Recommended Actions

Coursera Big Data Specialization Capstone Project, Week 3

Action Recommended	Rationale for the action
Increase the prices for advertisements showed to players into first cluster	Players into the first cluster are frequent ad-clickers and increase the price of their ad, could increase the company's revenue.
Charge players into third cluster lower fees for the price of the in-app purchase items	Players into the third cluster only purchase items with lower prices. Lowering the price of the in-app purchase or giving them coupons could encourage them to spend more.