more than 3 clusters.