

Recommended Actions

Action Recommended	Rationale for the action
Limit easy level games to advanced players	Since players with highest hitsPerHour dislike to purchase and click ads, the game difficulty could increase gradually for advanced players to reduce their hit rates.
Target ads to plyers with lower hit rates	Lowest hitsPerhour comes with the hightest totalAdClicks and revenue, player groups with lower rates tend to purchase more.
<Optional Fill in>	<Optional Fill in 1-3 sentences>
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