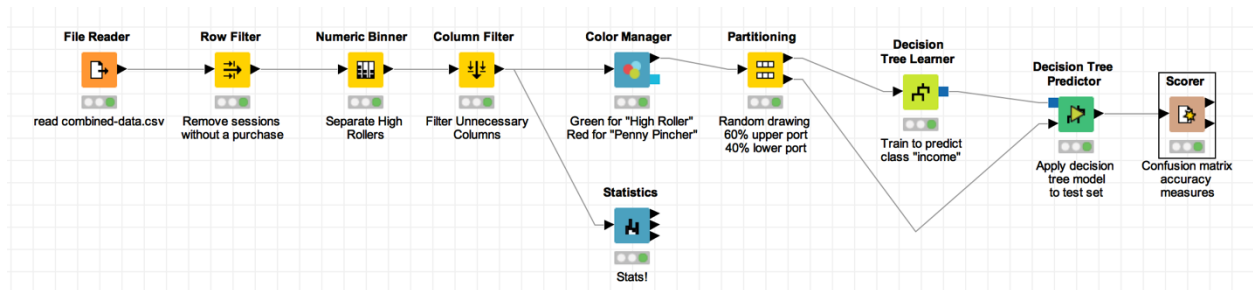# Analysis Conclusions

Coursera Big Data Specialization Capstone Project, Week 2

Peer Graded Assignment: Classifying in KNIME to identify big spenders in Catch the Pink Flamingo

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

The OS used by users. Users who are HighRoller use iOS. PennyPincher use Android, Mac, Win, Linux.

Specific Recommendations to Increase Revenue
1. Target promotions to iOS users.
2. Target future product develop towards iOS.