

Recommended Actions

Action Recommended	Rationale for the action
Increase ads to users who play a lot	It was seen that users who play a lot are also the users who spend less and click less on ads. If we increase ads to users who play a lot, it will promote these users to spend more and therefore increase the revenue
Show higher price ads to users who spend more	If we show higher price ads to users who spend more, we can increase the revenue faster. The users who spend the more also do not play too much, thus by showing them the more valuable ads first, we can increase the revenue faster