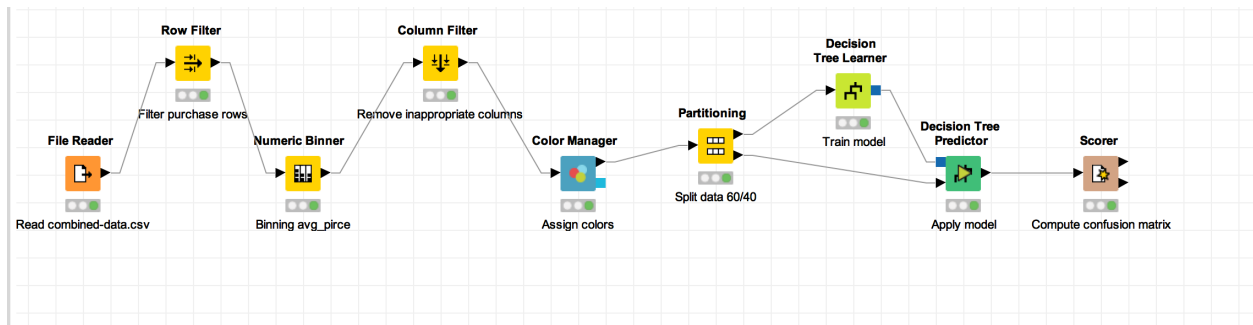


## Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

<Fill In 2-3 sentences answering this question based on insights from your analysis.>

1. The platformType makes the type of buyer type, and mobile platforms contributes more than PC platforms.
2. In mobile platform, iphone players are more likely to be HighRoller(83%), while android players tend to be PennyPinchers(86.5%)
3. In PC platform, players are generally PennyPinchers, but part of mac users are HighRollers(37%).

Specific Recommendations to Increase Revenue
1. Android and Windows are two big user group to develop more HighRollers.
2. Considering the potential HighRoller group in mac platform, it's worth investing to attract more players from mac platform.