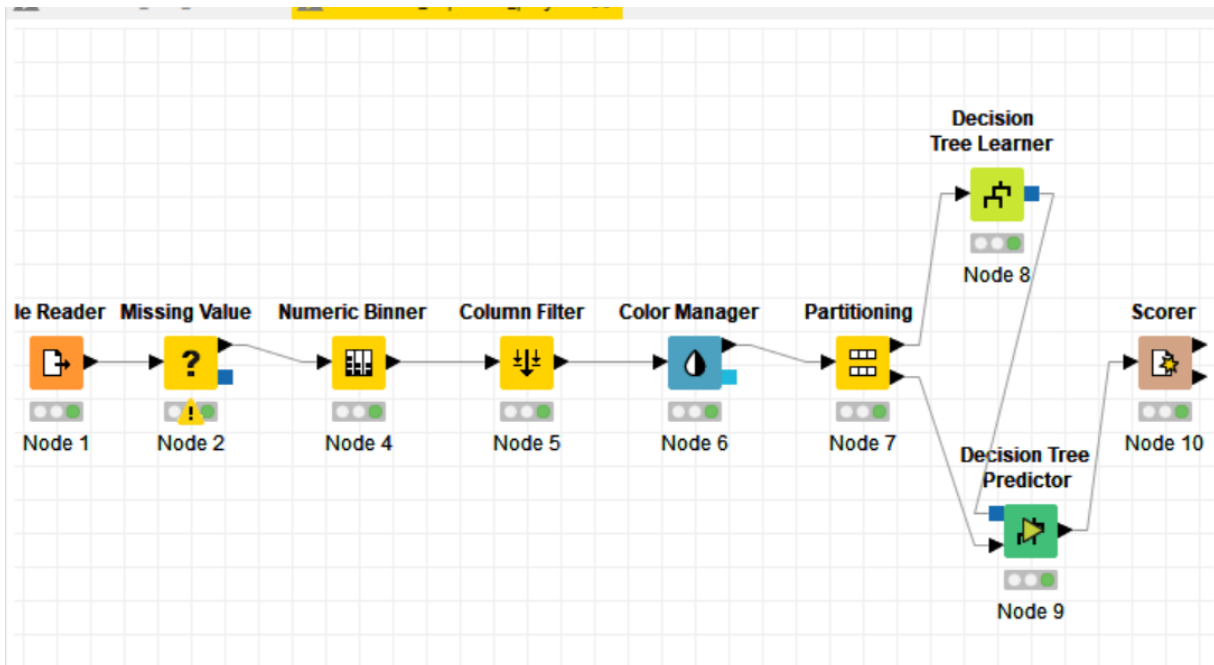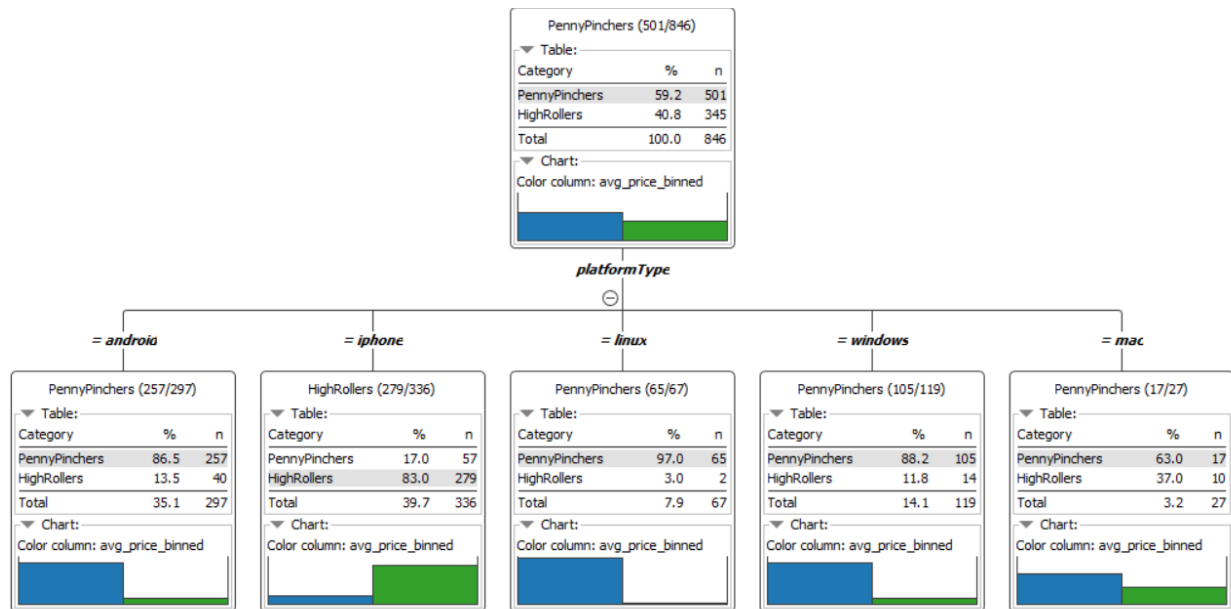# Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

We know based on the data, in-app purchases of expensive items generate more revenue for the company than purchases of inexpensive items. It is important to identify Highrollers vs PennyPinchers.

In order to predict who is HighRoller and who is a pennypincher based on the known attributes we fitted a decision tree. Here is how it looks like and gives out of information across different platform types.

PennyPinchers (501/846)

▼ Table:

Category	%	n
PennyPinchers	59.2	501
HighRollers	40.8	345
Total	100.0	846

▼ Chart:
Color column: avg_price_binned

platformType
⊖

= android

PennyPinchers (257/297)

▼ Table:

Category	%	n
PennyPinchers	86.5	257
HighRollers	13.5	40
Total	35.1	297

▼ Chart:
Color column: avg_price_binned

= iphone

HighRollers (279/336)

▼ Table:

Category	%	n
PennyPinchers	17.0	57
HighRollers	83.0	279
Total	39.7	336

▼ Chart:
Color column: avg_price_binned

= linux

PennyPinchers (65/67)

▼ Table:

Category	%	n
PennyPinchers	97.0	65
HighRollers	3.0	2
Total	7.9	67

▼ Chart:
Color column: avg_price_binned

= windows

PennyPinchers (105/119)

▼ Table:

Category	%	n
PennyPinchers	88.2	105
HighRollers	11.8	14
Total	14.1	119

▼ Chart:
Color column: avg_price_binned

= mac

PennyPinchers (17/27)

▼ Table:

Category	%	n
PennyPinchers	63.0	17
HighRollers	37.0	10
Total	3.2	27

▼ Chart:
Color column: avg_price_binned

Specific Recommendations to Increase Revenue
1. Expensive items should be targeted to the players who login using their iPhones. Inexpesive items should be targeted to non-iPhone users.
2. Use Machine Learning to sense the needs of all non-iphone users and try to include moderate to expensive items to them especially when they are available on discounts.