

Recommended Actions

Action Recommended	Rationale for the action
Increase the price of ads shown at members of the first cluster	It was seen that this group clicks and buys a lot. So increasing the price of third party ads targeting this group would increase the company's revenue.
Show 'Special Offers' to members of the third cluster	If we show special offers to the users who clicked the least, we may increase the amount of ads they click in and therefore the revenue.