

## Training Data Set Creation

The training data set used for this analysis is shown below (first 5 lines):

| avgPurchaseCount | avgAdClicks | avgExpPerSession |
|------------------|-------------|------------------|
| 0                | 0           | 0                |
| 0.714285714      | 5.142857143 | 8.571428571      |
| 0                | 0           | 0                |
| 0                | 0           | 0                |
| 0                | 0           | 0                |
| 1.142857143      | 4.857142857 | 3.714285714      |
| 2                | 6.5         | 31.5             |
| 1                | 5           | 6.5              |
| 1.5              | 5.666666667 | 3.333333333      |
| 0                | 0           | 0                |

Dimensions of the training data set (rows x columns) : 1091 rows x 3 columns

# of clusters created: 3