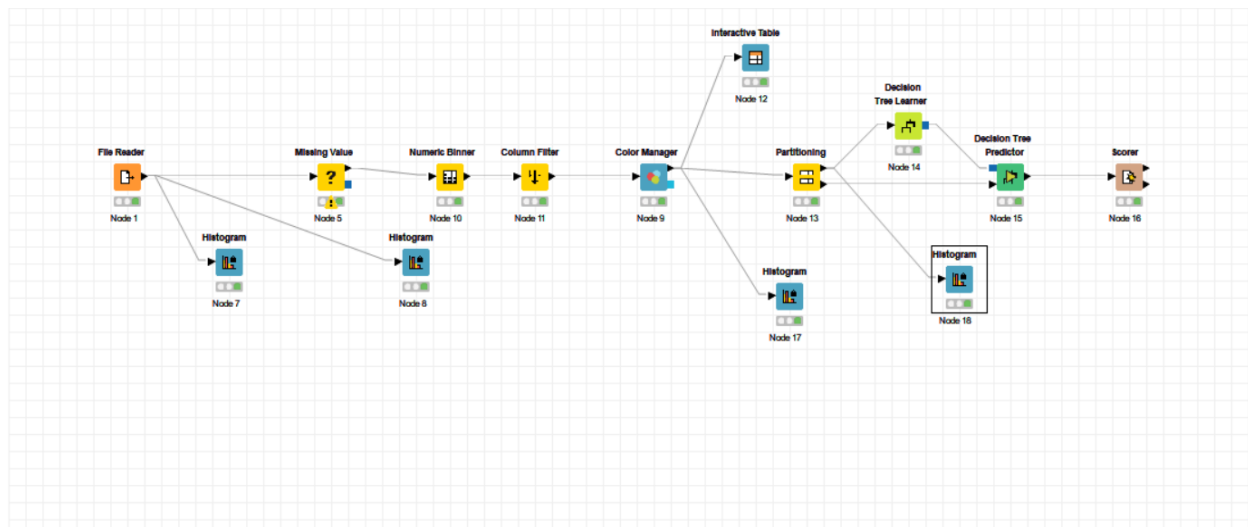


## Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

According to the classification users that use Iphone tend to buy more than any kind of users (platform type).

Specific Recommendations to Increase Revenue
1. try to increase our users that uses Iphone buy updating the app in app store.
2. I think working on mac can have a great effect as they are the second source of income. Linux also have a very bad income so trying to find more solutions for these users.