**Recommended Actions**

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| **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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